

# **Masters of Marketing**

## **The Future and Power of Email**

**By Thomas Prendergast**

**Supplemented by a great collection of Master's sequential email letters**



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## **About the Author**

Thomas Prendergast has been in marketing his entire adult life. He is an accomplished and world famous illustrator and designer. He has been running Inetekk.com for over 5 years with 5,000+ subscribers to his systems. He has been a full time Internet marketer since 1992 and has helped thousands of people start their own Internet businesses. He is known in the Industry as an Internet genius, The Bomb by his friends and a major threat by his competitors. He resides in Del Mar, CA with his wife, Teresa, his daughter, Taylor, and his son, Franklin.

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All of the referenced materials in the following section of this book are courtesy of the originating authors of those chapters. Not all of their concepts, practices, suggestions, theories and instruction follow with what I have learned from the Internet, but do go far to illustrate what I am about to reveal to you. TP

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Sincerely,

**Thomas Bollinger**



## **The Future and Power of Email Marketing**

By: Thomas Prendergast

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### **Al Gore, My Dad and a young boy.**

I have been on the Internet since before Al Gore. In 1982 I set up my first Bulletin Board System with a CPM (Before Dos) computer. My Dad was the only one who used it and we were able to communicate with each other from a long distance using our modems. It was a big distraction, hard to do and I dropped the whole project after about a month.

But, before I get into the technical part of where I came from, I think you need to understand how I even arrived to a point of having computers invade my life long before they invaded the rest of the civilized world.

As a young child it became apparent I had a gift to create, draw, paint and illustrate. My 5<sup>th</sup> grade teacher even brought me home one day, to inform my parents that they had a child protégé on their hands. My Dad was horrified by the thought and made it a point to often tell me the world was filled with starving artists. Thank God, I also loved academic pursuits and did well in math, science, history etc., but my passion was the arts. By the time I was a young adult, I was making a decent income as a self employed artist and used this income to go to what little school I did manage to finish.

This lifestyle of never working for anyone else allowed me to free up the left side of my brain and until I was 30 years old, I was a surf bum, living from beach city to beach city chasing waves and making money as an artist. Life was truly good!

By the time I had moved to Whidby Island, Washington State, in 1978, I had become famous as one of the top ten Scrimshaw artists in the world. I lived on the beach, ate Dungenous Crab, had a great garden, a fishing boat and a sports car and spent the weekends in Seattle pursuing the night life, but something was missing. I felt a call to serve people with my talent, so I moved to San Francisco in 1982 and started a Design and Ad agency called TNT Studios. Our market was primarily direct marketing campaigns, Business to Business (B2B), trade shows and printed collateral.

The business took off and we rode the Silicon Valley revolution into the digital world. It was about this time I purchased our first computer. It was an Actrix computer and used CPM as it's operating system. My main objective was to develop databases so I could easily keep track of my clients, keep them informed and to make this database available to our sales as well as automate our billing process.

## **Enter the Digital Design Nightmare**

As we trained and got our systems to do the billing, and this was grueling by the way, I was also hearing about digital design and started to look into it. I wanted to be able to produce artwork like I was starting to see on 35 mm slides.

Soon after, we invested into a NorthStar CPM system to design and develop 35 mm slides so we could utilize the digital design capabilities at that time. Shortly after this investment, IBM came out with the PC Junior computer and the first Macs also came on the scene. We bought our first Mac system, Post Script Printer and Scanner. I don't even want to tell you how much that cost. I also purchased the first release of Adobe Illustrator. WOW, I was going places.

I can not tell you how much money and time we wasted for years trying to build film negs for print jobs, the long nights waiting for film to process from the first Linotronics, trapping issues, mores, poor quality, empty promises, endless trainings, etc. At the same time I was starting to hear about this new International Network system that was going to take years to build and would allow us to send files electronically anywhere in the world. "Goodbye Fed Ex bills!" I thought.

Our ad agency was growing exponentially along with the Electronics industry. I had a dream that would allow us to build a local network in our office so we could share the information between accounting, production, the art department and sales. I went out and bought the course for Novell and proceeded to build my first network. It took me a year to finally make it happen. It was archaic compared to today, but we actually had one of the first networked office systems in the Bay

Area. Well, “bust my buttons”, I thought, “We are headed into the digital revolution and TNT was leading the pack”.

At about the same time I decided to teach myself digital design and started reading everything I could about computer design. Believe me, there was little value to most of the stuff, if you could even understand it, but I read it all. This era spanned from 1982 to 1990. This period of time was a nightmare. The frustration of learning all of this stuff at a time when no one had gone before me, from manuals written by engineers who did not write for less than technical people like me and being fooled by experts and consultants who took your money without hesitation and never delivered. It was truly trial by fire and I was getting burned every time I turned around and I wasn't even on the Internet yet much less aware of Network Marketing!

The obvious advantages of this time of trial was the fact I got a head start learning digital design, computer systems and database management. I started using Adobe's products at the get go. I ran a direct marketing firm with clients from the Bay Area that read like a who's who. I got a major head start hating computers long before most of you! (LOL).

Then the recession hit the USA and in California it was a depression. Fortunately, I saw it coming and we shut down TNT Studios, sold our house and moved to Olympia, WA. Before the tide went out.

### **I became a Home Based Business..... Before it was even called SOHO.**

We moved to Olympia September 1992. At this time, I had shut TnT Studios down. When I got to Olympia, I refused to start another business in an office. I had a young daughter and a son on the way. I wanted to work at home. Let me tell you, my father in law thought I had lost my mind. You see, TnT Studios made over \$2 million per year. Of course I had 20+ employees, office overhead, attorneys, law suits, receivables, payables, more attorneys, claims, refunds, insurance, taxes, CPAs, book keepers, etc....Ychhhhhhh! I hated it. IT WAS NOT WORTH IT! You can have my BMW!

Soooo.....I was in for a shock! You move from San Francisco to a small town and see what I mean. There was nothing there. If I needed anything, I had to either order it from a catalog or drive to Seattle, which at that time was not much better. I started to search the Bulletin Boards for a better way. I joined AOL again to see if that would help. It did. The email was a big advantage and allowed me to keep in touch with my previous contacts from TnT Studios. I started selling discounted software on the AOL Classifieds and found that to be very successful. I even wrote my first Quick Keys script for my Macintosh to automatically go online and place my ads every hour day by day to keep my ads at the top. It was real exciting to find a large audience for so little money.

I started a printing and Design Company called TnT Graphics and used classified ads in the Graphic Arts Monthly Journal and the 800 number directory AOL's Classifieds to drum up business and it worked. But my big break was when I inadvertently joined a MLM company that sold flat rate Internet access for \$19.95 per month. This was at a time when AOL charge \$2.95 an hour to be online. I came across this service by receiving an unsolicited commercial email from "cyberpromo". Cyberpromo was Stamford Wallace the infamous and now retired Spammer. He started out a long time ago on AOL with his service. This was my first indication of the power of email. I even tried spamming myself way back then. I discovered how unproductive and non-duplicative Spam was real fast, and have never used Spamming since.

I used my new online account to build my knowledge of the Internet and my first web site. You can still see this web site by going to:  
<http://www.pwrnet.com/graphx/portfolio/>

I used this website to get printing and design work and submitted it to a brand new search engine called Yahoo. Up until search engines appeared you had to use a software product called Gofer, that indexed the entire Internet while online. It was slow and difficult to achieve better than mediocre results. Boy, have things changed since those days! The listing in Yahoo actual brought me printing business from the Internet. But.....It wasn't until I decided to market the MLM Internet service, that I found out how massive results could occur using the Internet, databases, direct marketing and duplication.

## **I Discovered Network Marketing**

I was having one of those left brain moments and was thinking..."Hmmm, I have seen what AOL mails out to people". It was a nice four-color envelope with a disk in it offering their service to "get online". I thought, "I have a large printing job with room on the master sheets for me to print up a similar mailing piece. So I designed a disk self-mailer, brochures and a flyer to promote Pownet (The name of the ISP mlm) and printed up several thousand. I developed a form letter database with a new program from Claris called Filemaker and placed several classified ads in the newspapers in Seattle, Tacoma and Olympia. I also set up an answering system with a digital unit called a Friday phone system and built another web site to sign people up with online. Keep in mind, this was back in 1992-1993. Then I bought a big mailing list and launched the campaign. OH MY GOD! The phone started ringing off the hook. People were signing up left and right. I put 200 people in my front line the first week. My first compensation check was over \$4,000.00! I was shocked. It was pandemonium. During this campaign, I was very fortunate to meet a man named Steve Hines. He was a seasoned Networker and came to my house with several of his front line partners. They joined immediately, but, the most important thing Steve did for me was he taught me the necessary requirement of making what I had duplicable. I had a lot of

thinking to do....

## **Reinventing the automation (Self Replication)**

Steve made it real clear why I needed to re-make everything I had done to be duplicable. This was a challenge, but within weeks I had the website self duplicating. It was pretty simple by today's standards. However, this was the first self duplicating site on the Internet that I am aware of. It was done with perl script and was a simple one page online application that duplicated when you joined. I also contacted Claris and got licensed to use their SDK so I could create my Filemaker system into a runtime program (Which meant I could give the program away and you didn't need to buy Filemaker to make it run). I named this ClientNet. This allowed me to build depth into my organization as you can see from an old automated genealogy we built back then and I saved at:  
<http://www.pwrnet.com/graphx/dline.htm>

## **Big Problem: The Company Failed**

This is probably the single most important thing that happened to me. The company failed and left everyone in the lurch. However, I had everyone's email address, and full database. This allowed me to retain full contact with everyone and invite them via email into the new company from the ashes. It allowed me to flex my muscles and I rebuilt a new organization practically overnight. Email is very powerful as I found out again. This single event also inspired me to build the automated systems Inetekk has become famous for.

As we continued to build online communities, it become very important that lead generation automation become integral with our sites. Our first focus was exploiting the search engines. This is why we bought 100s of domains and to develop then into free services so we could rout the traffic to our subscribers sites on a random basis. This was traffic, but it did not develop contact databases nor email communication capabilities.

## **FFA Sites become interactive.**

By 1998 we had discovered the FFA phenomena. We new that posting to FFA sites was the poor mans answer to the search engines. It would result in some traffic. We built a submission system that would post to multiple FFA sites at one time and this increased some leads and traffic, but, it wasn't until we created the FFAFARM at:

<http://perma.ffafarm.com/mdxsamohtresearch22>

did we start to see a significant increase in email lead generation. This was around 1999 and was so successful it caused our single server to constantly crash from the magnitude of automated postings.

## **Meltdown from too many leads and complaints**

1999 was the year of meltdowns. As we continued to build more lead systems, our databases began to crash. Our server couldn't handle the demand of the many postings and we started to get accused of spamming because we did not have any type of verification in place. We had entered the next nightmare on the Internet. As more of our lead systems and traffic sites became popular and used often, the email databases we were building for our subscribers grew very large and very fast. The problems were many, but the worst problem was the complaints. You see, someone would sign up for one of our services, but as soon as one of our subscribers sent that contact an email from our system via autoresponder or direct email from our sites we would get hundreds of Spam complaints.

Now, we were not Spamming, but we were being blamed for it. We were in for the biggest challenge of our lives. We had to expand our system to hundreds of servers to handle the demand on our technology, we had to convert to an SQL database to prevent our database from crashing and we had to build a verification system to prove the email we sent was legitimate. It took us 9 months to accomplish this and we worked 20 hours a day for these 9 months to do so, all under the threat of being shut down by our service provider who hosted our servers.

Our provider didn't believe us. They received 1,000s of complaints from SpamCop regarding the email our system was legitimately sending out. The problem was we could not prove these emails were legitimate because it was virtually impossible for us to prove the recipient was legitimate and had authorized us to send them email by using our services.

## **The Internet is at Risk because of Flammers not Spammers**

We succeeded in building a fully searchable verified and verifiable system. This new system was completed in late August of 2000. It is ironic that the day the first version of our system was in place that Above.net shut us down. It took us 5 days to get the system back up with many emotional and sometimes angry phone calls to our lawyers, Above.net officers, etc. and we finally convinced them our system was now compliant to their new stringent anti-abuse policies. We finally got reinstated after 5 days of being shut down. OUCH, that hurt!

Since we built our verification and verifiability system some interesting facts have surfaced. Now, pay attention, because we think we have uncovered a major conspiracy that is even affecting our economy! Here is why!

Many of you have probably heard of Julian Haight's SpamCop system. If you get



an email you think is Spam, you can just go to Spam Cop, copy the alleged Spam and paste it into his system, press a button and whammo....you have just sent an anti Spam Flame to everyone connected to that email, links in the email, uplines, etc. Most ISPs will shut you right down if they receive email from this system with no questions. Bang, you are dead without the ability to even try to defend yourself.

Interesting thing about our verifiability system though. We have automated the verification search logs so any email in question can be entered into a form right online and in seconds deliver a report on that email. Go see for your self: <http://inetekk.com/abuse.html> (Search tom@wavefour.com for a sample) If that email is in our system from verifying, it will give an in-depth report, including the time, date, service that was verified, routing information and the IP address from the email that was clicked on to verify. In other words, the system will prove beyond a shadow of a doubt whether the email address in question was verified or not.

Since our system has been in place we continue to get hundreds of spam complaints from SpamCop, but, not one complaint has been legitimate. This is because our verification system works. Timothy Lund, the Director of Above.net's Client Service Policies, has found SpamCop to be a nuisance and they have stopped paying them anymore attention. In other words, our system has destroyed SpamCop's credibility. Timothy Lund now endorses our company and systems and even sends business to us now. This is a 180 degree turnaround because we have been able to disprove every Spam complaint 100% of the time!

The year 2,000 was a year that Spam Complaints became an all time high. Unnet received over 200,000 spam complaints every month. Most complaints were made against legitimate companies like Yahoo.com, Ebay.com, Warehouse.com even Microsoft. Many companies were shut down, others were financially hurt and the over all health of the Internet was hurt by this heightened hue and cry against Spam. I believe the current financial condition we are in as of this writing is partially due to this illegitimate attack on legitimate business by reckless companies like SpamCop. Today, the US economy is undeniably tied to the Internet.

## **The coming Internet Renaissance, The Email Revolution!**

If you are not prepared, the next Internet revolution that is right around the corner will leave you behind. It will be email. Not just verified email, but, verifiable email.

Banner advertising does not work. Just look at Yahoo.com or any of the sites whose revenue model is based on Banner Advertising revenue. It is no wonder that banner costs are dropping. Why? **Because banners don't work.** I know! I hosted and managed a massive site called syzygyjob.com. It gets millions of visitors every month. I placed banners on every page. I rotated all types of

designs and messages with them. For every click on the banner, that banner had to be displayed at least 4,000 times. For every click through, we got 1 order out of 1,500 click throughs. This means, for every 6 million impressions, we received an order. At .02 per impression the cost is greater than running a national ad on TV or radio. This is probably why you see so many commercials on TV promoting web sites. Now, do you wonder why the revenues are drying up for banner advertising.

The other and very effective form of advertising on the Internet is being listed at the top of many search engines. It is obvious only a handful of sites occupy that coveted privilege. Even being listed in the search engines means nothing if you can not convert the person who is viewing your site into filling out a form, submitting it and verifying it. To get this kind of action, you better be giving something away of great value and be able to pay for it. This is exactly one of the things we do!

The key to success on the Internet is commanding a very large, verified, verifiable and comprehensive database. To do this you need a system just like our system found at:

<http://mdxsamohresearch22.permaworldgroup.com/members.shtml>

This system incorporates massive free services, hundreds of domains, high ranking in the search engines and a fully comprehensive verifiability system. You need the ability to communicate directly to your prospects via email, phone and physical address. This all needs to be managed in a sophisticated database that allows you to continuously communicate primarily with email. That is exactly what Inetekk's systems do.

Do you want to be prepared for the new Internet order, where those who control the massive databases will profit and those that don't won't? If you do, you have two choices. 1. Prepare to spend Millions of dollars building such a system or 2. Subscribe to a system that is already built. Inetekk's systems are the only systems that are proven and ready to go.

OK....So you have a system that is building your database of email contact databases that are verifiable. Now, you need to know what works in the process of sending them email and building the content of your autoresponders. That is what the rest of this book covers. Keep in mind, that all of us have the ability to write letters. It is just a matter of putting yourself to work and making it happen. Keep this in mind as you read this book, "Do the uncomfortable until it becomes comfortable" and also remember, poverty comes at a great price. Make fear your partner, and put your life into an adventure. An adventure that will wrap itself around the rest of your life. Just think were all of this may lead you. Are you ready for an adventure?

Good luck!

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**OK OK I didn't invent the Autoresponder, but I should of!**

Autoresponders are cool. Our system at Inetekk is built around them. They are the crown of the system. We have several types. We have the classic autoresponder (7+1) and a new type, the semi-autoresponder.

Email autoresponders work like a fax-on-demand system. Maybe you've seen the systems where you call from your fax machine and dial a certain code and you'll get back a document in your fax machine? Well, an email autoresponder works the same way. If you send an email to an autoresponder address you'll get back a prewritten message.

**Using A Sequential Email Autoresponder**

Until just recently, you could only do a one-time auto responder with one message coming back. But now you can set up a whole sequence of autoresponder messages going out on any day you choose. You see, I should of invented it, because it's so perfect for what we do. But we didn't. But we still dig them!

For example, message #1 might go out immediately, then message #2 goes out 2 days afterwards, next message #3 goes out on day 5, then day 8 comes another message, etc, etc.

**Do you see the real beauty of this whole thing? It's unbelievable.**

And the best part is everything is done automatically for you because it's triggered when a prospect submits their email address. So that means you can simply set up your system once and then it keeps working over and over again like a tireless moneymaking robot making sure no prospect ever slips through the cracks. A sequential email autoresponder really turbo charges your follow-up efforts.

Here are a few important facts to consider and why sequential autoresponders can help counter these:

A recent study conducted by Sales and Marketing Executives International concluded that 81% of major sales are closed after the fifth contact.

80% of people who inquire about a product or service will buy it within one year of their initial inquiry. However, more than 90% of the time, they don't buy from the same company that they made their initial contact with.

I've reprinted an excellent article by Michel Fortin explaining the importance of using sequential autoresponders:

## **How to be Sequentially Superior**

Email is certainly an important aspect of marketing on the web. But a single email is never enough -- and in fact can be more costly down the road. Like all marketing messages, it takes repetition in order to get people to first absorb the message, understand it and then take action. Naturally, some people will immediately respond while others need to see the message more than once before they even think about responding to the offer.

The reason for this is that each person, with each marketing message and for each different type of product, has a specific responsive behavior. Virtually all markets can be divided into several, graduated segments based on such behaviors. They generally consist of five, which are: 1) Innovators, 2) early adopters, 3) early majority, 4) late majority and 5) laggards.

Innovators are risk-takers and venturesome, and consist of about 2.5% of the whole market. They usually respond to new offers almost immediately and without giving them much thought. On the other hand, early adopters respond to new ideas early -- taking action soon after the innovators do, albeit carefully. They represent 13.5% of the market. While the third and fourth groups (i.e., the middle majority) constitute the largest segment, the early majority specifically typically respond to new ideas before the average person does.

The early majority represent 34% of any given market. The late majority, which consist of another 34%, are skeptical, careful and slow. They take their time, usually shop around and need to see offers more than a few times before giving them any consideration. The final segment (or the laggards) take action only after some time has elapsed -- usually after everyone else has done so. They consist of the remaining 16% of the entire pie.

Ultimately, the important thing to note here is that the middle majority altogether consist of a whopping 68%. A marketer's goal is therefore to effectively reach, persuade and incite this larger segment, which is often difficult to do with a single mailing. Repeating your marketing message -- and sometimes doing so more than once -- is essential with this group. In the end, you will not only increase the response but also multiply it.

#### One ... Two ... Three Steps, you're In!

As you likely know, statistics prove that the bulk of most sales occur in the follow-up process. However, following up with your prospects is more than just a process -- it's an art. You need to do so in a timely, consistent and compelling manner. As Jim Rohn once said, "Without a sense of urgency desire loses its value." Like a blacksmith you must hit the iron while it's hot.

For example, if you were ever late in paying your debts you may have received at some point those nice reminders collection agencies love to send. First, you get a letter with the typical request to pay your debt and to "govern yourself accordingly." If you don't respond soon after, a second letter appearing in the form of a reminder is mailed to you a few weeks later. And, if you happen to be as persistent as the agency, you then get a third letter with that big, red "Final Notice!" stamped in the upper right-hand corner.

Sequential direct mail has been just as profitable an endeavor for entrepreneurs as it has been for collection agencies. Even though I've first heard of this technique from marketing guru Dan Kennedy, I still didn't believe in its effectiveness until I actually used it in my own practice. Tested in one of my client's businesses, our first mailing conducted to approximately 7,000 recipients generated a response rate that was less than 1%.

It's not much but typical for most one-time direct mail campaigns. However, the surprise came when the rate climbed to about 7% following the second mailing and over 3% after the third, which were targeted to the same group of people. With all three mailings totaling 11%, the overall response was a tenfold improvement over what could have been a single mailing.

The first letter had a special time-sensitive offer and an invitation to enter a draw. The second letter, which was mailed out 15 days after the first one, had a "sorry we missed you" and "we're concerned" flavor to it. It offered additional incentives in order to help nudge unresponsive recipients into action -- such as a free, bonus product worth only a few dollars.

Thirty days after the initial mailing, the third letter boldly stated the words "this is your last chance" and "deadline around the corner" right at the top -- similar to the collection agent's final warning stamp. The content of the letter reinforced the

urgency of the offer and, along with an extra incentive that was not offered in the previous two mailings, emphasized the negative outcome that would result if the recipient chose to remain idle.

### **It's Worth Repeating**

Incidentally, the prize drawn in the previous campaign was for one of my client's products -- priced at about \$1,500. Shortly after the draw however, we decided on a fourth mailing to all those who did not respond and offered a discount on the very same product. It said: "Congratulations! you've won the second prize -- a \$250 rebate on [the product drawn]." As a result, the response rate had finally risen to a total of 16% -- and even more, since sales continued to trickle for months after the campaign was over.

The mailing was indeed a success because a 16% response rate is a far cry from the 1% that we would have normally achieved with a mere mailing. But the power of such a process lies in the fact that subsequent mailings tend to make the offer more valuable. When an offer is repeated, people have the natural tendency to assume that the offer is important and not a fly-by-night spiel. In fact, repetition not only helps to emphasize the importance of an offer but also aids comprehension and reinforces its urgency.

If you can, transform your next direct email marketing campaign into a sequence of messages and you will likely see a substantial improvement over single mailings. However, keep in mind that such campaigns refer strictly to those made to opt-in subscribers. Just as sequential direct email helps to multiply the potential response, sequential unsolicited email -- or "spam," which in itself is very risky -- multiplies the risk and its consequences.

With the help of the Internet, campaigns can also be entirely automated with what are often called "follow-up" or "intelligent" autoresponders (or "autobots"). After someone has responded to your offer or asked for more information from your company, autobots can automatically deliver your series of pre-written follow-up email messages in preset intervals. This strategy can become quite effective, provided that users are properly notified -- they are subscribing in other words -- and given the ability to stop the flow at any time.

Another great strategy is to use smart autoresponders for delivering a series of informative articles over a period of time, which can be offered freely or even marketed as entirely separate, stand-alone products -- such as a course or a reminder service. Nevertheless, there are many providers of these types of automated, sequential email systems.

### **A new Hybrid is on the scene:**

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The Inetekk system has a new type of autoresponder hybrid. Not really an autoresponder, but.....It sends out a custom message that you compose prior to sending. The system only allows you to send to your list once a week. The system mails out to your verified database that you build with a series of unique tools. This is database managed and allows you to send with one click to a massive list and personalize it. This is the next generation of email marketing systems and will probably replace the autoresponder.

Classic autoresponder systems:

<http://www.aweber.com/>  
<http://www.getresponse.com/>  
<http://www.autobots.net/>  
<http://www.autoresponders.com/>  
<http://www.myreply.com/>  
<http://www.autocontacter.com/>  
<http://www.mailtrail.com/>  
<http://www.automailer.com/>  
<http://www.fastfacts.net/>  
<http://www.databack.com/>  
<http://www.silverquick.net/>  
<http://www.sendfree.com/>  
<http://www.smartbotpro.net/>  
<http://www.sendthis.com/>  
<http://www.prosperity2u.com/>  
<http://www.reply.nu/>  
<http://www.followupexpress.com/>  
<http://www.ultimateresponse.com/>  
<http://www.ipsarion.com/>  
<http://www.mailboost.com/>

### **A Little Nudge Can Budge**

**Tom Kulzer of smart autoresponder provider AWeber Systems once wrote:**

"Consistent follow-up gets results." In fact, by creating a sense of urgency with your email marketing campaign (such as by making your offer time-sensitive) and reinforcing that urgency in subsequent mailings, you add weight to your message and nudge unresponsive prospects into action.

More important, by adding an extra incentive with each mailing your offer becomes more valuable and more difficult to ignore. And since information is the currency of the Internet, these additional bonuses could simply be comprised of special reports, articles, ebooks, freeware, reviews or even courses delivered incrementally via smart autoresponders. (However, don't forget to remove recipients from the system once they become clients.)

Remember that, if some prospects have not yet responded by the end of your

campaign, you could still send an additional email message in order to gather some useful information. For example, your final follow-up message could simply ask why your prospects did not order from you. You could turn your final message into a survey to which people can respond and offer one of your free bonuses as a way to thank them for their valuable time.

As an aspiring marketer, you know that feedback in your online business is precious. It could help you to modify your offer or refine your follow-up messages so that prospects will indeed order from you next time. Incomplete sales and poor results should never be regarded as failures but as wonderful opportunities to gather important marketing intelligence.

Ultimately, be relentless like a collection agency. The largest part of your market needs to see your offer more than once. Send at least three messages instead of one so to get more mileage out of your email marketing campaign.

## **Autoresponder Services**

**The best autoresponder service:**

<http://mdxsamohtresearch22.permaworldgroup.com/members.shtml>

**Why?**

Not only can you send broadcasts to people on your list, your list is 100% verifiable from our system. You can personalize your emails. You can include dates (good for limited time offers) and many other incredible benefits.

You also get a portfolio of state of the art automated marketing systems and tools with your autoresponders. This package is the most sophisticated on the Internet and the most reasonably priced. Still only \$19.95 per month.

**Tips for Creating Your  
Winning Autoresponder Series**

### **Formatting Your Email**

It's absolutely critical that you format your emails to 65 characters or less per line (I prefer 60 or less). You see, everyone's email programs are different so that's why sometimes you'll see emails you receive look all screwy like this:

Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah  
Blah,  
Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah  
Blah, blah, blah!

**That's a dead giveaway that you don't know what you're doing.**



So the secret is to make your messages 65 characters or less and use a hard return (that means hit the `Enter' key when you get to 65 characters). I suggest using EditPlus for your word processor. It is simply elegant in it's design and capability and it is FREE! Unless you have MS Word, go to:  
<http://www.editplus.com>

Also, use a fixed width font like Courier New at 10 point when writing.

Then after I've edited the email several times I'll save that file as .TXT file (it's one of the options under File>Save As).

Then I will open up that .TXT file (text only) and set up a guide to use so I know where 65 character occurs. A text only file will open in your default text-editing program something like WordPad or NotePad if you haven't installed EditPlus.

### **Here's what my guide looks like:**

\* \* \*

-----1-----2-----3-----4-----5-----6-----

I've reprinted an important article below giving you some pointers to making your email look good:

### **Are Your Email Messages Good Looking?**

"Good looks" are very important in an email message. This is often overlooked by many email users. It is a fact that an email's content is diluted greatly if the message itself is "not good looking".

Have you ever received an email message that looks something like this...  
Thank you for requesting more information about our services! We have many  
Company would like to present a special offer to all of our cherished customers.  
There are two main reasons why email messages turn out looking like this.

Although the reasons are quite simple, many email users don't understand them. Reason number one is called line length. When composing email, most people just type and type without using a hard carriage return. If it looks fine when you're done, your email program probably automatically wraps the words in a nice legible format. This word wrap is usually done based on a line length of anywhere from 70 to 80 characters.

Well, lets say I receive your message, but my email program doesn't have the capability of automatically wrapping incoming messages. Since you performed

no hard "end of line" carriage returns when typing your message, my email software thinks it's one long sentence. Now your nice, easy to read message looks like that example above.

O.K. So how do you avoid this problem? Simple! When composing email messages, use a hard carriage return before you get to the end of each line. I have found that a maximum line length of 64 works to alleviate this problem almost completely! Of course, you'll always run into an instance occasionally,

depending on your recipients settings, but this should do the trick 95% of the time!

Another reason people encounter "funny looking" email messages is called proportional character fonts. Like I mentioned earlier, all email programs are different. Therefore the fonts used by each program varies widely. Basically, there are fixed pitch fonts like Courier (found on Eudora) and there are proportional spaced fonts (like AOL and Compuserve email).

With fixed-pitch fonts, all characters in a paragraph will line up directly above each other. With a proportional-spaced font, CAPS, space bars and other keystrokes are wider, so each line is a different length. The bottom line is this. If you create a message using one type of font and send it to an email recipient using the other, the message will not look the same when they receive it!

Once again, the solution is simple! By using a hard carriage return before the end of the line you can keep these problems caused by the difference in email programs to a bare minimum. If you plan on sending the same message to multiple recipients, or attempt any drawings, consider testing the message with a friend on another service.

There is a third way for your email messages to look bad. Although it is far less likely to happen, you should be aware of it. Many word processing or text editor programs allow you to save a file as another format. (Such as ascii.) It may look great to you, but when sent via the internet it can become scrambled.

You may have received one of these messages at one time or another. They are easily recognized by the repeated "U" characters in the text. To avoid this problem, simply use the cut/paste or copy/paste method to extract text from a document in other programs.

The last thing you want is an email message with great content, being dismissed simply because it wasn't "good looking" enough!

● \* \* \* \* \*

# Copy Tips

When writing your copy throw everything you learned in English 101 out the window.

## 1. Personalize

Since most services let you use personalization do it! There's nothing better for a person to see than their name.

2. Write just like you talk. Use plain, easy to understand English. Nobody cares if you can use xenophobia and ostentatious in a sentence. Write almost like you're talking to a buddy over a beer. So that means use contractions. Be friendly and personable in your writing.

## 2. Put passion into your email

Since you won't have the luxury of seeing your prospect eye-to-eye to gauge their reactions you need to put extra passion into your message. Even if you think you are overdoing it when you write, your letter will end understated when it gets read. Get enthusiastic!

## 3. Write to one person

Try to think of the ideal prospect as you are writing and make the message just for them. Even if your email will be read by thousands of people each day -- every person will read it one at a time. Use you and your liberally. Focus on them, not yourself.

## 4. Keep your sentences and paragraphs short

Keep your sentences and paragraphs short and simple.

Period.

Sentences (and even paragraphs) can even be one word like that last one. And paragraphs should be no more than 4 or 5 lines. You want your email to look easy to read with a lot of white space. Make it inviting. Long blocks of words are scary. Paragraph breaks do not need to be determined by content.

## 5. Use plenty of compelling subheads

Subheads should be like mini-headlines. Use them to break up large bodies of text and to bring people back into the body of the letter.

A lot of people will scan your email so you need to make your subheads give a complete selling message by themselves. Also, be sure to use different graphic embellishments.

## 6. Eliminate excess wording

Simplify. Convey your message in a clear and concise manner -- but remember that doesn't mean keep it short. You need to ruthlessly edit your email for flow.

## **7. Use action verbs whenever possible**

If you see too many as, is, was or were replace them. Sentences using action verbs are more powerful.

When writing your email you want it clear enough so any 6th grader could understand it. Now you probably think your prospects are a lot smarter than 6th graders but nobody has time anymore to sit down and figure out what you're trying to say -- so keep your writing simple and straightforward.

## **Important Particulars**

There are few more important things you need to be aware of when using email autoresponders without getting in trouble for spamming (sending unsolicited emails).

1. Always give people an option of being removed from additional follow-up emails. Usually the service provider you use will do this automatically for you. Most services have a link at the bottom of your email that says:

To stop additional follow up messages click below:

<http://mdxsamohresearch22.permaworldgroup.com/remove.html?remove=email@isp.com>

This link then automatically removes those people from your database. This is an important feature.

2. You also want to remind people how they got on your list. Many people are forgetful and don't always remember all the places they signed up. So be sure to add a little line about how they got on your list. The Inetekk system automatically does this for you. Remember, this is the only system that has 100% verifiability!

3. Making your links `clickable'. In order to make it easy for people to go straight from your email to your web site you need to make your links `clickable'. Here's how a link should be written in your email:

<http://mdxsamohresearch22.permaworldgroup.com>

Most email programs will recognize this as a link. And if you want to make an email link you should write it as:

<mailto:webmaster@success2usall.com>

You might also want to use an HTML link like this if you have a lot of AOL users:

`<a href=" http://mdxsamohresearch22.permaworldgroup.com"> Your Copy </a>`

## **A Few Ideas For The Best Ways to Put Your Autoresponder To Work**

In the pages that follow you're going to find proven examples of winning autoresponder messages from some of the top Internet marketing pros. You'll get plenty of ideas to use and model for your own series of messages.

**Here are a few of the best ways to put a series of autoresponders to work for your site:**

1. Follow up with prospects who download an excerpt from your product or sign-up for a trial service.
2. Multi-part training courses.
3. Persuading hesitant prospects to ecstatic buyers.
4. Deliver special reports that prove your company's worth.
5. Provide an evergreen newsletter to prospects to maintain contact.
6. Automatically follow-up with buyers to sell them even more and make sure they stay happy!

Pay careful attention and study all of these samples thoroughly because each one is a proven moneymaker!

Also, if you'd like to see additional samples there is a special update section in the drip control panel of our Membersonly section.

## **Autoresponder Messages for Following Up With Prospects**

# Aweber

Series is sent to follow up with prospective users of their service to explain how autoresponders work and why it is an important feature to use with your marketing.

Aweber is one of the leading providers of sequential autoresponders.

Web site:

<http://http://www.aweber.com/>

## Message #1

Delivery: Instant

Subject: <name> Are You Building Customer Confidence?

Hello <name>

Moments ago you requested further information about the AWeber Follow Up Autoresponder service and how it can deliver email information fast, increase sales, and realize higher profits.

As you can see this information arrived in your email box literally within seconds of your request. You probably used a form to request information from our website but you could have also sent a blank email message to <mailto:affaweber@aweber.com> and received the same speedy reply.

### \* Autoresponders Work For You

"Autoresponder" is a term used to describe the technology that delivers information instantly via email. This is a widely used tool for marketers on the internet because it can work for you 24 hours per day delivering information even if you're not at your computer.

### \* Save Valuable Time With Autoresponders

By placing your marketing message on an autoresponder prospects can request your information anytime of the day and instantly have it in their email box. This enables you to save hours of manually filling information requests.

### \* How is the AWeber Follow Up Autoresponder Different?

Our autoresponders deliver instant information to prospects just like the thousands of other autoresponder companies on the internet but our autoresponder will also FOLLOW UP with your prospects \*automatically\* at predetermined intervals! How's that for a completely automated marketing system that makes you money around the clock?

It's been proven that your marketing message (your ad) must be seen at least 7 times before a prospect will decide.

to buy from you. Normally this would require you to manually send your follow up messages to each individual prospect, but this could take hours or even days. Some marketers try to take shortcuts and follow up with hundreds of prospects all on the same day no matter when their initial request was. This type of "every now and then" follow up doesn't create a consistent professional image with your prospects therefore they don't buy from you.

here's what happens with the AWeber Follow Up Autoresponder:

- Prospects request information via email or your website and it is automatically delivered within seconds.
- Information is sent and their address is automatically added to your database saving you hours of endless data entry.
- You spend more time with your family since your AWeber system is doing all the work.
- Follow up letters are automatically sent to each of your prospects at regular predetermined intervals building trust and rapport with your prospects.
- Your effective, efficient AWeber follow up system converts prospects into customers all without intervention from you.
- You save time, save money, reduce stress, build customer loyalty, increase conversion ratios, and make more money!



\* This is Great! How do I Order?

To get your own AWeber Follow Up Autoresponder simply visit our website at:

<http://www.aweber.com/>

Once you are there simply click on the "Order Today" link at the top of any page. Fill out our online form, choose a payment method and your account will be setup in less than 5 minutes. You can be using your new account in the next 10 minutes with a few clicks of the mouse.

**Make Money Selling the AWeber Follow Up Autoresponder!**

As the serious marketer I know you are, you realize how beneficial a system like this could be for your business and others. Since this system is such a new concept online we would like to pay you to help spread the word about AWeber. All you have to do is tell your online friends and associates about AWeber and give them your special Affiliate Link for them to order from. Any order placed from your special Affiliate Link will earn you a 20% affiliate commission! On a monthly account that's almost \$4 every month that person uses our service! If a customer purchases a years worth of service up front you earn over \$35 and will get another \$35 every year for as long as that person renews their service!

OK, you're wondering where you sign up to be an Affiliate and how much it costs.

**AWEBER AFFILIATE SIGN UP IS FREE!!**

there's one more huge benefit to being an AWeber Affiliate! To encourage Affiliates to find other Affiliates we offer a 10% commission to you on the sales made by your Sub-Affiliates. Yes, that's 10% commission!

To become a FREE AWeber Affiliate visit our website and fill out the form.

<http://www.aweber.com/signup.php>

\* what's Next?

On our website we promised that we would demonstrate the power of the AWeber Follow Up Autoresponder. We keep our promises to you so tomorrow you will be receiving your first follow up message from the system. Be on the lookout for it because I promise it will be there.

Cheers,  
Tom Kulzer  
CEO & Founder  
AWeber Systems, Inc.

Live Customer Service:  
Toll free: (800)531-5065 or (215)489-9985  
Hours: 9AM - 5PM Eastern Mon-Fri

P.S. Don't forget to join the no risk Affiliate Program. You have nothing to lose by simply filling out a short online form and becoming an AWeber Affiliate. Share it with your friends and associates to make extra money for months to come.

<http://www.aweber.com/affiliate.php>

\* \* \*

**Message #2**  
Delivery: Day 2

Subject: <name> Are You Following Up With Prospects?

Hello <name>

Yesterday when you requested more information about the AWeber Follow Up Autoresponder System I promised to follow up with you today. Well, here I am!

Could an automated system exactly like this benefit YOU and your business? Lets look at a few of the benefits AWeber could hold for you:

- \* Save Time
- \* Save Money
- \* Sky Rocket Sales
- \* Boost Cash Flow
- \* Increase Profits

- \* Relationship Building
- \* Enhanced Professional Image
- \* Increased Customer Confidence
- \* Larger Organizations With Less Work

Lets take an example of how much time AWeber could save you in your day to day follow up process. (You do follow up don't you?)

As an example lets say you have a regular autoresponder that gets an average of 10 responses per day. It's a proven fact that it takes your ad or message 7 or more exposures before your prospect will take action. To be conservative lets say you follow up with your prospect 6 times after their initial request. On average it takes about 30 seconds to cut & paste your follow up message into an email message to your prospect. Over the course of one month you will send over 1,800 follow up messages!

It would take you an estimated 15 HOURS to send that many follow up messages! that's almost 2 entire work days. wouldn't you rather be doing something like:

- \* Spending Time With Friends & Family
- \* Reading a Good Book
- \* Cooking / Eating
- \* Golfing, Swimming, Hiking, Running
- \* Enjoying the Outdoors

here's what other Internet Marketers are saying about the AWeber Follow Up Autoresponder:

"If I tried to do what AWeber does I would take at least an hour a day, probably closer to 2. But, nothing would be instant. It would have to wait until I had time or was logged in to reply with the first message. Then the other 6 messages would have to be sent once a day. I guess I would set up an address book for each day. It would get messy, become increasingly time consuming, and after a while I would probably pay twice what you are offering to do it for me (or just give it up.)"

Kevin Wilke, VisionPro Newsletter Editor

For further details about the AWeber Follow Up Autoresponder and complete pricing plans visit:

<http://www.aweber.com>

Order online and you can be using the AWeber technology in the next 10 minutes, GUARANTEED! Gain the competitive edge needed to be successful online.

Share AWeber With Strategic Friends & Associates and  
Make A 20% Commission!

Yes, you can profit from this amazing technology by simply telling a few friends and associates. I've been using the internet now for almost 5 years but there's no possible (ethical) way for me to share AWeber with everyone who could benefit. I realize this and that's why I am willing to PAY YOU for each new customer that you refer to AWeber Systems. You will receive a whopping 20% commission on the service charge of new customers. You can even recommend our Affiliate program and earn 10% on the sales of Sub-Affiliates.

Becoming an AWeber Affiliate is easy, fun, and FREE! Visit our website at:

<http://www.aweber.com/signup.htm>

Until Tomorrow,

Tom Kulzer  
CEO & Founder  
AWeber Systems, Inc.

Live Customer Service:  
Toll free: (800)531-5065 or (215)489-9985  
Hours: 9AM - 5PM Eastern Mon-Fri

P.S. Tomorrow we'll cover the advantages of being able to manage your autoresponder, follow up messages, leads, and customer profile through an Online Control Panel. Make changes and updates 24 hours per day!

<http://www.aweber.com>

P.P.S. AWeber Systems has a strict NO SPAMMING policy. Only ethical marketing practices are permitted to be used by our Customers and Affiliates

\* \* \*

### **Message #3**

Delivery: Day 3

Subject: <name> Are You Educating Prospects & Creating Customers?

Hello <name>

During the last two days you've learned how AWeber Systems can dramatically enhance the effectiveness of your web marketing by utilizing a dynamic follow up process.

Lets look at the key components of the AWeber Email System.

Autoresponder Address: Essentially this is just an email address that is routed to a special program on a web server. There are hundreds of companies on the web that offer this service but AWeber Systems is different because once a prospect requests information from your AWeber autoresponder their email address is entered into a database for further automated follow up.

- Online Control Panel: This allows you, the customer, to access our system using your web browser. This enables you to change your autoresponder or follow up messages, change the forwarding address on your unit, change your customer profile, access billing invoices, and view your prospects (leads) position in the follow up process.

Those are the components that you will regularly access with your service. Behind the scenes there is a complex series of programs and scripts that continually send auto responses, track your leads, send follow up messages, notify you of incoming leads, and track account details. I've spent literally hundreds of hours writing scripts and programs to make the entire system run as one smooth profit generating machine for YOU.

\* What Do I Have To Do To Get Everything Setup And Running?

To get setup and running with your AWeber Email System you should first visit our website and place your order.

<http://www.aweber.com>

Within SECONDS your account is created and you can access the Online Control Panel to setup your messages. Simply cut and paste your messages (or type them directly) into the message

boxes online. You can do this ANYTIME! For example, it's 2AM in the morning and you'd like to make a change to one of your follow up messages. Just log into the Control Panel and make the necessary changes. Most companies require that you send a special email message to them and they make the changes within 24-48 hours. What happens if you need the changes made immediately? you're at the mercy of their customer support. With AWeber there's no need to contact someone and ask them to make changes, you can do it yourself in a flash 24 hours per day.

I've setup a complete online demo so you can see what the Online Control Panel looks and functions like. You can test it at:

<http://www.aweber.com/demo/>

By now you have come to expect this daily email message with information on how to explode your internet profits using AWeber. My goal is to provide you with excellent customer service, web technology that dramatically reduces money and time spent acquiring long term customers, and of course insane revenue and profit increases for your business. If you have any questions at all please feel free to email me.

Until Tomorrow,

Tom Kulzer  
CEO & Founder  
AWeber Systems, Inc.

Live Customer Service:  
Toll free: (800)531-5065 or (215)489-9985  
Hours: 9AM - 5PM Eastern Mon-Fri

P.S. If you like what AWeber has to offer and would like to make money by telling friends and associates you should join the AWeber Affiliate Program. Complete details at:

<http://www.aweber.com/affiliate.htm>

P.P.S. AWeber Systems has a strict NO SPAMMING policy. Only ethical marketing practices are permitted to be used by our Customers and Affiliates

P.P.S. The AWeber Affiliate Program is FREE to join. Sign up today and you could make 20% each time someone pays for their service! Recommend the Affiliate Program to others and make

a 10% commission on their sales. Go directly to the Affiliate sign up page at:

<http://www.aweber.com/signup.htm>

\* \* \*

#### **Message #4**

Delivery: Day 8

Subject: <name> Are You Dramatically Lowering Costs With Automation?

Hello <name>

Surveys in the offline world have proven that most marketers do not consistently follow up with prospects. This same statistic carries over to the online marketing world.

When the term "follow up" is mentioned online, most marketers think about sending one message out to ALL of the people who previously requested information from them. Yes, that will probably get a few additional orders but lets look at two of the prospects who receive this type of inconsistent follow up.

- \* Prospect #1 receives some information from you within a couple of days. You then put their address on your big follow up list. A month later you FINALLY get around to following up with everyone. Prospect #1 receives your follow up but does not order because they wanted information a month ago and have since bought something else.
- \* Prospect #2 receives your information within a couple of days. The very next day you decide to send a follow up message to everyone on your list. Prospect #2 receives your follow up message the next day but is confused because it says, "Hi, I haven't heard from you in a long time and wanted to follow up..." Prospect #2 can't understand why you'd say this so he just ignores you.

OK, so some people might actually find that type of follow up effective but is it really or are you losing potential profits and long term customers? wouldn't follow up be easier if the entire process was on autopilot? Everyone has an excuse for not following up consistently. Does this sound like you?

- \* Reasons You don't Follow Up:

- It takes too long.
- it's hard to track who received which message.
- I hate typing all of those letters.
- If they are interested they'll order on the first message.
- It costs too much.

The AWeber Follow Up Autoresponder alleviates ALL of those problems! Just advertise your autoresponder address or place some pre-written HTML code on your website and prospects are automatically added to the system. Once they are in the system your follow up messages are sent automatically at pre-determined times you set. You can set the first follow up for the next day, the second follow up two days later, the third follow up four days later, and so on.

What is your profit margin on just one additional order per month? What about several additional orders? Several hundred? Maybe even several thousand? How much money are you losing with ineffective follow up? One or two sales could easily pay for your low cost AWeber Follow Up Autoresponder at only \$14.95 per month (annual payment). If you would rather start out slowly there's even a monthly plan for only \$19.95 per month.

**NO SETUP FEES!**  
**NO ACTIVATION FEES!**

Order your AWeber Follow Up Autoresponder today! Order online and you can be using your new account within 10 minutes.

<http://www.aweber.com>

Cheers,  
Tom Kulzer  
CEO & Founder  
AWeber Systems, Inc.

Live Customer Service:  
Toll free: (800)531-5065 or (215)489-9985  
Hours: 9AM - 5PM Eastern Mon-Fri

P.S. AWeber Systems has a strict NO SPAMMING policy. Only ethical marketing practices are permitted to be used by our Customers and Affiliates



P.P.S. Do you know someone that could benefit from the AWeber Follow Up Autoresponder? All you need to do is give them your unique Affiliate Link and you can make some extra money! For full details about the FREE Affiliate Program visit:

<http://www.aweber.com/affiliate.htm>

\* \* \*

### **Message #5**

Delivery: Day 13

Subject: Do Potential Customers Forget About You <name>?

Hello <name>

This article is part of the AWeber Follow Up Autoresponder Demo that you signed up for at  
<http://www.aweber.com>

\* Do Potential Customers Forget About You?  
By Tom Kulzer

With a web business you probably have customers inquiring about your products or services from around the globe. When you get an inquiry via email or your website you try to rapidly send more information to that hot prospect. By satisfying that person's need for information quickly you can dramatically increase the likely hood of making the sale.

Once you deliver the first bit of information to your prospect do you send any further information?

Most internet marketers do not.

When you don't follow up with additional information you are letting valuable customers slip from your grasp. These are customers that may have been very interested in your products but simply lost your information or were too busy when your first information letter was sent. Some customers even purposely wait to see if you find them important enough to follow up with. When they don't receive a follow up message they take their business else where.

Are you losing profits due to inconsistent or ineffective follow up?

Follow up is more than just a process, it's an art. To do it effectively you need a system and then you need to stick to that system EVERY DAY! If you don't follow up with prospects consistently and in a timely fashion regarding their INDIVIDUAL information request then you might as well forget the whole process.

Consistent follow up gets results.

When I first started marketing and following up with prospects I used what I call the "list technique". I had a large database of names and email addresses of people that had specifically requested information about my products and services in the past. Since they had already seen my first letter when they made their information request I usually used the latest news from the company for a follow up piece. Once I had my follow up letter written I would send it to everyone that had previously requested information from me. While this gained me a few additional orders it wasn't totally effective. Lets look at why this method is not effective.

- \* It wasn't consistent because I only sent it when the company had "big news".
- \* It didn't give the buyer additional information about my services so they could make an informed buying decision. It merely told them about our latest news. Why should they care if we just moved into Canada when they wanted to use our service in California?
- \* The "big list" mentality. When I wrote the follow up message I was writing a bulletin to everyone, not the individual that made the information request.

OK, so what method have I discovered that really works?

Individual follow up at preset times with pre written messages will dramatically increase your sales. I have spoken with several others who use this same technique and they have all at least doubled their sales of various products. To setup this system you need to do some planning.

First you'll need to develop your follow up messages. If you've been marketing on the internet for any length of time then you should already have your first information letter. Your second letter (or first follow up) should go into more detail than the

first letter. Fill in with additional details where you didn't have space to do so in your first letter. Make sure you stress your product or service's BENEFITS.

Your next 2-3 follow up messages should be rather short and stress the benefits. Make lists of benefits and potential uses for your product and services. Write the letters so your prospect can skim the contents and get the full force of your message.

For your last couple of follow up messages you should create a sense of urgency in your prospect's mind. Make a special offer to give them a reason to order now instead of waiting longer. The key is creating urgency so you'll need to look at your product or service and see how you can make your prospect want to order immediately.

The final 1 or 2 follow up messages should be in the form of a question. Ask your prospect why they haven't ordered? Try to get them to respond. Ask if the price was too high, the product wasn't the right color, not the right features, or were they looking for something else. By this time it's unlikely the person will order from you but their feedback could help you modify your follow up letters or product and services so that other prospects will order from you.

The timing of your follow up letters is also important. You don't want to have one prospect receive a follow up the next day when another prospect waited over 3 weeks for a follow up. You should always send the first follow up 24 hours after the information request. You want a hot prospect to have more information quickly so they can make an informed buying decision. The next 2-3 follow up messages should be sent between 1 and 3 days apart. Your prospect is still hot and is probably still shopping around for information. Provide them with the benefits they want and you will make the sale. The final follow up messages should be sent with much more time in between them. You don't want to annoy your prospect so make sure the letters are at least 4 days apart.

---

I hope you've enjoyed the article and realize the power of an effective follow up strategy. Are you using an effective follow up method? If not you need AWeber for your business.

Order online and you can be using your new account within 10 minutes, guaranteed!

<http://www.aweber.com>

Cheers,  
Tom Kulzer  
CEO & Founder  
AWeber Systems, Inc.

Live Customer Service:  
Toll free: (800)531-5065 or (215)489-9985  
Hours: 9AM - 5PM Eastern Mon-Fri

P.S. Join our HIGH commission FREE Affiliate Program and make money referring others to AWeber! Signing up online is easy and free. Just visit:

<http://www.aweber.com/affiliate.htm>

\* \* \*

**Message #6**  
Delivery: Day 18

Subject: <name> Do You Have Questions About AWeber?

Hello <name>

It has been some time since you originally requested a demonstration of the AWeber Follow Up Autoresponder System.

I've tried to provide you with as much information about AWeber as possible in these follow up messages but I'm sure you still have questions.

\* PLEASE, if you have questions let me know.

Just hit reply on this email and ask away. ;-) I'm happy to answer any and all questions you may have. Below I have compiled a list of common questions and answers about AWeber for your convenience.

# 1 - How do prospects get removed from the system?

There are two ways that a prospect can stop further follow up messages. The first is a link that is automatically placed at the bottom of all follow up messages. If your prospect is no longer interested in your offer they can just click on the link and be removed. (There is one at the bottom of this message but don't click on it unless you're not interested anymore.) The

second method is to login to the Online Control Panel and remove the prospect manually. Either way is fast and easy.

# 2 - Does AWeber send the same message each time?

If you want AWeber to send the same message for all of the follow up messages it can. I don't recommend you do this but it is possible. With AWeber you can place different messages in each of the follow up spots.

# 3 - Can I personalize the messages?

YES! This is a new and VERY POWERFUL feature of AWeber! When your prospect makes a request from your autoresponder or when they fill out a form on your website AWeber actually captures the name of your prospect. You can then place the name of your prospect in the subject line of your autoresponder and follow up messages or throughout the body of the messages. This is a very powerful sales tool and I could easily charge extra for a feature like this but I include it FREE of charge with all accounts.

# 4 - Can I add someone into my leads list manually?

Yes, you can do this via the Online Control Panel. it's a simple click of the button and the lead is added.

# 5 - How do I add my messages to the system?

Adding and changing your autoresponder and follow up messages is done using your web browser. You simply log into our fast loading, easy to navigate Online Control Panel and click on "Edit Messages". You can add or modify your messages at any time and your changes are instantly made to the system.

# 6 - How many follow up messages do I get?

With our standard account you get 1 autoresponder and 6 follow up messages. If you would like additional follow up messages you can add them at \$2 apiece per month.

Those are the most common questions I am asked. If you have a question that I did not answer here or need more detail about a specific feature please let me know. My goal with this AWeber service is to provide you with:

More Free Time

More Money  
More Customers  
Less Stress

I hope you share in the same beliefs.

Cheers,  
Tom Kulzer  
CEO & Founder  
AWeber Systems, Inc.

Live Customer Service:  
Toll free: (800)531-5065 or (215)489-9985  
Hours: 9AM - 5PM Eastern Mon-Fri

Amazing Autoresponders that Automatically Follow Up With  
Prospects Saving You Time and Money While Increasing Profits.  
FREE Affiliate Program Pays 20% Monthly Commission!

P.S. To order your AWeber System just visit our website at  
<http://www.aweber.com>  
and click on the link at the top  
of any page that says, "ORDER TODAY!"

\* \* \*

**Message #7**  
Delivery: Day 35

Subject: <name> Can AWeber Help You? it's Helping Others...

Hello <name>

Several weeks ago you requested a demonstration of the follow up  
autoresponder technology called AWeber. Over the course of the  
last few days and weeks you have received 5 messages from me.

Many other online marketers have requested information from me as  
well. Many of them have taken action and ordered their very own  
AWeber Autoresponder System.

I'd like to take a moment and share some comments that they have  
sent me after using AWeber for a while. Take a look and decide  
if you would like to enjoy the same benefits they are currently  
enjoying.

"Hello. I enjoy your service. you've done a great job in making it powerful and simple to use. I really appreciate the fast response and attention when I had a support question."

Gentry Smith

"Thanks for the great product...it's really a wonderful marketing tool!"

Steve Essakow

"Dear Tom, Well well well. I am IMPRESSED. You guys are fast, smart and on top of it. I am really pleased! ... Thanks very much!"

Becky Burke

"Tom; I just wanted to take a moment to tell you how pleased I am with the Aweber Autoresponder system. I just checked my statistics (online!) after a 7 day vacation, and was blown away when I saw that I was prospecting 150 new leads! I then checked my email and found almost a dozen requests for personal follow-up. This certainly beats the old cut and paste manual follow-ups, and the ability to download the database means a near-perfect integration into my downline management software. Tom, you did a super job - and I expect to take a longer vacation next time! Thanks again."

Stephan Iscoe

"Hey! Before I forget to tell you, I have almost 350 people signed up in a little over a week. I love your program. I will definitely sign up for more accounts. I really appreciate all the help you have been."

Dennis Smith

"I really enjoy your product, as a matter of fact as soon as I get my other site up and running I will be adding another of your autoresponders to it. Although I hate mentioning other products on my site, yours has been such a great help that I

signed up as an affiliate member. Thanks for making my life easier."

Dave Roberts

"I just wanted to send you a note complimenting you on a great system....I find your system very easy to understand and use. I am computer literate, but fairly new to the Internet and a lot of things on the net I find to be quite complicated, but I'm learning. I wish all things were explained as well as your system is. Thanks!"  
Dave Folson

"Using the AWeber system I was able to have close to 300 people go through my online pipeline in a little over a month. By having all of the follow up, emailing, and record keeping automated I saved myself several hours of work each day for more productive activities."

Kevin Wilke

You too can be enjoying the many powerful benefits of AWeber by simply placing your order today. Just visit the URL below and click on "Order Today!" at any page. As soon as you submit your order your account is created in real time. If you hurry to our website you can be using AWeber in a matter of minutes.

<http://www.aweber.com>

Please feel free to contact me if you have any questions.

Cheers,  
Tom Kulzer  
CEO & Founder  
AWeber Systems, Inc.

Live Customer Service:  
Toll free: (800)531-5065 or (215)489-9985  
Hours: 9AM - 5PM Eastern Mon-Fri



P. S. The AWeber Affiliate Program is FREE to join. Sign up today and you could make 20% each time someone pays for their service! Recommend the Affiliate Program to others and make a 10% commission on their sales. Go directly to the Affiliate sign up page at:

<http://www.aweber.com/signup.htm>

P.P. S. To order your AWeber System today just visit our website at <http://www.aweber.com> and click on the link at the top of any page that says, "ORDER TODAY!"

\* \* \*

**Message #8**

Delivery: Day 65

Subject: <name> Did You Remember AWeber?

Hello <name>

Don't let your potential customers forget about you.

Some time ago you requested a demo of AWeber from our website. By this time there may be many reasons why you haven't taken advantage of our unique automated follow up system. Some of them may include:

- Lack of time
- Lost our information
- Traveling
- Illness
- Not ready yet

The list could go on but those are the most common responses.

\*\*\* Do Your Prospective Customers Remember You? \*\*\*

If you don't have an effective follow up system in place you are losing valuable leads to your competition. The list of reasons can be varied as you saw above but you can help minimize lost leads and maximize profits with AWeber.

By not following up with your leads they think you don't value them as potential customers and they end up buying from the competition. They may have lost your information and couldn't locate you again. If you send a follow up message they can get in touch and buy from you.

With AWeber you can effectively send PERSONALIZED follow up messages to potential customers without actually taking the time to manually send each message.

AWeber can benefit you:

- \* Saves Time
- \* Saves Money
- \* Sky Rockets Sales
- \* Boosts Cash Flow
- \* Increases Profits
- \* Builds Customer Relationships
- \* Enhances Your Professional Image
- \* Increases Customer Confidence

See what other web marketers have to say about AWeber:

"Hi Tom, That was FAST! Your product is super, but your service is unmatched. I'm very impressed! Thanks much for the personal attention. Best regards, Rob"

Rob Crenshaw  
Crenshaw Associates

"you're doing a great job with an important, innovative product. 50% of any business I've ever done resulted from effective follow up. Most businesses don't take the time for it. By automating the process, your system removes any excuse online marketers have for not following up."

Bob Leduc  
Small Business Publisher

"Thanks for your help. I really love this system as I have promoted follow up to my downline for the last seven years. The ones who do it are my most successful downliners now of course!"

Fred Raley

## Success Applications

don't let valuable leads slip through your hands. Capture them with Aweber's automated follow up. Order online right now and you can be using AWeber within SECONDS! You have instant account access.

Just visit the URL below and click on "Order Today!" at any page.

<http://www.aweber.com>

Please feel free to contact me if you have any questions.

Cheers,  
Tom Kulzer  
CEO & Founder  
AWeber Systems, Inc.

Live Customer Service:  
Toll free: (800)531-5065 or (215)489-9985  
Hours: 9AM - 5PM Eastern Mon-Fri

P.S. You can go directly to the order page by clicking below:

<http://www.aweber.com/order.htm>

\* \* \*

**Message #9**  
Delivery: Day 79

Subject: <name> Are You Missing \$15,000 in Profit?

Hello <name>

If you're serious about saving time, closing more sales, and boosting your profits, you've got to read this letter from Bill Steiger, one of our customers:

-----

Dear Friend:

The power of repetitive letters to the same prospect is staggering. Since we started using Aweber's system, a simple

sequence of messages has been generating \$10,000 to \$15,000 more revenue every week.

And believe me, it wasn't always like this.

For three years, we made our pitch the "old way". When a prospect called, we'd have a two minute phone conversation. If we sold them, great. If not, that was it.

If you were in my shoes (knowing what you and I both know now), it would numb you to realize how many sales had slipped through your fingers... Sales that you could've closed, if only you'd known about the power of repetitive letters. Don't make the same mistake.

Today, thanks to AWeber, I'm building a relationship with my prospects in a way that I never could on a two minute phone call. By the time our prospects have heard from us six or seven times, they feel as if they know me, and that's often when they call back.

(To be more accurate, I'm not doing anything; Aweber's system is doing it all for me.)

Our results are so positive that we're going to do the same thing with our offline prospects. Though we'll have to pay for postage, printing, and the like, Aweber's system has proven that the increase in profits will far outweigh these costs.

I don't know what you sell, but when you think about the profit you make on just one order, imagine the extra profits you'll make with several extra orders each month. Or several hundred. Or several thousand.

Compared to that, Aweber's system is practically free. it's so easy to use, so reliable, and so well designed, we still laugh at how little it costs. How else can you produce \$10,000+ of extra revenue for just \$15 a month?

And since it's all online, there are no other costs. No printing. No postage. No envelopes. No labor. In my eleven years in business, the AWeber system has got to be the best value I've ever come across.

Sincerely,

Bill Steiger, President Foreclosureworld

[www.foreclosureworld.net](http://www.foreclosureworld.net)

P.S. For great deals on foreclosure properties, check out our web site

[www.foreclosureworld.net](http://www.foreclosureworld.net)

. Or, get on our sequence of messages by sending an email to:  
[foreclosure@aweber.com](mailto:foreclosure@aweber.com)

P.P.S. If you realize how many more sales you're going to make,  
Tom asked me to remind you that, to subscribe, you should go to

<http://www.aweber.com>



## **Yanik Silver**

Yanik Silver is a results-only direct response copywriter and marketing consultant who specializes in creating powerful tools and resources for entrepreneurs to enhance their businesses. Before learning about direct response marketing, Yanik pounded the pavement selling medical equipment starting at the tender age 16 when he first received his driver's license.

And actually it was a customer who gave him his first taste of direct marketing and it literally turned on the lights and helped him discover what he wanted to do at a young age.

He is the author of several marketing and practice building books including Instant Internet Profits, "Surefire Sales Letter Secrets, The Ultimate Sales Letter Toolbox and How to Cash in on More Cosmetic Patients

His original information project is dedicated to helping doctors attract more elective procedures.

Web site:

<http://www.morepatients.com>

Yanik is the creator of the successful InstantSalesLetters.com, a website where practically any business owner can create compelling and effective sales letters using easy, fill-in-the-blank templates. These are based on sales letters that have achieved as high as a 3810% ROI.

Web site:

<http://www.instantsalesletters.com>

And now his newest project is called Instant Internet Profits, which provides a blue print for Internet success that nearly anyone can follow using his simple strategies.

Web site:

<http://www.instantinternetprofits.com>

(You'll see information from these other sites in another section)

When away from the office Yanik enjoys playing Beach Volleyball, Ice Hockey, skiing

\* \* \*

**Message #1**

Delivery: Instant

Subject: Thank you <<salutation>><<lastname>>

Dear <<salutation>><<lastname>>,

Thank you for visiting the "More Cosmetic Cases" website.

Your FREE Special Report "Secrets Of Attracting More Top-Paying Cosmetic Patients" is being rushed out to you.

Inside this free special report you'll discover how to compete (and prosper) in today's turbulent healthcare environment. Find out little-known secrets like these to attract more cosmetic patients:

- \* The best ways to get tons of referrals...and how to systematically keep generating even more.
- \* How to mine the fortune that lies hidden in your patient files.
- \* The secret to making any ad pay!
- \* What cosmetic patients really want. And much, much more...

But that's just a small sampling of the strategies and tactics you'll be introduced to when you decide to become a "More Cosmetic Cases" member.

So once you've had a chance to review all the material you can become a "More Cosmetic Cases" member through our web page

====> <http://www.morepatients.com/order/form.html>

Or if you prefer to sign up over the telephone - call 1-800-896-6979 or +1 301-656-2424. Use that same number if you have any questions or email personally at <mailto:yanik@surefiremarketing.com>.

I look forward to counting you in as another successful member of this exciting practice marketing system. I'm sure you'll be astounded by the results it will bring you in your practice.

Thanks,

Yanik

Yanik Silver, President  
Surefire Marketing, Inc.  
<http://www.morepatients.com>  
<mailto:yanik@surefiremarketing.com>

\* \* \*

**Message #2**

Delivery: Day 6

Subject: <<salutation>> <<lastname>>, Have You Received Your Free Report?

Hello again <<salutation>> <<lastname>>,

If it hasn't already arrived, you should be receiving your free Special Report "Secrets of Attracting More Top-Paying Cosmetic Patients" from us by mail very soon. (Unless you're outside the U.S. and Canada, in which case it will probably take a few more days.) Once again, thanks for stopping by the ?More Cosmetic Patients? web site.

\*\*\*Special Offer\*\*\*

I'd like to make you a special limited time offer.

You can take a \$50.00 discount on either the Advanced Membership or the Basic Membership.

You'll get over \$1,500.00 in free bonuses with both programs. Plus, they're each backed by my '1 Year, 100% money-back guarantee. So just can't lose!

This offer is only valid for \*one\* week.

To take this discount you must order through our website: <http://www.morepatients.com/order/form.html>

In the comments simply write Internet Discount 1A'.

\*\*\*\*

Now as you read through the special report, ask yourself the following two questions:

1. Do you want more cosmetic patients than you have now?



2. Do you want it to be easier than it's been lately to increase your cosmetic practice?

If your answer to both questions is yes, then the ideas and strategies inside the special report will start you on the right track.

Listen, growing your practice is harder than ever today - but I can help if you let me.

So, how can I show you that this program really works, has worked for cosmetic practices all over the country, and will work for you? Maybe you're intrigued, it sounds good (maybe even too good), and you want to believe -- but how can you really find out for sure?

Well, here's what I've done already to try to get you past your skepticism so you will at least give it a try. First, I provide the first three chapters from the "heart" of the system, the manual "How to Cash In On More Cosmetic Cases" on our website.

And, I've posted lots of testimonials from actual members in the program.

If you read my letter explaining the program that begins on the first page of our web site, you probably read a few of these comments in the letter. To read more of what other members have said, click here ==> <http://www.morepatients.com/testimonials.html>

I've also written lots of articles for our professional journals on the subject of practice building. These, too, are posted on the web site ==> <http://www.morepatients.com/articles/index.html>

In other words, I make a lot of information available to you, plus the testimony of others who have used and benefited from the program.

So will my ideas work for your practice?

Maybe. Maybe not. But the only real way to find out is to try out my marketing system and become a member. So that's why we offer you a full one-year, unconditional money-back guarantee.

Now here's what you get with either membership when you join:

With the Basic Membership you'll get the massive, 227 page, 6 lb. manual called "How to Cash In On More Cosmetic Cases: The Ultimate Guide to Getting More Cosmetic Patients in a Month Than You Now Get All Year".

Here are just a few pearls you'll discover inside this jam-packed manual:

- \* How to create compelling ads that practically force prospective patients to call you.
- \* How to produce many more referrals using one simple technique (revealed in painstaking detail).
- \* How to avoid the 12 most common advertising mistakes that are killing your results.
- \* 7 low cost/no cost ways to skyrocket your practice and much, much more.

Plus you get over \$1,500.00 in FREE BONUS GIFTS when you join:

**\*\* Free Bonus Gift #1 \*\***

You Get Four 2nd Opinion Reviews  
Of Your Marketing Materials (Valued at \$800.00!)

That means on any planned (or already finished) yellow pages ad, direct mail pieces, advertisements, or brochures you'll be able to run them by me to make sure they're positioned to get results.

**\*\* Free Bonus Gift #2 \*\***

You Get 40 Minutes of Expert Marketing  
Consultation On The Phone - Direct  
With Me Absolutely Free! (that's a \$500 value!)

**\*\* Free Bonus Gift #3 \*\***

A one year free subscription to my newsletter titled: "Million Dollar Practice Success Letter" (This is a \$197.00 value)

**\*\* Free Bonus Gift #4 \*\***

"Reference Guide To Buying New & Used Medical Equipment At Rock-Bottom Prices" (A \$99.00 value)

**\*\* Free Bonus Gift #5 \*\***

"101 Best Internet Sites" (\$59.00 value)

But wait there's even more!

If you're looking for the most comprehensive and complete system, then the Advanced System is for you.

Here are the exclusive free gifts, you can not get anywhere else, but with the Advanced System:

**\*\* Free Bonus Gift #6 \*\* (Advanced System Only)**

"Quick Start Guide For The Swamped Doctor" - Audio cassette program (\$69 value)

**\*\* Free Bonus Gift #7 \*\* (Advanced System Only)**  
Special Report: "Jealously-Guarded Secrets To Maximum Results For Minimum Advertising Dollars" (\$159 value)

**\*\* Free Bonus Gift #8 \*\* (Advanced System Only)**  
"How To Get \$1 Million Worth of Publicity...Free!"  
Video tape (\$79 value)

The video is produced by a veteran of over 20 years in the PR field, who has used Publicity to land him on CNN, Johnny Carson, Phil Donahue and even Forbes magazine.

**\*\* Free Bonus Gift #9 \*\* (Advanced System Only)**  
Your Choice of 8 Different Patient Attraction Tool Kit (\$395 value)

This is probably the best bonus of all. By far, I have more members calling me, absolutely ecstatic over what they find in these tool kits than any other free bonus.

Inside each kit you'll find ads, letters, postcards, special educational reports for patients, press releases, telephone scripts, etc. etc. (everything already done for you).

Plus, you get camera-ready hard copies and everything is on a computer diskette. So you can just plug-in your name and you're ready to go. (It couldn't be easier!)

Take your choice from Liposuction, Laser Hair Removal, Laser Resurfacing, Blepharoplasty, Breast Augmentation, Hair Restoration, Endermologie, or Sclerotherapy Patient Attraction Tool Kits. Any one of them is free with your advanced membership (additional kits are only \$177 with your purchase)à

Now if you were to go to some ad agency or practice consultant and ask them to put together this whole package (I'd be surprised if they even could), they would charge you in the neighborhood of about \$10,000 to \$15,000 (and would NEVER guarantee results like I do!)

But, I'm not going to charge you \$15,000 or \$10,000 or even \$5,000, seemingly the going rate for seminars these days (which don't even give you a quarter of the information I've assembled for you)!

Your entire investment is only \$697 for the Basic Membership package. Or just \$877 for the Advanced Membership package. Plus, you get \$1,655.00 in free bonuses with the basic system and a whopping \$2,177.00 in free bonuses with the advanced system when you sign up!

And both systems carry my One Year 100% Unconditional No-Risk Guarantee

Your purchase is backed by the strongest, most iron-clad guarantee you'll ever see in print. You get a full 1 year, no questions asked, no fuss, 100% money back guarantee. Yes, one full year to try out everything in the system and decide for yourself if it works for you or not.

The risk to deliver is entirely on my shoulders. You risk absolutely nothing. Because if you don't think the marketing strategies you'll get are worth at least 10 times your investment -I truly want you to send it back for a full refund of every penny paid (less shipping and handling). I trust you to be fair.

But I'll doubt you'll do that once you discover this collection of powerful, surefire marketing strategies for attracting and keeping more money-making cosmetic patients all crammed into one marketing system.

More Good News -- You Can Pay in Easy Installments!

If you're paying by credit card we'll break up your charges into convenient installments (2 easy payments for the Basic System and 3 payment for the Advanced System).

that's Just 2 Easy Payments  
of \$348.50 for the Basic System

Or....

3 Easy Payments of 292.33  
for the Advanced System

So if you are at all serious about building a more profitable practice... then you can't overlook this risk-free opportunity to attract more patients into your practice.

Enroll using our convenient (and secure) on-line order form  
=====> <http://www.morepatients.com/order/form.html>

Or if you're one of those people who are still skeptical, why not give us a call anyway? Feel free to call us between 8:00 and 6:00 EST (weekdays) at 800-896-6979 or 301-656-2424 and talk to one of our staff. Quiz them. Test them. Ask every question you have.

Then give the program a try. I know you'll be very glad you did, and there's really no downside to trying it.

<<salutation>><<lastname>>, I look forward to having you as a member. I'm confident you'll be impressed with what it will do for your practice.

Best regards,

Yanik

J. Yanik Silver, President  
Surefire Marketing, Inc.  
<http://www.morepatients.com>  
Proven practice building strategies to attract  
more cosmetic patients.  
<mailto:yanik@surefiremarketing.com>

\* \* \*

### **Message #3**

Delivery: Day 15

Subject: <<salutation>><<lastname>>, One More Thing

Use Our Easy Payment Plan To Increase Your Cosmetic  
Practice With Absolutely Zero Riskà100% Guaranteed!

Dear <<salutation>><<lastname>>,

Hello again.

By now, you should have received your free special report giving you all the details on our unique cosmetic practice building program. (Please let us know it hasn't arrived yet - remember it sometimes takes a little longer if you're outside the U.S. and Canada.)

If you've had a chance to read through the special report, you now have a taste of how powerful the ideas are for creating tremendous growth in your practice.

In fact, here's what a few members who've hired other consultants, attended high-priced seminars and paid lots of money for advice, had to say after trying our program:

"... I have attended \$8,000.00 consultations which gave less than 1/10 the

info in your system.." -- William W. Ehrlich, M.D.

"Our practice spent \$20,000.00 on a renowned practice management firm last year and got 5 ideas to use - your marketing system is loaded with ideas! I can find 5 ideas on every page of your manual. There are so many ideas that the hardest decision I have now is how to start them all!..."

--Dr. John M. Wise

"I have interviewed many marketing firms. The average charges were \$25,000.00. The info you sent me thus far is the best I have ever received. I have never hired any of the advertising agencies because I thought they were a bunch of rip-offs. They all wanted to evaluate my practice and my competition. I did not want or need that. I wanted implementation. That is what you have provided at a fraction of the cost...Thank you."

--Norman Lepoff, M.D.

We get success stories like this all the time from doctors, and I'd love to get one from you too. So why not give our program a try? there's absolutely zero risk!

you're protected by our iron-clad, 100% unconditional, one-year money-back guarantee.

Plus, when you sign up you'll get over \$1,500.00 in free bonuses just for taking a look.

And one more thing: To make it even easier and more convenient for you to become a member, you can take advantage of our easy payment plan. (2 payments for the Basic System and 3 payments for the Advanced System.)

that's just 2 easy payments of \$348.50 for the Basic System.

Or...

Just 3 Easy Payments of Only \$292.33 for the Advanced System.

Your investment is tiny compared to all the money you're probably going to flush down the toilet on ineffective advertising and marketing that just doesn't work. So that means...

You really can't afford not to invest in this system! I hope you'll take advantage of this easy pay option.

To join, click on the line below ==>  
<http://www.morepatients.com/order/form.html>

Or, pick up the phone and dial 1-800-896-6979 or 301-656-2424 while it's on your mind.

<<salutation>><<lastname>>, I look forward to having you as a member. I'm confident you'll be impressed with what it will do for your practice.

Warmly,

Yanik

P.S. If you have any questions about your unique situation, concerns - or just want to talk to a real person, please feel free to call 1-800-896-6979 or 301-656-2424.

J. Yanik Silver, President  
Surefire Marketing, Inc.  
<http://www.morepatients.com>  
Proven practice building strategies to attract  
more cosmetic patients.  
<mailto:yanik@surefiremarketing.com>

\* \* \*

#### **Message #4**

Delivery: Day 35

Subject: <<salutation>><<lastname>>, don't Forget  
Dear <<salutation>><<lastname>>,

I just wanted to remind you that the expiration date to get over \$1,500.00 in free bonus gifts is only a few days away. that's the date stamped in red on the green membership application that came with your free report.

If you remember, about a month ago, you asked me to send you a free special report explaining all the benefits to becoming a "More Cosmetic Cases" member.

I'm a little surprised I haven't heard from you yet.

You had initially requested this information so I know you're looking for a way to grow your cosmetic practice and I'm not going to give up on you.

Maybe you're still skeptical or worried about spending the money required. Or possibly confused by all the so-called "experts" out there.

So just to "sweeten the deal" a little and help you get off the fence, I'd

like to do something special for you.

If you sign up in the next 48 hours I'll include a special free "mystery" gift worth \$197.00. I won't tell you what it is, but believe me it'll be worth a whole lot more than \$197.00 to your practice.

To get your free gift just write the words "mystery gift" in the Comments Section of the membership application.

And don't forget you can still take advantage of our easy payment plan. (2 payments for the Basic System and 3 payments for the Advanced System.)

that's just 2 easy payments of \$348.50 for the Basic System.

Or....

Just 3 Easy Payments of Only \$292.33 for the Advanced System.

To join and get over \$1,500.00 in free bonuses plus the free mystery gift, click on the line below ==>

<http://www.morepatients.com/order/form.html>

(Be sure to type "free mystery gift" in the Comments Section)

Or, pick up the phone and dial 1-800-896-6979 or 301-656-2424 to speak with a real person. Just tell them you want your free "mystery gift" and we'll include it with your shipment.

Consider how tiny your investment is compared to all the money you're probably going to flush down the toilet on ineffective advertising and marketing that just doesn't work. Just one new cosmetic patient repays your entire investment.

Plus, you're protected by the best, most solid, risk-free guarantee anywhere: One full year! If my system didn't work there's no way I could offer such a comprehensive guarantee.

Please <<salutation>><<lastname>>, don't wait. More cosmetic patients are just around the corner.

Take care,

Yanik

P.S. If you sign up in the next 48 hours - I'll throw in a special free "mystery gift" worth \$197.00. But don't wait because the cut-off date for all the free bonuses is almost here.



J. Yanik Silver, President  
Surefire Marketing, Inc.  
<http://www.morepatients.com>  
Proven practice building strategies to attract  
more cosmetic patients.  
<mailto:yanik@surefiremarketing.com>

\* \* \*

**Message #5**

Delivery: Day 45

Subject: Special Offer For <<salutation>><<lastname>>

Dear <<salutation>><<lastname>>,

Frankly I'm a little puzzled I haven't heard from you.

The expiration date to get over \$1,500.00 in free bonuses has come and gone. Maybe you were meaning to join but it slipped your mind, or perhaps I haven't answered all your questions and concerns about the program.

I'm not really sure why you'd turn your back on this risk-free opportunity to grow your cosmetic practice.

I've thought long and hard trying to figure out how to make irresistible for you to at least give the system a try...

Well, I thought the best way to prove it works is by letting you use the entire system entirely at my risk. So here's what I've come up with...

I am willing to shamelessly **\*\*bribe\*\*** you into giving the system a fair shot. Here's the deal: If you join in the next 48 hours, I'll do two things for you:

1. You will get 30 days to audition the entire "How to Cash In On More Cosmetic Cases" system without paying me a dime!
2. You'll get free shipping (US orders only - International orders will only be charged \$24.32 - that's half off!).

Plus, you can still take advantage of our easy payment plan if you're paying by credit card. It's just 2 easy payments for the Basic System and 3 easy payments for the Advanced System (starting after the 30 day free trial period).

you'll still have our full, one-year unconditional money-back guarantee and you'll also get over \$1,500.00 in free bonuses.

Really I'm just asking you to say "Maybe".

That means you can preview every one of my proven practice-building marketing strategies, absolutely risk-free. I'll hold your postdated check or won't charge your credit card for a full 30 days while you take a look.

You Decide How Much Applying My  
Marketing System Will Be Worth To You

And if you don't honestly believe it'll be worth tens of thousands of dollars to you over the next year, simply return it within 30 days and I'll send you back your original uncashed check or tear up your unprocessed credit card slip. But if you do decide to keep it you'll still have my one-year, 100% money-back guarantee.

Now is that fair or what?

Am I crazy to make such a no-lose offer like this?

Well, my Accountant sure thinks so. But all I know is I really want to earn your business and show you how powerful my marketing system really is. So, with all the risk on me to perform, it'll be a huge mystery if you choose not to take me up on this final offer.

To take advantage of my \*bribe\* offer, just type the words "bribe order" in the comments box of the order form.

Click below to get started ====>  
<http://www.morepatients.com/order/form.html>

Or you can call us at 1-800-896-6979 or 301-656-2424 and mention you are willing to be "bribed" and we'll take it from there.

By the way, please don't mention this special offer to your colleagues. Since we're eating the shipping cost and not getting paid for 30 days, we obviously can't afford to do this for everyone.

Remember, this offer is good for only the next 48 hours - so don't miss out.

I look forward to counting you in as one of our successful members.

Best regards,

Yanik

Yanik Silver

J. Yanik Silver, President

Surefire Marketing, Inc.

<http://www.morepatients.com>

<mailto:yanik@surefiremarketing.com>

P.S. I'll hold your check or won't process your credit card for 30 days while you try out the entire "How to Cash In On More Cosmetic Cases" system - plus you don't even pay shipping. But only if you accept this \*bribe\* offer in the next 48 hours!

# Autoresponder Messages for Training Courses



## Terry Dean

Terry Dean has been running the Web Gold newsletter with well over 30,000 subscribers for over 2 years, and also owns over a dozen websites.

He has been a full time Internet marketer for just over three years and has helped thousands of people start their own Internet businesses.

Current web sites include:

<http://www.allthesecrets.com>  
<http://www.netbreakthroughs.com>  
<http://www.bizpromo.com>

This autoresponder series is a sequence of Internet marketing lessons sent to prospects.

\* \* \*

### **Message #1**

Delivery: Instant

Subject: \$NAME Here is the Free Report You Requested

Thank you for requesting the free course, "115 Internet Marketing Techniques to Blast Your Competitors Out of the Water!"

Let me start out this free course/report by presenting you with one simple principle: "it's easy to earn an income online if you know what you are doing."

The problem is that more than 90% of people who are trying to make a living online have no idea what they are doing.

Even worse is the fact that 90% of the people selling or giving away Internet marketing information and advice don't know what they are doing.

The Bible says that if the blind lead the blind, they will both fall in the ditch. Yet, that is the exact state we see many Internet marketers in.

They are being taught useless worn out information that barely worked a few years ago by people who aren't real sure what is going on.

In the Internet world, information and techniques that worked 3 years...1 year...or even 6 months ago doesn't work anymore. This is a business that is moving forward at light speed. If you want to stay ahead, you absolutely have to have access to the best and most up-to-date information available anywhere.

That is one of the reasons we have created the Instant Internet Cashflow System. First, you must have access to solid grounded Internet marketing information. We have created 6 books to help provide that to you.

Next You must have "right-now" marketing information. So, we put together a members-only site where you can see exactly what I am doing in my own Internet business. You get to see my exact ads and you get to see the exact results I received from where I placed them.

No one else to my knowledge has ever done something even remotely similar to this. I am not talking about things I did years ago. You will see the techniques I am using for traffic and profits this month...not last year. Last years information wouldn't do you any good.

Only what works today is important... If you want more information on this new members-only project and how it will help you achieve the online business you desire, click on over to:

<http://www.allthesecrets.com>

### **Now, onto the report...**

There are literally thousands of Internet marketing techniques which you can start using to increase your profits immediately. I am hoping that through this series of articles you will begin to see just

a few of the techniques available.

I will not be including a whole lot of information on each of the specific techniques. Part of the goal in these articles is to expand your mind to the possibilities and not just teach you step-by-step instructions for Internet marketing.

If you are interested in putting any of these techniques into further use in your business, I suggest you get a hold of our new "Instant Internet Cashflow System" which is available at:

<http://www.allthesecrets.com>

#### 1. Develop a Unique Web Position in your Business.

What is unique about your product or service? Is it better than the competition or does it just do the exact same things as everyone else's products. The successful sites online are never me-too sites. They are sites which have come up with a unique angle in a targeted niche market.

#### 2. The Unique Web Position is more important than the ad copy.

Good ad copy can not make up for a poor concept. A good concept and UWP (see technique #1) will work even with ad copy that is just OK. Your ads need to highlight and flow out of whatever it is that is setting your business apart from the crowd: prices, service, quality, etc.

#### 3. don't just lower prices if your product isn't selling.

In some cases you may have priced your product too high. In most cases, it is because you haven't set yourself apart as a valuable product to the consumer. Add more bonuses, focus more on UWP, etc. In other words, add more value to the current package.

#### 4. Look for a market before you develop a product.

People who start with a product and go looking for customers are starting down a hard road. Find a market

full of people who are ready to buy something. Most of the really successful entrepreneurs find a market of people and then develop a product that those people are constantly seeking after.

5. Look for a hungry crowd.

The hungrier that your potential market is for your product the better your success rate will be. don't spend your time trying to change people's buying habits. Create a product or find a product that people are already desperately searching for.

6. don't try to create a market.

Find an existing market. If you can't describe to me in one paragraph who your prospects are, then you are going to have a horrible time trying to sell your products online. Tap into a market that is already looking for your product.

7. Testing is the Key to all Marketing Success.

One ad may work 10 times better than another very similar ad for the exact same product. You must always test headlines, offers, guarantees, and traffic generating methods. The most successful marketers are not always the smartest. They are the ones who have tested the most methods without quitting.

8. The purpose of all of your advertising should be to produce sales.

A small business cannot afford to spend millions of dollars trying to create name brands with their web site. For example, your banners should be tested to make sure that every penny you spend in advertising produces a profit in sales.

9. Even free advertising costs you something.

Every bit of advertising you do costs you something, either money or time. Make sure that it is producing for you. Nothing you do is literally free. It will cost your business significantly less in the long run to buy a \$500.00 program if it helps you to accomplish your goals in 1/10 the time.



10. Every aspect of your site and marketing should be focused on presenting your UWP to your customers.

Everything you do should focus on your Unique Web Positioning Strategy: signature files, headlines, order forms, free reports, ads, etc. Your customers should always know exactly what makes you different from your competitors.

11. Integrate everything you do into one primary strategy.

Your various activities, free reports, and advertising should all focus on the same prospects and eventually bring them to a buying decision. don't focus on just getting a million people to your site. Ten red hot prospects ready to buy all of your products and services are worth more than millions of traffic that is just passing through.

12. Plan for multiple streams of income up-front.

In most cases, 50% - 90% or more of actual profits in your Internet business can occur or should occur through backend selling opportunities. If you ignore supplying more than one product or service, you will be ignoring the majority of your profits.

13. Make sure that you include high ticket items in your overall strategy.

If you are currently selling low priced items (items costing less than \$100) which are not consumables, you must come up with higher ticket items to sell on the backend. It is easier to sell one \$1,000 high quality product than it is to sell 50 \$20.00 products.

14. Create your own Internet marketing funnel.

The best strategy involves low ticket items, medium ticket items, and higher ticket items all in one funnel. For example, a consultant could create a book for low ticket sales and a marketing course for a medium ticket product. Then, the high ticket item can be their actual consulting service.

15. Pick a market you are passionate about.

don't just pick a market and product based on money. Find something that you love to do. If you're excited about your market, then you are going to find it is that much easier to stick it through until your business becomes a success.

16. Be willing to think outside the box.

Be willing to look outside of the Internet to find ideas and strategies that are helping to build profits in other businesses. If a technique is successful at building profits off-line, it may just work online. Testing is the only way of finding out.

17. No marketing technique is really new.

We talk about new technologies, but no marketing technique is really new. Someone in some other industry has already been using it. So, begin to keep your eyes open wherever you are shopping for techniques you can "borrow" for your business.

18. Human nature stays the same.

The same basic marketing principles that were relied upon 100 years ago are still working today. For example, customers are still more interested in themselves than in your business. People still want the same basic benefits.

19. Look for the easy opportunity.

Don't choose a project that costs \$10,000 and 2 years to complete...especially when you are just starting out. Look for quick one month projects. It is hard enough starting out, so make sure you stack everything in your favor.

20. Avoid challenges when choosing a business.

Enough challenges will show up after you start a project. So, look for a project that you know

you can complete in a short time frame. Most beginners will never complete a project that takes over a month to finish.

You will receive "Part II" of this information tomorrow. You need to look over this information again and again and keep thinking about it until you receive the next section.

Everything listed above was incredibly simple to say, but actually putting it to use in your business is quite another story. Ask yourself right now if you have really been following the successful business strategies you just read about.

Keep thinking over that and keep a pen and paper handy today... You might come up with some new business ideas and thoughts you've never had before. You wouldn't want to miss them.

Your marketing friend,  
Terry Dean  
webmaster@allthesecrets.com

<http://www.allthesecrets.com>

P.S. If you don't want to wait, you could always jump in and join the members-only section. This course is only a tiny drop in the bucket compared to what we have prepared for you to learn through this web site...

<http://www.allthesecrets.com>

\* \* \*

## **Message #2**

Delivery: Day 3

Subject: \$NAME - Part II Of 115 Internet Marketing Tips

Hello Again

It's time for Part II of the "115 Internet Marketing Techniques to Blast Your Competitors Out of the Water!"

I hope that you have been thinking about a few of the ideas you were presented in the first installment.

If you haven't already done so, you need to check out our web site at:

<http://www.allthesecrets.com>

Our member's only section contains a monthly red hot Internet techniques issue, six Internet marketing manuals, and tons of free bonuses...

The six training manuals are:

1. "How You Can Create a \$100,000 Yearly Internet Marketing Strategy"
2. "Search Engines: How You Can Achieve a Top 20 Position for a Constant Stream of Traffic to Your Site"
3. "Banner Advertising: The insider's Secrets to Unlimited Internet Profits"
4. "Classified Ads: How to Earn Big Profits With Little Ads"
5. "Remote Control Marketing Manual: How to Sell More of Your Products and Services Every Month By Remote Control"
6. "Instant Products: How to Create Your Own Hot Internet Products in 4 Hours or Less For Fun and Profit"

If you put just one of the tips from any of these manuals into place in your business, it will be worth more than ten times the price of the entire package.

Go to our site now to see for yourself:

<http://www.allthesecrets.com>

Now, onto the report...

Last time we left you with the thought that you should try to avoid picking too big of challenges... especially at first. Today we are going to start you out on the same theme.

21. Don't try to compete with major corporations.

Don't try to compete with multi-million dollar corporations on the basis of price. You cannot start a book business and out price Amazon. If you want to compete as a small business, you must choose to market to a niche group of people.

22. Find your niche.

If you want to create a book selling site, then focus on a specific market such as dogs, pottery, business, etc. If you run a search engine, focus on a niche. Don't compete with Yahoo.

23. Base your plan on reality.

It may be a good idea to offer a site that updates every single day like the big corporations. They have hundreds of site designers and thousands of employees though. If you want a site that updates constantly, create it to work with an automated updating program or with a support system such as a discussion group where hundreds of people can be posting content for you.

24. Try offering seven links or less on your main page.

One of the primary goals of any business is to make sure you don't confuse your customers. By offering only seven links or less on your main page, you will limit the likelihood your prospects will get confused about the purpose of your site.

25. Make sure every page on your site links back to your main page.

Don't assume your prospects will just hit the "back" button to go back to your main page. Also don't assume that they will remember where your main page is. Have every page on your site link back to the main page.

26. Include the "new" command when linking outside of your domain.

You will be able to keep the visitor at your site by using the new command on links that go outside of your domain. The way to do this is by simply adding target="newpage" inside of the html section of your links. Below is an example.

```
<A HREF="http://www.bizpromo.com" target="newpage">
```

27. Cut down on the graphics on your site.

Graphics take a long time to load. Keep the graphics to a minimum on most sites and always try to reduce the colors down to 256 or even 16 for reduced sizes on all of graphics.

28. Don't always jump into new technologies.

Flash sites and Real Video are awesome technologies you can use on your site, but don't let your whole marketing plan rely on them. Offer other means of obtaining the same information from your site for those who don't want to wait for the site to download.

29. Spend the extra money you need to get your own domain.

Don't force your Internet business to rely on a free server. Getting your own domain name establishes credibility in the minds of many of your prospects. It is worth the extra \$35 per year for Network Solutions and the extra \$20 or so per month for a hosting service.

30. Look for a hosting service with full support, CGI access, and secure ordering.

Too many people skimp in this area and find out they have to move their server later on. Look for a hosting service that has what you need when you start instead of just looking for the cheapest prices.

### 31. Accept Credit Cards

Your business must accept credit cards if you want to succeed in this next century online. Around 90% or more of your customers will purchase by credit card, so you really aren't even in business yet if you aren't accepting credit cards.

### 32. Offer several options for ordering.

The best way to receive the most orders in your business is to offer a secure order form, phone orders, fax orders, and postal orders. One of the keys to success in any business is to make ordering as easy as possible.

### **33. Remember that freebies are the key to sales.**

Offer freebies on your site. Offer free information, free CGI programs, free demos, or free samples or your products or services. Freebies are the driving force in online marketing so make sure that everything you do has some freebie involved.

### 34. Give something good and valuable away for free.

Don't offer something just to get visitors. Make sure that it is a good example of the kinds of materials you can offer. If you are giving away junk, then people are going to have the same opinion of any product or service you offer.

### 35. Make sure not to give everything away for free.

Some people give everything away for free and then find that neither they nor their prospects have been done a service. If you give everything you have away up-front you will have nothing to sell. If you give everything away to your prospects, they won't see

the value in what you are offering them and usually won't even use it.

36. Create a sales funnel on your site.

Always keep your well defined goal in your mind while you are building your web site. If your goal is to receive automated sales online, then make sure that all of your free stuff leads people closer to a buying decision.

37. Not all web sites are created with sales in mind.

Some companies may just want to collect leads for their company to follow up on by email, mail, or by telemarketing. If you sell a high ticket item, you will find it is difficult to make sales directly online and may want to use your site to collect leads.

38. One of the best things to do on any site is to collect the email address.

If you get your prospect's email address, you can follow-up. If you don't get their email address and you don't get the sale on the prospect's first visit, then you will have lost the sale forever. Also note that a good web site only converts .5% - 5% of their visitors.

39. The next web site is just a click away.

Part of the reason for your focus in site creation is that your competitor is only one click away. If you lose your prospect's interest for one minute, you will miss out on the sale. Everything you do must grab their attention and focus on your goal.

40. Give an opportunity for people to present feedback.

Your web sites should always have a feedback form so people can send you their questions or their opinions. Not all of the opinions are always good, but you will begin to see what reasons people have for not buying from you. Then, you may make changes if certain things keep coming up.



Some of the ideas we have listed above are pretty basic so consider them a refresher course in good marketing techniques. If you don't have the basics down you will never profit from moving on to the more advanced techniques.

The key to wealth isn't always knowing everything. As a matter of fact, you could know every single trick in the book and still not earn a dime online. It is the DOING that brings the profits in your business.

Are you doing what you read above?

Your Marketing Friend,  
Terry Dean  
webmaster@allthesecrets.com

<http://www.allthesecrets.com>

P.S. In the next section of tips you will be learning how to write killer ad copy for the web...So whatever you do, don't miss it!

\* \* \*

**Message #3**  
Delivery: Day 5

Subject: \$NAME Part III of 115 Internet Marketing Tips

Hello

It's time for Part III of the "115 Internet Marketing Techniques to Blast Your Competitors Out of the Water!"

I hope that you have been encouraged and have learned new marketing strategies throughout the first two lessons in this course. Today we are going to be covering how you can write killer ads that practically force people to order from your sites.

If you haven't already done so, you need to check out our web site at:

<http://www.allthesecrets.com>

Our member's only section contains a monthly red hot Internet techniques issue, six Internet marketing manuals, and tons of free bonuses...

Below are some of the Free Bonuses you receive in this package:

**FREE BONUS #1:** "Press Release 7,000" is a listing of 7,000 media outlets where you can send your press releases online for free publicity (\$49 value).

**FREE BONUS #2:** "Email Marketing Secrets" is a 150 page manual which will teach you how to set up your own ezine and draw thousands of new subscribers every month (Value \$97.00).

**FREE BONUS #3:** "Killer Ad Bootcamp" is a 150 page manual teaching a paint-by-numbers approach to writing advertising that flat out works including a 12 step worksheet system for winning ads (Value \$44.95).

**FREE BONUS #4:** "Internet Marketing Bootcamp" is a manual designed by Bill Myers at the Internet Marketing Seminar. It teaches how to start your web site and how to drive millions of visitors to it using freebies (\$49.00 Value).

**FREE BONUS #5:** "insider's Guide to Direct Mail Profits" was created at the Direct Mail Bootcamp with Bill Myers, Ted Nicholas, Gary Halbert, and the other greats in direct marketing. It details how anyone can run their own successful direct marketing business (\$97.00 Value).

**FREE BONUS #6:** You get FULL access to over 3 hours of direct marketing and Internet marketing seminars offered in Real Audio by Guru's such as Gary Halbert, Ted Nicholas, Bill Myers, Mark Victor Hansen, and Robert Allen (\$200 Value).

**FREE BONUS #7:** Personalized one-on-one assistance with any Internet marketing questions you may

have...Do you need help with headlines, banners, classifieds, etc? All you have to do is ask Terry Dean (\$200 Value).

FREE BONUS #8: If You Join Today, You Get A FREE Web Site and 50% Commissions - The Highest Available on the Internet (\$200 Value).

And these are just the bonuses you get for becoming an "Instant Internet Cashflow System" member...Click below to read about the entire package.

Go to our site now to see for yourself:

<http://www.allthesecrets.com>

Now, onto the special report...

The tips and techniques we are covering in today's lesson deal with making sure you are using killer sales letters and advertising methods. Take each one of these techniques and use it on your site and sales letter to see where your materials are adding up.

41. Every web site you create should have a headline.

You should never create a site where your company name is right on top unless it represents your strongest benefit to your prospects. You must use your UWP and a strong benefit as the headline of your site if you want to keep people interested for long.

42. All of your marketing will be seriously hindered if you don't focus on your sales letter.

It takes the same amount of work to get prospects to your page whether 1% of your visitors buy from you or if 20% of your visitors buy from you. Don't try every advertising technique in the book if you haven't established a page that can sell first.

43. Look to earn at least \$1.00 or more per visitor.

Push the envelope and seek to earn at that level of earnings. If you can't reach that mark, you will almost always be struggling when trying to use paid advertising techniques. Since the Internet is moving more and more to paid advertising and away from free ads, you have to start working on getting your closing rate up.

44. Focus on the lifetime value of a customer.

If your front end makes only 25 cents or less per visitor, you can still earn money if your backend products and services are making up the rest of the picture. How much is a customer worth to you throughout their entire buying lifetime?

45. Don't start an affiliate program if you aren't achieving the above goals.

Don't start an affiliate program just to get traffic to your site. One of the reasons for the failure of 90% of affiliate sites out there is the fact that the owner never worked on and tested the actual sales process. Sure, as an owner you make money through affiliates promoting you. What about them though? Why should they advertise for a program that doesn't work?

46. Your site must focus on benefits.

You probably have heard this a hundred times, but your site has to focus 100% on the benefits. Your prospects do not care about your company, products, or services. They only care about what it will do for them. Tell them what you can do for them.

47. Spend 80% of your time on the headlines.

If you can't get people interested and excited by your web site's headline, then you are not going to keep them at your site long. Many of the good copywriters spend days writing headlines and come up with well over 100 possible headlines for any sales letter they write.

48. Bullets are an awesome weapon for advertising.

People online are moving at the speed of thought. To grab their attention and create the buying decision, you

want to use a lot of quick benefit listings. You could almost call these mini-headlines. Most of the headlines you didn't use from technique #47 will become the bullets of your sales letter.

49. Your web site must establish credibility.

Credibility is the missing link in many web sites. Sure, you established interest and desire in your product, but why should your prospects trust you. Step one to credibility is providing a good clean site and information that backs up your promises.

50. Testimonials are one of the keys to credibility.

I heard it often said that marketers without testimonials have skinny children. Make sure to keep on file every testimonial you get in your business so that you have these credibility booster enhancers for your letters and your web site.

51. Offer a no questions asked guarantee.

Nothing beats a no questions asked full money back guarantee for credibility. Some of your prospects might take advantage of you in this, but the increased sales you will have by offering one will always outweigh any disadvantages of having it.

52. Use bonuses to add more value to your product.

Bonuses are proven to add more sales to your product or service. Especially use information products as bonuses as they have a high value, but are low cost to produce. By the way, if you need free bonuses to ride along with your product, let me know.

53. Always use a P.S.

Go over the offer and the guarantee again in the P.S. at the bottom of your letter. Every single copywriter I know has used these and has increased the effectiveness of their ads through them. Many people read the P.S. after they check out the headline.

54. Repeat the offer on the Order Form.

Some people save the order form in their favorite places to come back to. You will want to make sure that it goes over the offer again to re-enforce the buying decision for all of your prospects.

55. Offer an immediate upsell after the order.

The best time to make another sell to an existing customer is right after they have purchased from you and still have their credit card in their hands. You may increase your profits by 10% - 30% by offering another related product on your thank you page.

56. Create a swipe file on your hard drive.

Create a directory on your hard drive for good sales materials to go in. Every time you see a good piece, click "Save As" in your browser and put it in this place. You can't copy anyone's materials, but it does give you some good motivation when it comes time to write your own pieces.

57. Read Everything you can get your hands on about writing sales letters.

Good copywriters study and practice. If you want to make sales from your site, you will do the same. If you don't plan on studying and aren't willing to learn a system for copywriting, then hire someone else to write your ads for you.

58. Create a system for writing your sales letters.

Create a step-by-step system for writing your own sales letters. Follow the examples of those who have gone before you. Observe what system they were using when they wrote their letters and do something similar.

59. Use my own personal worksheets for your letters.

I have included a downloadable version of the "Killer Ad Bootcamp" in the "Instant Internet CashFlow System" site. In it, I give you the 12 worksheets I developed for my own personal use for writing killer

sales letters in no time flat.

60. Don't market an affiliate program that doesn't already have a proven system.

Just because someone can sign up thousands of free affiliates doesn't mean that they can sell products. Over 80% of affiliates never do anything. Make sure that you don't become just another statistic like that.

Go back and read over your web site and your ad materials. Are they focusing on the prospect and the benefits they receive from your site, products, and services? Or are you just producing a company brochure online?

The end result that everyone is trying to achieve is to make the sale. Does your site make the sale?

Your Marketing Friend,  
Terry Dean  
webmaster@allthesecrets.com

<http://www.allthesecrets.com>

P.S. The next edition of techniques will cover starting your own Opt-In list and how affiliates can use these unique Internet marketing strategies to earn a maximum income no matter what program they are in.

\* \* \*

**Message #4**

Delivery: Day 7

Subject: \$NAME Part IV of 115 Internet Marketing Tips

Hello

It's time for Part IV of the "115 Internet Marketing Techniques to Blast Your Competitors Out of the Water!"

I hope that you have been thinking about a few of the

ideas you were presented in the early installments.

If you haven't already done so, you need to check out our web site at:

<http://www.allthesecrets.com>

Our member's only section contains a monthly red hot Internet techniques issue, six Internet marketing manuals, and tons of free bonuses...

If You Join Today, You Get A FREE Web Site and 50% Commissions - The Highest Available on the Internet!

I understand that many people don't want to think up or even deal with their own products or web site, so I decided to take my "Remote Control" marketing system one step further.

I am also going to give you a product, a web site, banners, endorsement letters, a follow-up system, and your own dealer program. Plus, I will take care of all of the processing of orders and send you checks every month.

As a registered dealer and affiliate for the Instant Internet Cashflow System you will be able to represent the best and most up-to-the-minute Internet training program on the planet to your prospects and customers.

Everything is taken care of for you and you will receive a monthly check for 50% of all of the sales you make with this program. Forget those pitiful little 5%, 10%, or 20% payouts affiliate programs are now offering you. You can now get a full 50% from every sale you make using our turn-key sales materials.

Go to our site now to see for yourself:

<http://www.allthesecrets.com>

Now, onto the report...

Last time we left you with the thought that you



should try to avoid picking too big of challenges... especially at first. Today we are going to start you out on the same theme.

61. Even an affiliate should own their own domain.

Even if you are an affiliate and have a web site from your program, you still should get your own server and domain name. The best affiliates almost always do this. They want people to see them as a business, not just an affiliate.

62. Banners are the least effective means of selling your affiliate program's products.

Banners have horrible click through ratios in general and cannot compete with personal endorsements of your company's products and services. Use text links to your affiliate program instead of banners whenever possible.

63. Write up a personal testimonial for your affiliate program.

The most effective affiliates in any program write up an article or testimonial about the product first. Then, they go to marketing. Don't just give a link. Give credibility to the program you are representing.

64. Offer a free bonus for buying from your affiliate link.

Even an affiliate member can have a Unique Web Position. You can be the only one who offers a certain special free bonus to people who buy from you...not any of the other affiliates. Buying from you can be worth more than buying from the owner himself.

65. Distributors and network marketers should use the above technique as well.

Be the only one who offers this extra special bonus. Set yourself apart from the rest of the distributors by doing this. Then, you are going to find that selling just became 500% easier than you ever imagined before.

#### 66. Start Your Own Opt-In Email List.

One of the goals of your business should be to build your own opt-in email list. If you can get 10,000 people who receive contact on a regular basis from you, then you never have to want for money again.

#### 67. Do endorsements to your list.

Once you are running a list, start doing endorsements of other products and services. The best affiliate members are those who are giving personal testimonials and endorsements to their Opt-In list members.

#### 68. Personalize your email communications whenever possible.

There are tens of thousands of ezines being published now and millions of emails being sent out daily, so you have to find ways for your prospects to distinguish your emails from the hoard of other marketing communications they will be receiving.

#### 69. Use an automated follow-up autoresponder.

These autoresponders will do up to 10 personalized follow-ups to your prospects and customers. Begin to use them for your marketing documents, free reports, sales letters, etc. Try to find a proven follow-up system that you can emulate in your communications.

#### 70. Provide good quality information in your emails.

Don't just create glorified sales letter and send it out claiming it is a free report. Learn how to combine great information in with your sales materials. Internet marketing needs to be integrated with both free info and marketing materials.

#### 71. Publish your ezine on a schedule that works for you.

Don't publish weekly or daily just because someone else does. You need to find a system that works for you. If you can only put together a good quality publication once a month, then do that. Don't just sling together articles from anywhere you find them just to fill up

space.

72. Don't be afraid to make sales to your list.

You have to provide information to give yourself credibility first, but your newsletter or email publications will not make any money if you don't eventually move to the sale.

73. Use your web site and Opt-In list together.

Learn how to integrate your web site in together with your email publications. The most successful web site owners know that you have to combine these two techniques for maximum effectiveness in your advertising.

74. Submit your ezine to every directory available.

There are dozens of directories which list ezines. Although you won't receive thousands of subscribers through most of them, they do produce a small and steady flow of new subscribers and leads for your business.

75. Trade Classified and Sponsor Ads with Other publishers.

One of the best ways to build your list is to team up with other publishers. Everyone profits by all working together. Look for other Opt-In lists which have a similar number of subscribers as your publication. Then, trade ads for each other's newsletter.

76. Use Joint Ventures to build your list.

I tripled the number of new subscribers I was receiving from my web site daily. What I did was trade ads on my thank you page for subscribers with three other ezine publishers. So, when one person subscribes to any of our ezines, they get the opportunity to sign up for the others.

77. Make your ezine interactive.

Take polls and ask questions of your subscribers. One of my subscribers favorite section is our search engine section where the subscribers send in the questions which are answered every week.

78. Always build a personalized database of your customers.

Don't just use email for your prospects. Keep track of your customers and contact them by email as well. Come back to your current customers and offer them additional products about every one to six months depending on your specific business.

79. Use free advertising to test out your system.

I always like to start with free ads to test out my new marketing systems...especially the offer itself. The Internet is one of the only mediums where you can take advantage of free advertising to test out all of your offers first.

80. Prepare a signature file with your UWP.

You should prepare a signature file in whatever software you are using for your email. Look in the instruction manual or help file for specifics on this. The one key I want to present to you is that your SIG file should be 4 - 6 lines and contain your UWP.

Are you a profitable affiliate? If not, then you probably need to start putting some of the above suggestions in place in your business.

The biggest problem with affiliate programs is the fact that it is hard for you to develop a Unique Selling Position over the thousands of other affiliates in the same problem.

The key to this is two-fold:

1. Offer extra bonuses when you make your endorsement of the affiliate program.

2. Develop your own Opt-In email list so that you can build a relationship with thousands of customers.

Do the two above things and you will notice that your affiliate commissions in ANY program will start soaring!

Your Marketing Friend,  
Terry Dean  
webmaster@allthesecrets.com

<http://www.allthesecrets.com>

P.S. The next 20 techniques cover specific advertising avenues you should start using in your Internet business. You should start with Free advertising and then move on to paid advertising after your site is proven effective. Now, find out exactly how to do this and where to advertise for maximum effectiveness.

\* \* \*

### **Message #5**

Delivery: Day 9

Subject: \$NAME Part V of 115 Internet Marketing Tips

Hello

It's time for Part V of the "115 Internet Marketing Techniques to Blast Your Competitors Out of the Water!"

We have now come to the fifth installment in this series. By now, you should have learned dozens of new strategies and tips for building your web business and increasing your profits.

If you haven't already done so, you need to check out our web site at:

<http://www.allthesecrets.com>

Our member's only section contains a monthly red hot Internet techniques issue, six Internet marketing manuals, and tons of free bonuses...

You can't Lose With Our Guilt-Free NO Risk DOUBLE YOUR MONEY BACK TWO-Part Guarantee and Instant Access to The Entire Program and Every One of the Bonuses... ALL For ONLY \$97.00!

Guarantee #1: If you are willing to put forth some effort and use the tools in our system to build your own Internet business, I am absolutely positive my system will work for you. So, I am willing to take all of the risk.

Put my system to the test. If you aren't completely thrilled with your results anytime within the first 365 days, I'm going to double your money back.

All I ask is that you try out my simple to use system. Put a little effort into it. If you aren't very satisfied with your results, I don't want your money. Furthermore, I'm going to give you double your money back!

Guarantee #2: Some people may just be joining this program to see what's up...so I am going to give you a double-sided security and guarantee. Even if you don't like the information contained in the secret site and have no intention of doing anything with it...I will still give you a complete and full refund of your \$97.00.

Just contact me within 30 days and you will receive this full no-questions asked refund. Nothing has to be returned since the products are digital and delivered online. Please note though that you will not receive the next month's password and will not be able to access the monthly newsletter full of updated training techniques anymore.

Go to our site now to see for yourself:

<http://www.allthesecrets.com>

Now, onto the report...

Below are 20 traffic generating techniques. You

can drive hundreds or even thousands of people to your site daily through putting only a few of these techniques into place in your business.

#### 81. Participate in Discussion Groups.

I know of people who build their entire Internet business out of discussion groups, newsgroups, and mailing lists. I was literally shocked when I first started participating in these groups and realized the traffic and sales that were being produced.

#### 82. Submit Articles to Ezines and Web Sites.

Advertising through ezine classified ads gives you the most bang for your advertising buck. To get the most bang for your advertising time, write short articles and submit them to ezines which are sent out to your targeted market.

#### 83. Create Your own Electronic Book

Currently around 1/3 of my web site traffic is being generated through free e-books which I have created and distributed around the net. Traffic is generated from them day in and day out without any additional time or money. These e-books can have a lasting value in your business.

#### 84. Ask for Link Trades.

If you have produced a content rich site, then start going out and aggressively seeking for links from other sites. The quickest technique is to look up on AltaVista and find everyone who links to your competition and then ask them for a link to your site.

#### 85. Submit to major Search Engines by hand.

Around 95% of search engine traffic is generated by the ten largest search engines. Submit your site to these engines by using the submission forms which are on their site. Don't rely on your submission software to do it for you.

86. Use software to submit to 1,500 or more others.

There are thousands of little search engines and Free-For-All Link pages out there. They really aren't worth the time it takes to visit each one and submit by hand. So, purchase some software which costs under \$100.00 to do it for you over and over again.

87. Continually redo your submissions to these pages.

Remove the major search engines from your submission list in your automatic software submission tool. Then, start submitting your site to the small search engines and Free-For-All Links pages every few days or every week. Each submission only builds a little traffic, but it does start adding up over time.

88. Put Your Web Site on all of your current materials.

Make sure you have your web site and UWP on all of your current business materials such as brochures, ads, etc. Don't just limit the marketing of your site to online avenues. The best advertising often takes place offline.

89. Place your web site address on business cards and letterhead.

Make sure you list your web site address on these important business materials...along with your UWP. Just a web site address isn't worth much if it doesn't detail the benefits you present to your customers.

90. Press Releases are the best free advertising available.

Free publicity can drive more traffic to your site overnight than a year full of other types of free advertising. Do whatever you can to learn how to write good press releases and then start submitting them to magazines, newspapers, TV, and radio stations by email, fax, and postal mail.

91. Once your system is proven, start using paid advertising.



By using free ads first, you will be able to prove your system works or doesn't work without spending a penny out of your pocket. Once it is a proven winner, then you can start rolling out with paid advertising to generate regular automatic sales.

92. Ezine ads give the best bang for buck.

I love ezine ads. You can reach one thousand to one million people this week and only spend \$10.00 - \$60.00. There is nothing else like it. Write a good classified ad and then start testing in some of the various ezines out there.

93. Make banner ads look interactive.

Banners are quickly losing their online effectiveness. A way to pump your clickthroughs back up is to make your banner ads look like it is interactive by adding in drop down menus, click boxes, and sliders. This gives it a "Windows" feel and it will produce more click throughs.

94. Html banners beat regular banners.

The best method I ever used to build up my ezine list was to use an html banner where people could subscribe to my newsletter while still on the page of the host. It produced thousands of new subscribers a week at a very low cost.

95. Always code and test every ad.

Don't even consider running any ad without having some type of tracking mechanism built in. Consider setting up hundreds of mirror sites (sites with the exact same content) so that you can refer people to a different site with every single ad.

96. Goto.com is one of the best tools going.

Goto.com has a pay per click advertising method in place. You pay a certain amount such as one penny and then you pay for everyone who clicks through to your site under that keyword. By selecting

hundreds of keywords you can build up thousands of visitors daily to your pages.

97. Pay per lead for constant results.

Other companies such as Pennyweb are doing similar techniques as Goto.com. There you turn in a banner and you pay a certain amount such as fifteen cents per visitor for all of the traffic they generate to you.

98. Use the same headline on your site as in your ads.

This way you can keep your prospect in the flow. Whatever they clicked on is what they are now reading about. Make sure that you never lead your prospect into confusion.

99. Try a personal response on specific ads.

If you have a banner at Infoseek, have the headline of that page read "Special Bonus for Infoseek members." If you are doing a Joint Venture in a newsletter, mention the name of the newsletter on top of the page.

100. Offline advertising may yield best results.

Consider using offline forms of advertising in your business. Many of the businesses that once advertised heavily online are again moving their ads back to TV, radio, and magazines. In some industries, the leads produced through offline advertising will often buy much quicker than online leads.

The old statement, "Build it and they will come," might have been a good theme for a movie, but it doesn't work in online marketing. Once you build it, you must start advertising it. If you just sit down and rest on your laurels, then you will not make any money through your online business.

The 20 techniques above are idea generators to get you started doing something about your online business.

Advertise it, and they will come.

Your Marketing Friend,  
Terry Dean  
webmaster@allthesecrets.com

<http://www.allthesecrets.com>

P.S. The last set of tips coming up next covers how to advertise your web business offline AND how you can start designing your own hot products in only a few days time. You could have your own Unique product for online marketing by next week!

\* \* \*

**Message #6**

Delivery: Day 11

Subject: \$NAME Final Section of 115 Internet Marketing Tips

Hello

It's time for Part VI of the "115 Internet Marketing Techniques to Blast Your Competitors Out of the Water!"

We have now come to the last installment of this series. If you have any questions about anything you have read throughout the course, feel free to email me at [webmaster@allthesecrets.com](mailto:webmaster@allthesecrets.com)

If you haven't already done so, you need to check out our web site at:  
<http://www.allthesecrets.com>

Our member's only section contains a monthly red hot Internet techniques issue, six Internet marketing manuals, and tons of free bonuses...

For ONLY \$97.00 you get full access to everything...

1. "How to Create a \$100,000 Yearly Internet Marketing Strategy"

2. "Search Engines: How to Achieve a Top 20 Position For a Constant Stream of Traffic to Your Site"
3. "Banner Advertising: The insider's Secrets to Unlimited Internet Profits"
4. "Classified Ads: How to Earn Big Profits With Little Ads"
5. "Remote Control Marketing Manual: How to Sell More of Your Products and Services Every Month By Remote Control"
6. "Instant Products: How to Create Your Own Hot Internet Products In 4 Hours or Less for Fun & Profit"
7. The "Instant Internet Cashflow System" monthly online newsletter detailing every brand new marketing technique available...along with our exact test results.
8. The "Press Release 7,000" Media Contact Database
9. "Email Marketing Secrets" downloadable course
10. "Killer Ad Bootcamp" - 12 step system to writing ads
11. "Internet Marketing Bootcamp"
12. "insider's Guide to Direct Mail Profits"
13. Full Access to over 3 Hours of the Best Direct Marketing Seminars in Real Audio Format
14. Personalized one-on-one Assistance
15. Reseller Program with Incredible 50% commissions

Go to our site now to see for yourself:  
<http://www.allthesecrets.com>

Now, onto the report...

101. Postcard decks give a lot of exposure.

You can purchase a postcard to go out in a postcard

deck to 100,000 readers for \$1,500 - \$2,500. This can give you a lot of exposure for a very low cost. Prepare a free report or other service and then place your web site address on the card for more information.

102. Magazine ads can be used very effectively.

You may want to use magazines ads to draw good quality buyers to your site as well. With this process I would make sure my site is a winner first though. The lead time for a magazine is often 2 to 4 months so that is a long time for testing something.

103. Create an advertising co-op.

You can form an ad co-op to cut down on your ads costs. For example, sell off 10 classified ads on your postcard deck card for \$200 each and then yours will be running for free. I have seen several companies who did this and have been running 30 or more postcards per deck. This turns offline ads into free ads!

104. Send articles out to magazine publishers.

Don't just limit your free article submissions to ezine publishers. Magazine editors are always looking for good content as well. One magazine article can establish quite a bit of credibility in the eyes of your potential audience.

105. Having your own product is the best way to make money online.

Affiliate programs may make a good way to start your online business, but having your own product should be in your future plans if you want real Internet success. Learn some simple techniques to creating your own products and you can almost write your own paychecks after awhile.

106. Once you have an effective system, start an affiliate program.

Once you have proven your web site and system are effective, then put an affiliate program in place on your site. Don't just be an average affiliate though. Give your affiliates all the tools they need such as free reports, articles, banners, endorsement letters, and more.

107. Use affiliate programs as backends for your own product.

While your front-end product should be something you create yourself, affiliate programs make great backend products. Find products and services which are similar to yours and offer them as backend sales after someone has purchased from you.

108. Look all around you for product ideas.

Product ideas are everywhere. When you watch the TV news, look for product ideas. When you glance at the local magazine rack, look for product ideas. Always keep your mind open and looking for potential products no matter where you are or what you are doing.

109. Research public domain materials for pieces.

There are thousands of public domain materials that can be used for good products or bonuses. As a matter of fact, the free e-book published on our site "Scientific Advertising" was found in public domain and we re-arranged it and created it for our online business.

110. Do interviews for audio tapes.

A quick product idea is to find an expert and do an interview with them. Then, you have a ready to use product. Offer them rights to the tape for their participation...so you have almost no cost out of your pocket.

111. Video has a high value to it and can be completed at a fairly low cost.

You could purchase a Video editing card and

a digital camcorder and begin creating your own video information products. Video has a high ticket value to it and is going to become more and more valuable as it is integrated into the Internet.

112. You could create a subscription site.

Subscription sites are one of the fastest growing information businesses online. You can provide up-to-the-minute information on a subject and provide information all year round to your customers and never have to spend a penny on printing or shipping.

113. Press releases may work wonders for your product.

Create a product press release, but focus on the headline and benefits...not just the product. You can also send out sample copies of your product to publishers and top mail order companies which may be interested in writing about it or selling it.

114. Look for quick and easy projects.

Don't go for products which take a year to create. start your information business out by creating products which can be finished in a month. The audio interview tip above is a good example of a quick and easy project.

115. Become an Instant Internet Cashflow System Member for best results.

If you want to learn how to put all 115 of these tips into better use in your business, then you have to become a member of the "Instant Internet Cashflow System."

What has been presented to you above is only the tip of the iceberg when it comes to online marketing. By becoming a member of the Instant Internet Cashflow System, you will have access to in-depth online training and personal one-on-one assistance in your business.

Your Marketing Friend,  
Terry Dean  
webmaster@allthesecrets.com  
<http://www.allthesecrets.com>

P.S. If you don't think the system will work for you,  
I dare you to put it to the test. Many members have  
made the comment that this system is so easy to  
understand and use that any "dummy" could do it...  
<http://www.allthesecrets.com>

\* \* \*

**Message #7**  
Delivery: Day 18

Subject: \$NAME, How are things going?

Hello

It's Terry Dean again. I thought I would email  
you to see how you are doing with the techniques you  
learned from...

"115 Internet Marketing Techniques to Blast Your  
Competitors Out of the Water!"

If you have started using these techniques and have  
put them to use in your business, then you should have  
found out just how much can be created out of one  
simple little idea.

Have you had a chance to join our "Instant Internet  
Cashflow System?"

If not, then make sure you get over to our web site  
as soon as possible if you really want to achieve  
success in your online business...

<a href="http://www.allthesecrets.com">  
<http://www.allthesecrets.com> </a>

With our exclusive two-part guarantee and no questions  
asked money back policy, what have you go to lose?



Your Marketing Friend,  
Terry Dean  
[webmaster@allthesecrets.com](mailto:webmaster@allthesecrets.com)  
<http://www.allthesecrets.com>

P.S. If you don't think the system will work for you,  
I dare you to put it to the test. Many members have  
made the comment that this system is so easy to  
understand and use that anyone could achieve  
financial independence...no matter who they are or  
where they are from:  
<http://www.allthesecrets.com>



## Ken Evoy

Ken is a Canadian physician who formerly taught and practiced emergency medicine at McGill University in Montreal, Canada. Ken and his wife designed toys and games. Before becoming "Web-sessed," they sold 23 of their inventions to large companies around the world, generating millions of dollars in royalty revenues along the way.

Ken created his own successful investing strategy in a highly specialized "niche" market led him to use the Internet to sell the software he developed. He figured that if his "niche-investing" software product interested him, then most likely there would also others on the Web who would want it. So he said, "Let's see if it's actually possible to sell something on the Web"...

Since the launch in November, 1997, he has proven he could! That first site nets him and his wife over \$1,000 per day, up to \$5,000 some days. Ken has gone on to take this "in the trenches" information to create a book called "Make Your Site Sell" that has been heralded as the "bible" for Net selling.

His web sites also include:

Make Your Site Sell  
<http://myss.sitesell.com/>

Make Your Knowledge Sell  
<http://myks.sitesell.com/>

Make Your Price Sell  
<http://mysps.sitesell.com/>

Make Your Words Sell  
<http://myws.sitesell.com/>

Site Build It  
<http://buildit.sitesell.com/>

This autoresponder series is a sequence of lessons sent to prospects on how to

become a top-selling affiliate (or reseller).

\* \* \*

## Message #1

Delivery: Instant

~~~~~  
The Affiliate Masters... an intensive 5-day e-mail  
course on becoming a high-earning affiliate champion.  
How? By building income through content.  
~~~~~

If you have a friend who would benefit from taking this  
course, please pass this on. Or tell that person to  
receive the 5-day course by sending a blank e-mail to...

<<MAILTOADDRESS>>

~~~~~  
I guarantee that you'll refer to this course over and over  
again as you build (or rebuild) your affiliate business.  
Print each e-mail out, pour yourself a beverage of choice,  
bring along a pen to jot down some ideas, and take it all to  
your favorite sofa. Learning a serious subject is so much  
more successful when you're comfortable.  
~~~~~

When you print out this e-mail, keep it in a 3-ring binder.  
Here's a super little printing utility that will allow you  
to print 2 or 4 pages to a single 8.5" x 11" piece of paper.  
It saves you paper, space, and money...

<http://www.fineprint.com/>

~~~~~  
<<TODAY>>

Affiliate Masters 101  
Building Income Through Content

by Ken Evoy, M.D.  
President, SiteSell.com

Ken is president of SiteSell.com. SiteSell's "5 Pillar  
Program" is considered by many experts to be the most  
innovative, partnership-oriented and productive affiliate  
program on the Net...

<http://www.sitesell.com/affiliateprogram.html>

----

Welcome to the Affiliate Masters Course, a comprehensive, DO-able 10-DAY program of BUILDING INCOME THROUGH CONTENT. You will receive the entire Affiliate Masters Course over the next 5 days (i.e., five installments, one per day).

You will emerge from this 10-DAY program with a radically stronger information base and skill set. You will be well on your way towards building a substantial affiliate business.

Each of the 10 DAYS has a specific "Goal-of-the-DAY," a clear, DO-able, target. Complete this goal before moving ahead to the next DAY. By the time you finish DAY 10's Goal-of-the-DAY, you will have a Theme-Based Content Site up and running and generating traffic and income.

Each DAY also sets an "Ongoing Goal." Why? Because a Web site is never "finished." The Ongoing Goal is what you should be achieving on a regular basis. The Ongoing Goals provide the pathway for building maximal income through content over the following weeks and months.

Bottom line?...

Upon completion of the course, an income-generating process will be clearly established. Call it your 10-DAY PROGRAM TO BUILDING INCOME THROUGH CONTENT!

-----SIDEBAR-----

The Affiliate Masters Course is a "work-at-your-own-pace" course. Some of you will be able to devote large blocks of time to it. So you'll complete a "DAY" in one (or even less) of YOUR days.

Others may only have 15-30 minutes per day to spend on it. So it could take you a week or more to complete a "DAY" of the course.

Either way, it does NOT matter how LONG it takes you to complete the course. Set aside a certain amount of time per day to attend this course and to do your homework.

You'll find it was time well, no BEST, spent. :-)

-----SIDEBAR-----

The Affiliate Masters Course is designed and written for ALL affiliates. Just beginning to develop a second income stream? Or are you an established affiliate of several programs? Doesn't matter...

EVERYONE shares the same goal... to maximize profits. Be forewarned about the Affiliate Masters, though...

The material that we will be covering over the next five installments will be extensive in scope. It will require effort and commitment on your part, as does anything important that yields rewards.

Most folks have to train or go to university for years to prepare to earn a substantial income stream. Your mini-university course will accomplish this in 5 installments...

... five SUBSTANTIAL installments.

Don't let me scare you, though...

It is ALL manageable. Take your time to digest the information properly before you start to work on the prescribed action steps towards your goals. Use the Goals-of-the-DAY and Ongoing Goals -- make them your guide-posts, your beacons of light.

Understanding the concepts will boost your confidence level in applying them. Even as adults, we never lose our need to know "why" things work the way they do. :-)

It's critical that you finish each DAY of this course before you begin the next. The DAYS build on each other. You are following a step-by-step process.

As I said, though, please don't feel that you have to rush -- work at your own pace, as time allows. Set your own work schedule... and stick to it. Take as much time as you need to complete the 10-DAY program. Set a REALISTIC schedule that will allow you to do your best.

Do you only have 30 minutes daily to work on the course? No problem. Your Affiliate Master's "DAY" is done when it's done, even if it takes you a week! This is not a race.

Final piece of advice... Use your printer to make a hard copy (your own textbook!). There is just too much information in the Affiliate Masters Course to learn by reading off a monitor screen.

Underline the important parts. Add your own notes and ideas. I promise you... you'll get lots and lots of great inspiration as you go along.

PLEASE... work with a printed version of this course. If you are at all serious about following this course to build a serious income stream, please start right... Print it.

--

And now, just as for any college course you might take, here's your syllabus/outline for your Affiliate Masters Course. As you can see, it's the total package for building income through content...

#### Affiliate Masters 101

- o Business Basics
  - o Income and Expenses
  - o Traffic, Click Throughs, and Conversion Rates
- o PRE-selling... why
- o PRE-selling and your visitor's MINDSET
- o PRE-selling... how

#### Affiliate Masters 202

- o Brainstorming concepts for your site
- o Picking the concept with the most profit potential
- o Developing HIGH-PROFITABILITY topics for your site
  - o DEMAND, SUPPLY and BREAKOUT tools, and the MASTER KEYWORD LIST
  - o The CUSTOMER END vs. the KEYWORD END
  - o How to pick the HIGHEST-PROFITABILITY topics
  - o Analyzing (and using!) the competition

#### Affiliate Masters 303

- o Finding affiliate programs for your concept
- o How to reduce risk by diversifying
- o Picking the best, safest programs
- o Refining your concept to just the right scope...

- o The "Valuable PRE-selling Proposition"
- o Creating and Protecting the PERFECT domain name
- o Preparing for your own mini-vertical-portal

#### Affiliate Masters 404

- o Building your site... TWO kinds of visitors
- o OVER delivering high-value content to readers who deliver HIGH-PROFITABILITY to you
- o How to PLEASE the Search Engines
- o The WIN-WIN-WIN-WIN
- o "FIND-CLICK-CLICK-CLICK-kaCHING"
- o The Structure of Your Site
- o The Content of Your Site

#### Affiliate Masters 505

- o Traffic-building for Content sites
  - o The Free Major Search Engines
  - o Pay-Per-Click Search Engines
  - o The Major Directories
  - o Word of Mouth
  - o E-zines -- market via your own opt-in newsletters
  - o Other traffic-building techniques
- o Traffic Analysis... What's Important
- o Click IN Analysis
- o Click Through Analysis
- o Your Road to Success... ACTION STEPS

Ready to begin? Sound the bell. Class is in session. :-)

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#### DAY 1 -- Intro to Affiliate Business Basics

Being a GREAT AFFILIATE is \*NOT\* about selling... It's about PRE-SELLING.

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Goal-of-the-DAY... This is the only DAY where you have nothing to DO except READ the material. Actually, that's wrong... Your Goal-of-the-DAY is to UNDERSTAND, UNDERSTAND

DEEPLY, the concepts outlined here, culminating with the concept of PRE-selling to maximize Conversion Rates. It's the foundation of BUILDING INCOME THROUGH CONTENT.

Ongoing Goal... Deepen and focus your understanding of this material. Re-read it once per week for the next eight weeks, monthly after that. As you progress through DAYS 2 through 10, it's going to be easy to lose sight of the "big picture" presented today. And there's another reason to re-read regularly -- it will mean more and more to you as you gain each DAY's new perspective.

With these goals in mind...

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--PART ONE--

The goal of any business, including your affiliate business, is to maximize PROFITS. "PROFIT" is simply your INCOME minus your EXPENSES.

As an affiliate, there are exactly two ways to increase your INCOME (i.e., the amount of money your business makes)...

- 1) Refer more visitors to the merchants that you represent.
- 2) Increase the Conversion Rate (i.e., the percent of visitors referred to your merchant who deliver the response FOR WHICH THE MERCHANT PAYS, whether that's a sale, or a lead, etc.).

Simple, right? If you refer 100 visitors per day to a merchant and 1% buy, you get paid for that one purchase. But if you send 1,000 visitors per day and 3% buy, you get paid for 30 purchases.

Yes, thirty times more!

So it's pretty clear how to maximize affiliate INCOME! :-)

Of course, every business has EXPENSES, too. Maximizing



PROFITS does \*NOT\* imply that you must minimize EXPENSES. After all, if you spend NO money or time on a business...  
... You have no business! You \*MUST\* get the BEST POSSIBLE traffic-building and sales-converting results for every DOLLAR you spend... and for every HOUR you spend on your business.

-----SIDEBAR-----

Time \*IS\* money. So don't count your hours as zero cost simply because it does not cost you "out of pocket." Assign your time a dollar value -- it will put your affiliate business on a solid, professional "business footing."  
-----SIDEBAR-----

Let's examine EXPENSES by asking two questions...

#### QUESTION #1

>What does it cost to build traffic to your merchants? sites?

Traffic-building, no matter how you cut it, will cost you... in terms of both time and money. Spending DOLLARS is optional, but spending TIME is not.

There are many ways, both offline and on, to drive traffic to your merchants? sites. This course will show you \*THE\* most highly PROFITABLE, TIME-and-DOLLAR-effective way to build traffic to your merchants? sites...

> Build your own Theme-Based Content Site -- one that is  
> loaded with high info-value Keyword-Focused Content Pages  
> which rank well with the Search Engines \*AND\* "get the  
> click throughs" to your merchants? sites.

Let's break that down... for your affiliate Web site to generate traffic to your merchants, it must do two things well...

1) Rank well at the Search Engines, so that it pulls in lots of traffic. So far, though, that traffic is still on \*your\* site. Therefore, it's not generating income yet -- your visitors are just "looking around." So...

2) Get those visitors to click through to your merchants. (Some affiliate program models can actually place merchant offerings on \*your\* Web site. In this case, your traffic does not actually visit your merchant's site. But you still

have to "get the click" to generate income.)  
This 5-day course will show you how to achieve both parts.

-----SIDEBAR-----

It makes sense, of course, that a Web site is THE way to go.  
After all, this \*IS\* the Net!

But there are loads of other ways for affiliates to drive targeted traffic to their merchants, both offline and on. We cover them all in the 5 Pillar Manual. (SiteSell's affiliate program is called the 5 Pillar Program.) Allan Gardyne of [associateprograms.com](http://associateprograms.com) has said this of the 5P Manual...

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> The BEST manual for affiliates is FREE

Ken Evoy must be bonkers - or the smartest marketer around. He's just spent three months writing a 224-page manual for affiliates, telling you, step-by-step, how to succeed with revenue sharing programs . . .

And now he's giving it away. All you have to do to get the FREE manual for affiliates is join the 5 Pillar Program, which just happens to be the BEST revenue sharing program out there. Yes, although it's the best Manual on the market, you can have this one totally FREE.

You should do it now. It will be the wisest thing you've done this year.

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Yes, the 5P Manual is free to all 5 Pillar Affiliates. For more information...

<http://www.sitesell.com/affiliateprogram.html>

Please accept it with my compliments. No obligation to actually promote SiteSell.com products. :-)

-----SIDEBAR-----

OK, that wraps up EXPENSES and traffic-building. Now for our second question about EXPENSES...

## QUESTION #2

>What does it cost to maximize Conversion Rates?

Good news!...

Maximizing your Conversion Rate (CR) is simply a question of doing things right. There is no extra DOLLAR or TIME cost to boosting Conversion Rates at your merchants' sites. This course will show you how to achieve this, too.

-----SIDEBAR-----

Remember, when this course talks about Conversion Rates, we are talking about the Conversion Rate at the sites of the merchants that you represent as an affiliate. So we are talking about \*YOU\* maximizing the percent of visitors (who you refer) who deliver the response FOR WHICH THE VENDOR PAYS, whether that's a sale, or lead, etc.

If you think that it's impossible for you to change the sales-effectiveness of your merchants' sites, you are in for a big surprise. :-)

-----SIDEBAR-----

So... your goals, and your \*ONLY\* goals, are...

- 1) Maximize traffic to your merchants, spending only DOLLARS and TIME that maximize PROFITS.
- 2) Maximize Conversion Rates. Do things right (no expense).

Don't just do one. Do BOTH. Why? Because, as you saw above, your payment is determined by traffic MULTIPLIED by the Conversion Rate... NOT "added." Your PROFITS grow geometrically when you concentrate on maximizing BOTH traffic and Conversion Rates.

--

I have spent quite a bit of time reviewing the difference between 5 Pillar Affiliates who refer high traffic to us AND who deliver high Conversion Rates (% of visitors who purchase) and those with low ones.

## THE #1 REASON FOR LOW TRAFFIC AND TERRIBLE CONVERSION RATES?

Banner ads!

The futility of banners was *\*FIRST\** revealed by our 5 Pillar Program, both in our award-winning 5 Pillar Manual and in the Five Pillar Affiliate Reports.

Retinal studies have shown that Web surfers actually avoid banners. Yes, their eyes look away! Click throughs have plummeted to under half-of-a-percent. And, for the few who DO click...

We went on to prove that banners are WORSE than futile, they are COUNTER-productive. The 5 Pillar Affiliates who rely on banners have an average Conversion Rate of 0.5%. But those who use "in-context" TEXT links (i.e., text links that are part of the content of the Web page) average over 3.5%!

How's that for a reason *\*NOT\** to use banners.

Why does this happen?

Banners are cheesy and hurt your credibility. Because visitors simply arrive feeling "pitched" rather than informed. So they arrive at sitesell.com in a resisting mindset, rather than with an open, ready-to-buy attitude.

Remember that example where you sent 100 visitors per day to a merchant and 1% bought? If you rely on flipping up some banners, it will be more like 10 visitors per day and NO one buys!

-----SIDEBAR-----

We reveal a lot about 5 Pillar Affiliates and about our program stats during this course. But it is *\*NOT\** the 5P Program that is important here -- it's the *\*LESSONS\** to be derived. This course is all about making ANY affiliate of ANY program more successful.

-----SIDEBAR-----

Conclusion?...

> Don't use banners.

Yes, I know "they're so-o-o-o-o easy." It's ALWAYS easy to

NOT make money. That's how all those get-rich-quick-guys do so well... the allure of easy money. No such thing.

> Don't use banners.

-----SIDEBAR-----

If you simply MUST use banners, save them for the products that you don't really feel GREAT about recommending. That way, you don't hurt your credibility -- after all, it's "only advertising."

Save your "in-context" TEXT links for super companies with wonderful products that deliver true value to your reader.

-----SIDEBAR-----

Beside the obvious futility of banners, I've spotted ANOTHER major point. This one is more subtle, but it's IMPORTANT.

EXTREMELY IMPORTANT. After banner advertising, it's the second most common error. And it's an even BIGGER shame because this boo-boo involves a lot of work... misplaced work. I mean, if you're going to fail, the best thing would be not to spend much time at it, right? ;-)

Here it is... selling instead of PRE-selling.

Some 5 Pillar Affiliates have really made \*great efforts\* in creating sites to promote our SiteSell.com products....

... and \*are\* building some sales and traffic. But when I see a low Conversion Rate (i.e., CR under 2%), I know that something is amiss. Great efforts deserve greater results than 1%.

Yes, I agree, that's better than banners. But remember, these folks put in a lot MORE work than tossing up a couple of banners. We'll see in a moment that it's \*misdirected\* work. (The good news is that this course will redirect those efforts into high-profit areas.)

Time for a philosophical perspective...

In life, the vast majority of people just keep doing the "same old thing." It seems easier that way. But it guarantees the "same old results." So in the long run, it's actually much, MUCH harder.

In the movie, "The Renaissance Man," Danny De Vito's character makes a profound statement...

"The choices we make dictate the lives we lead."

To paraphrase...

"Where you are today is the result of all the choices and actions that you have made in your life."

When he said that, I remember thinking, "You know, he's right. Except in rare cases of extraordinarily good or bad luck, everyone basically ends up where they are as a result of choices they make and courses of action they take."

People tend to blame a lack of success in life on "bad luck" or "poor timing" or other people. And yes, at times, that can be accurate. A heck of a lot of factors beyond our control \*can\* blindside us. In the long run, however, as long as we PERSIST in our efforts, these factors tend to even out and De Vito's statement remains valid.

Now, here's the good news...

E-commerce is simpler than life. Due to its digital nature, there are fewer variables... so the outcome is more controllable. Which means that we can boil De Vito's statement down to "The #1 E-commerce Reality."

This Reality is almost self-evident, yet it's so easy to forget. Your success with \*ANYTHING\* you do in the world of e-commerce flows from it. Internalize it and act upon it... ==> you'll succeed. Yes, it's THAT fundamental.

The #1 E-commerce Reality

-----  
"NOTHING happens by accident in the world of computers, the Net, and customer response. There is always a reason for what happens, good or bad, and that reason is \*YOU\*."  
-----

So...

When I see some 5 Pillar ("5P") Affiliates with CRs over 10%

(and a few over 20%!), I figure that those with CRs at 1-2% or less could be multiplying their sales five-or-more-fold. How?

**\*NOT\*** by working harder, but by simply channeling their motivation in a better direction...

Let's continue with the case of 5P Affiliates who make "great efforts" but so-so-results...

As I reviewed many of these affiliate sites (those that are getting sales but have CRs under 2%), I realized that almost half were basically one big sales letter for SiteSell.com, SiteSell products, and Ken. Which means that these affiliates are SELLING (with sales copy) when they should be PRE-selling (with great, and related, content that is of value to the reader).

There's really not much point in straight SELLING off your site – that's what your merchant's site is for. Picture this...

A visitor arrives at an affiliate's site that is really just one, big sales site. Yes, I know that their words are sincere -- I owe all 5P Affiliates a big THANK YOU for the truly wonderful things they say. But put yourself in these visitors' shoes for a moment. They don't see inspiring, editorial content -- they see a sales effort.

**BUT THEY WERE SEARCHING FOR CONTENT!**

"CONTENT!" I SAID! (Sorry for yelling.)

People resist sales efforts, so your click-through actually goes down. And if they do click, what do they see when they arrive at sitesell.com? More sales effort. And, in some cases, many of the words on sitesell.com are similar to the words that they've just read.

Result? Poor Conversion Rate.

If your site is basically a "bunch of sales letters," you have not yet built your credibility and likeability with this visitor. Your visitor ends up feeling "pitched." And then feels double-pitched **\*IF\*** she clicks through to your merchant's site...

That's why the CR actually goes down.

To make things worse, as she "smells" a sales effort, she becomes less likely to click! So referred traffic drops, too.

-----SIDEBAR-----

Women now represent 50% of all surfers. And they control approximately 80% of all shopping dollars. To reinforce this in your mind, we'll use the feminine pronoun to talk about readers/visitors/customers. To keep things simple and even, we'll use the masculine pronoun when referring to affiliates.

-----SIDEBAR-----

OK, let's see... Referred traffic down. And Conversion Rate down. But these are the two ways to increase your INCOME (that we talked about right at the top today's lesson). We're going in the wrong direction!

Conclusion?

Don't SELL! Instead, warm your visitor up for your merchants by PRE-selling them with great content that they value and respect. They'll click-through with pleasure, arriving at your merchants' sites in an open-to-buy mindset.

It's your PRE-sell effort that will boost your traffic-to-merchants \*and\* Conversion Rate. Which in turn maximizes your INCOME.

This brings us to our second philosophical premise and the end of Part One...

"The #1 Affiliate Reality"...

-----  
"Your CR will literally vary from 1% to 10% (and at times, as much as 20%!), purely because of...

- 1) \*HOW YOU REACH\* your visitor, and
- 2) \*WHAT YOU SAY\* to her, and
- 3) \*HOW YOU REFER\* her to your merchant."



-----  
Your CR depends upon what \*YOU\* do and how \*YOU\* do it. You do NOT need Lady Luck, Sir Serendipity or anyone else. There is \*ALWAYS\* a reason for how well you do, and that reason always relates to \*WHAT\* you do and \*HOW\* you do it.

Once you realize this, then you \*KNOW\* success really is DO-able. Some people DO succeed... big-time. But not necessarily the first time. Just keep trying until you find the right approach. To quote Calvin Coolidge...

-----  
"Nothing in this world can take the place of persistence.

Talent will not; nothing is more common than unsuccessful people with talent.

Genius will not; unrewarded genius is almost a proverb.

Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent.

The slogan "press on" has solved and always will solve the problems of the human race."

-----  
Of course, the goal of the 5-day Affiliate Masters series is to reduce the amount of trial-and-error-PERSISTENCE that will be required before you find \*YOUR OWN\* successful formula! :-)

-----

Why is "The #1 Affiliate Reality" true?...

Because \*HOW\* you reach your customer, and \*WHAT\* you say once you reach her, and \*HOW\* you refer your visitor to your merchant DIRECTLY affects your visitor's \*MINDSET\* when she arrives at sitesell.com.

A POSITIVE mindset turns into a PURCHASE with amazing regularity. A NEGATIVE one is near-impossible to overcome.

And THAT is what "HIGH-CR affiliates" have known all along.

\*\*\*\*\*

"They refer people to their merchants  
in an ?OPEN-TO-BUY? frame of mind."

\*\*\*\*\*

So... write "The #1 Affiliate Reality" onto a yellow Post-It  
Note and stick it onto your monitor...

-----

"Your CR will literally vary from 1% to 20%,  
purely because of...

- 1) \*HOW YOU REACH\* your visitor, and
- 2) \*WHAT YOU SAY\* to her, and
- 3) \*HOW YOU REFER\* her to your merchant."

-----

-----SIDEBAR-----

Some people e-mail us after reading this course, refusing to believe that we have affiliates who can generate a Conversion Rate (CR) of over 20%. Actually, the monthly record is 26%.

Do they do that \*EVERY\* month? No.

But we know it's not a fluke. Why? Because, although each affiliate's CR may fluctuate in any given month, a "high-CR" affiliate does not suddenly become a "low-CR" affiliate.

The good ones score high, and make significant dollars,  
every month.

-----SIDEBAR-----

OK. Take a quick stretch and then we'll continue.

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.....

.....

Back already? Let's go...

## --PART TWO--

Your strategies and actions as an affiliate directly affect your Conversion Rate. This section deals with how to PRE-sell effectively. (Later in the course we will cover traffic-building in more detail.)

Let's look at examples of how "LOW-CR affiliates" create NEGATIVE mindsets by making HOW-YOU-REACH, WHAT-YOU-SAY, or HOW-YOU-REFER boo-boos...

### > 1) \*HOW\* to Reach Your Visitor...

Free-For-All Sites (FFAs) are a great example of \*HOW NOT\* to reach people. For the most part, they have become so seamy and useless, that no matter \*WHAT\* you say, you're doomed from the start. I made a request to all 5 Pillar Affiliates for FFA success stories some time ago... not a single success story!

Compare this with how smart and open-minded your visitor feels when \*SHE\* finds \*YOU\* via a Search Engine!

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### > 2) \*WHAT\* to Say to Your Visitor...

Don't write a site purely devoted to "hard-selling" your Merchant's products. Imagine a visitor who hits your site and reads an immediate sales pitch. That person will RESIST because she does not know you. Then, \*IF\* (and it's not likely) she clicks to your merchant, she gets \*ANOTHER\* sales pitch on sitesell.com ==> Negative x 2!

In other words...

### > NEVER DEVOTE YOUR SITE TO ONE COMPANY'S PRODUCT LINE.

No matter what you do, no matter how sincere you are, this kind of approach always ends up "smelling" like a sales pitch. It simply makes no difference that you honestly love

the products -- your visitor will mistake your devotion for SELLING.

It's far better to develop a concept that relates to that company's products \*AND\* to other products from other companies that are COMPLEMENTARY. Develop related content that PRE-sells. Then "get the click" through "in-context" TEXT links.

--

> 3) \*HOW\* to Refer Your Visitor to Your Merchant...

Banners are the best example of \*HOW NOT\* to refer your visitor to your merchant (unless it's for products that you are \*not\* so proud to recommend -- a banner is an ad, so you're not putting your personal endorsement upon it). In plain and simple language... people feel "pitched" when they click on a banner. And people who feel "pitched" are difficult to convert into a sale.

--

Now for a critical ACTION STEP...

Review your site or whatever other means you are using to REACH, TALK TO, and REFER visitors to your merchants. Put yourself in your customer's BRAIN. What will she think, how will she feel, at each of the 3 major STEPS above?

If you're doing everything perfectly, congratulations! You must have a high CR. If you don't have a high CR, or if you see some big MINDSET mistakes....

Consider how much higher your CR would be if a visitor found you in a bona fide manner (ex., as a result of doing a search on a Search Engine), then became "your friend" (or your "trusting admirer" if you do a truly awesome job!) because you provided excellent content, and finally was led to a context-appropriate RECOMMENDATION (more on RECOMMENDATION vs. SALES PITCH below).

The BOTTOM LINE? Always consider how these actions affect your visitor's mindset...

1) \*HOW YOU REACH\* your visitor, and

2) \*WHAT YOU SAY\* to her, and

3) \*HOW YOU REFER\* her to your merchant.

Get inside your visitor's head -- realize how she will feel each step of the way. Whatever you do, consider the impact on your visitor -- if it does not make her \*MORE\* "open to buy," don't do it.

PRE-selling is really all about selling YOURSELF to your customer, every step of the way. You reach the right folks in a proper fashion, you deliver valuable, appropriate editorial content, and you RECOMMEND visitors to your merchant \*AFTER\* they have come to respect and like you.

Your CR will soar.

--

Why does PRE-selling work so well?

Because a sale via ANY Affiliate Program is really a \*TWO-STEP PROCESS\* -- it requires the delivery of two "Most Wanted Responses," yours \*AND\* your merchant's.

-----SIDEBAR-----

The "Most Wanted Response" ("MWR") is probably the most important lesson in all of Make Your Site SELL! (MYSS!). The MWR is what you MOST want your visitor to do after reviewing your content.

Make Your Site SELL! has been proclaimed by most Web marketing experts as the "single best resource" about selling on the Net. From product development, to site-selling, to traffic-building, MYSS! covers it all. At well under US\$20 (no typo!), it's a MUST-BUY that belongs in every e-commerce library...

<http://breakthrough.sitesell.com/myss/>

-----SIDEBAR-----

As an affiliate, what is \*YOUR\* MWR? No, it's NOT to get the sale. That's the second STEP -- it's your merchant's MWR. \*YOUR\* MWR is to...

- > GET THE \*CLICK\* (the click-through to your merchant)
- > WITH THE VISITOR IN AN OPEN-TO-BUY MINDSET.

Let your merchant's site do \*its\* job and get the sale. I remember when I used to tell my star baseball pitcher, Joel Leonoff...

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"Joel... you don't have to strike ?em all out. You've got a great team behind you. Let them do their job."  
-----

Same goes for your merchants... Let them do their job.

Our "Top 100" 5 Pillar Affiliates all provide useful content -- they PRE-sell. Then they let the rest of their team (us here at sitesell.com) get the sale.

It's a TWO-STEP process that builds to the sale...

STEP 1 --> \*YOU\* PRE-sell to get an \*OPEN-TO-BUY CLICK\* to your merchant.

STEP 2 --> Your merchant gets the sale.

So, whatever you do, however you do it, it should always pull your visitor one step closer to delivering \*YOUR\* MWR...

... Get an \*OPEN-TO-BUY\* click.

-----

Whoops! I was just about to move on to the next point. Good thing I heard you asking...

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"Ken, if I leave it up to the merchant's site to get the sale, I still don't see how I have any influence on the Conversion Rate. I'd much rather SELL the visitor on my own site."  
-----

First, let's make sure we have our terms straight by using our first SiteSell.com product, Make Your Site SELL! (MYSS!)

as an example...

Let's say that you have a large, high-traffic site that is all about Web marketing, and that has lots of high-value content about marketing and selling on the Net. If you write a terrific review about "the BIBLE of selling on the Net," Make Your Site SELL!...

You are \*NOT\* SELLING, you're PRE-selling. After all, your high quality, content-filled site, has already done a great deal of PRE-selling your visitor. And your review itself should be a fair reflection of your feelings about MYSS!, written in such a way that you address the major benefits for those readers who are assessing if they need it.

Do this right, and your CR will zoom. But if it reads like a "hard-sell sales pitch," you'll quickly lose credibility with your audience.

On the other hand...

Let's say that you do NOT have a MEGA-content, ultra-high traffic site and a widely read e-zine of an Allan Gardyne or Ralph Wilson. But you DO really love SiteSell.com products -- that's why you're so proud to represent them. After all, you'd never just want to "push stuff" on people, products that you do \*NOT\* believe represent true value-for-dollar.

-----SIDEBAR-----

"I'm proud to recommend SiteSell.com products" is the most frequent comment that we receive from 5 Pillar Affiliates...

<http://breakthrough.sitesell.com/myss/>

As I mentioned a bit earlier, our first product, Make Your Site SELL!, is generally accepted by most Web marketing experts as the single best book about selling on the Net...

<http://breakthrough.sitesell.com/myss/>

And every product that we launch offers every bit as much value... and is automatically included in the 5 Pillar Program...

Make Your Knowledge Sell!  
Create, publish and sell what you know...  
<http://breakthrough.sitesell.com/myks/>

Make Your Price Sell!  
Price with confidence...  
<http://breakthrough.sitesell.com/myps/>

Make Your Words Sell!  
Become an e-persuader...  
<http://breakthrough.sitesell.com/myws>

Site Build It!  
Building income through content...  
<http://breakthrough.sitesell.com/buildit/>

Combine a growing product line with lifetime customers, a powerful 2-tier structure and limited membership (yes, we'll close this program when we have enough high-performing professionals), and you do indeed have what all the gurus proclaim as...

"The Best Affiliate Program on the Net"...

<http://www.sitesell.com/affiliateprogram.html>

Bottom line?...

Do **\*NOT\*** represent merchants who simply bribe you with a high commission to recommend overpriced products...

Short-term gain like this results in long-term pain. Your REPUTATION is your foundation. Build it on ROCK.  
-----SIDEBAR-----

Back to our example, where you simply love SiteSell.com products and want to tell everyone about them...

You create a site that really raves about MYSS! and all the other products. Actually, it uses a lot of the principles of MYSS! to SELL your visitors. **\*YOU\*** mean every word of



it, of course. And \*YOU\* are really proud of your site and \*YOU\* know that you are doing visitors a favor by telling them about the SiteSell products.

Whoa! Let's shift the focus from \*YOU\* for a second. :-)  
Let's focus on your VISITOR's mindset. Up above, I said...

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Get inside your visitor's head -- realize how she will feel each step of the way. Whatever you do, consider the impact on your visitor -- if it does not make her "open to buy," don't do it.  
-----

So maybe \*YOU\* see an honest site that tries to share the benefits of MYSS! with your visitor. But your \*VISITOR\* does not know you or your motivations. She might very well see a straight sales effort. With no other true content, it would be hard "for an outsider" to see it any other way.

It does not matter what YOU see. If your VISITORS basically perceive a straight sales effort for your merchants, you're SELLING, not PRE-selling. That means that the TWO-STEP process is now SELL-SELL...

Redundancy = Turned OFF customer = LOW CR.

But if you develop great content that leads to the click, you become a friend making a RECOMMENDATION rather than a stranger making a SALES PITCH. And if you create a truly great site, you'll actually become a trusted EXPERT making an ENDORSEMENT.

Recommendation = Turned ON customer = HIGH CR.

In other words, don't PUSH your visitor to the click, make her WANT to click. It makes all the difference if your visitor feels that it's HER idea to deliver \*YOUR\* MWR (the \*OPEN-TO-BUY CLICK\*).

--

Geez, I was about to grab a coffee. Fire away!

"But can you give me a CONCRETE example of using content to PRE-sell?"

You want "concrete"? OK, concrete you get...

Let's go back to the example just above. You love MYSS! and want to create a Net marketing site. Whoa! My first recommendation...

Do **\*NOT\*** create another Web marketing site. There are zillions of them. If I was to get the idea for MYSS! today, I would not do it. Too, too crowded. It would be almost impossible to become so well established today. However...

If you can develop a **UNIQUE TWIST** to presenting **HIGH-VALUE** Web marketing, something that no one else is doing and that you think offers **HIGH-ORIGINAL-VALUE**, then go for it. Even then, as I just implied above, that site should **\*NOT\*** be dedicated to selling SiteSell.com products.

Rather, if you create content about how to write truly persuasive sales copy on the Net, finish the article with text links to your Top 3 books about copywriting. According to the feedback we receive daily, *Make Your Words Sell!* is far ahead in the #1 position -- much the same as Tiger Woods is for golf...

<http://breakthrough.sitesell.com/myws/>

But still include a #2 and a #3 recommendation. First, that gives extra content value. Second, it adds extra credibility to the #1 choice (ahem!). And third, it gives you three possible links for your visitor to click upon.

And, on top of that, include your favorite book about writing "offline" copy, too. Naturally, it's an affiliate link to one of the online book stores!.

It's a WIN-WIN-WIN situation where you, your visitors, and your merchants all WIN.

--

Now, please think about the following for a moment...

Why would I, a merchant, recommend that you **\*NOT\*** create "yet another Web marketing site," and especially not one

that is dedicated to selling our SiteSell.com products?

It's because I know you'll waste your time. The 2-STEP SELL-SELL does not work. Period. Sure, you'll get a few sales. But you won't make enough money to stay motivated to build your business. I'd rather give you a far more powerful, successful approach and have a smaller piece of your larger, more successful, attention. :-)

Proof? Our most successful affiliates \*ALL\* give SiteSell.com only a piece of their attention. For example, take a look at the site of affiliate guru Allan Gardyne...

<http://www.associateprograms.com/>

You'll see that, although Allan makes thousands of dollars from us every month, he only devotes a small part of his site to SiteSell.com products.

And, by the way, Allan started his site about affiliate programs very early in the game. His was one of the very first sites out there to focus on affiliate programs. He'd be the FIRST to tell you that he would never start a site NOW with the same focus.

But he \*HAS\* started a second one...

<http://www.PayPerClickSearchEngines.com/>

Allan has spotted "pay-per-click" Search Engines as a trend that will grow. He's the first to build a site focused upon this concept. Watch this site grow as the trend does! :-)

Bottom line. If you want to create and build a site that is related to Net marketing? Take your time and do your homework. Find a new concept, or a unique twist, or a trend that you think will become important, and be the FIRST to do it. Do \*NOT\* be a "me too."

--

Where do you find a great concept for your site?...

Inside YOU!

Because you do know stuff other people don't... things people would pay to know. You might have learned it "on the job" or through your hobby.

There's a good chance that you don't even realize what you know. It's often right under your nose. But, as you'll see, everyone *\*IS\** an expert about something.

For now...

Here's a real CONCRETE, non-Web-marketing, example that *\*will\** succeed...

It's all about creating a Theme-Based Content Site that is loaded with Keyword-Focused Content-Rich Pages. Your theme?...

You love concrete. Yes, cement! It's been your hobby, your passion, for years...

Concrete statues. Concrete painting. Decorative concrete. Concrete in the garden. Repairing concrete. The various types of concrete. Hand trowels. Things to do with cement blocks. Concrete trade shows. Concrete and swimming pools. Concrete molds. Cleaning concrete. Ready mixed concrete. Concrete countertops.

-----SIDEBAR-----

For this example, I had to brainstorm topics for concrete. But I know nothing about it. I chose it because it was the first thing to enter my head. But I could develop topics about concrete forever. More about brainstorming and developing HIGH-PROFITABILITY topics tomorrow.

-----SIDEBAR-----

Anyway, let's say that you decide to create a THEME-BASED site that is all about concrete. Your home page explains how your site is "THE" site for everything concrete, from structural to esthetic.

You also, of course, create HIGH-VALUE content-jammed Keyword-Focused Content Pages. For example, your page about concrete statues explains all about how to make striking statues for the home and garden. You could even expand it into an entire "Statue Section," with a page on the history

of concrete statues and another one about how to market and sell the statues that the visitor makes.

The main point, though, is that you create truly excellent, HIGH-VALUE content that delivers what your reader sought at the engines.

And you also weave RELEVANT, "in-context" TEXT links right in the content, as appropriate. Links to...

- o Books about the topic (ex. concrete statues if that's what the page was about)
- o A garden supplier for concrete molds, trowels, etc.
- o Naturally, a concrete supplier!
- o And so forth.

See what's happening? By writing about a niche that you know and love, the content is easy. I'll show you how to ALSO write it to score well for the engines later in the course.

By providing great content, you PRE-sell your reader, increasing your click-through (traffic to your merchants) and your Conversion Rate (sales).

And by diversifying your affiliate programs among several RELATED and EXCELLENT merchants, you develop multiple streams of income from one site.

**\*THIS\*** is the way to go.

-----SIDEBAR-----

I'd love to have just a small piece of your attention on a site like this... perhaps a button link "Powered by SiteSell.com" or perhaps a page about "How You Built This Page." If you can figure out a way to make it fit on your site, I'd love to be with you. :-)

-----SIDEBAR-----

OK, we can summarize today's session into a KEY LESSON to take home. I am giving it this title...

-----  
The Road to Becoming a Master Affiliate

The more I researched successful 5 Pillar Affiliates, the more PRE-selling techniques I found. But, no matter \*HOW\* they do it, they all accomplish the same thing in the end...

\*\*\*\*\*

"They refer people to their merchants in an ?OPEN-TO-BUY? frame of mind."

\*\*\*\*\*

What's the KEY? PRE-selling. Not selling. You must, must, MUST know...

HOW TO PRE-SELL!

Basically, The Affiliate Masters 5-day course delivers THE single most productive approach to affiliate income. It will show you how to PRE-sell your way to a CR of 5-10%.

\*AND\*...

At the same time, maximize traffic to your merchants? sites.

And I guess that brings us to the bottom line for today...

If you're building terrific traffic to your site... \*AND\* if your site is getting a great click through rate (CTR) to the merchants that you represent... \*AND\* if you are converting a high percentage of them into sales...

Isn't that the roadmap to becoming a high-earning affiliate champion?

Let's summarize the WHOLE point of PRE-selling with this question...

Which Would \*YOU\* Respond To...

A Stranger With a Sales Pitch

or

A Knowledgeable Friend Making a Recommendation?

-----

Before proceeding to DAY 2, please complete your DAY 1 Goal-of-the-DAY, and take note of your Ongoing Goal...

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-----  
Goal-of-the-DAY... This is the only DAY where you have nothing to DO except READ the material. Actually, that's wrong... Your Goal-of-the-DAY is to UNDERSTAND, UNDERSTAND DEEPLY, the concepts outlined here, culminating with the concept of PRE-selling to maximize Conversion Rates. It's the foundation of BUILDING INCOME THROUGH CONTENT.

Ongoing Goal... Deepen and focus your understanding of this material. Re-read it once per week for the next eight weeks, monthly after that. As you progress through DAYS 2 through 10, it's going to be easy to lose sight of the "big picture" presented today. And there's another reason to re-read regularly -- it will mean more and more to you as you gain each DAY's new perspective.

-----  
-----  
Tomorrow, we'll start the hands-on material... you'll create and develop your own Site Concept and HIGH-PROFITABILITY Keyword-Focused topics.

The next installment of the 5-day course is very comprehensive. That means big, heavy and important.

Bring coffee. ;-)

-Ken

~~~~~  
The Affiliate Masters series is sent only to those people who have specifically requested it. It is composed of five daily e-mail courses. Want to join the exclusive club of high-earning affiliate champions? Follow the strategies outlined in The Masters series. Really... JUST DO IT!  
~~~~~

Allan Gardyne (yes, of associateprograms.com fame) has said that "if you join only one program, make it the 5 Pillar Program" and he has called it "the perfect revenue sharing program." Ralph Wilson (wilsonweb.com) says that "Ken Evoy has taken affiliate programs to the next level." And the Five Pillar Program was chosen by AffiliatesDirectory.com as "The Best Program of 1999."

For more information...

<http://www.sitesell.com/affiliateprogram.html>

~~~~~  
HOW TO UNSUBSCRIBE

You are receiving the Affiliate Masters Course only because you requested it, or someone used your computer to request it. If you do NOT wish to receive the rest of this course...

To unsubscribe, send a blank e-mail to...  
<<UNSUBSCRIBE\_ADDRESS>>

NOTE: You must send it from the same e-mail address that receives this 5-day course.

~~~~~  
Contact info: E-mail us at [support@sitesell.com](mailto:support@sitesell.com)

~~~~~  
Written by Ken Evoy, M.D.  
President, SiteSell.com  
(c) copyright 2000, 2001 SiteSell.com Inc.

~~~~~  
"Site Build It!" TM SiteSell.com Inc.  
~~~~~

\* \* \*

**Message #2**  
Delivery: Day 2

~~~~~  
The Affiliate Masters... an intensive 5-day e-mail course on becoming a high-earning affiliate champion. How? By building income through content.

~~~~~  
If you have a friend who would benefit from taking this course, please pass this on. Or tell that person to



receive the 5-day course by sending a blank e-mail to...

<<MAILTOADDRESS>>

~~~~~  
I guarantee that you'll refer to this course over and over again as you build (or rebuild) your affiliate business. Print each e-mail out, pour yourself a beverage of choice, bring along a pen to jot down some ideas, and take it all to your favorite sofa. Learning a serious subject is so much more successful when you're comfortable.  
~~~~~

When you print out this e-mail, keep it in a 3-ring binder. Here's a super little printing utility that will allow you to print 2 or 4 pages to a single 8.5" x 11" piece of paper. It saves you paper, space, and money...

<http://www.fineprint.com/>

~~~~~  
~~~~~  
<<TODAY>>

Affiliate Masters 202

Is it Better to PREpare... or REpair?  
Easy... Prepare to Win!

by Ken Evoy, M.D.  
President, SiteSell.com

-----

Welcome back.

You are entering a "get-over-the-hump" zone. Get past the course material of this installment, and the next, and you'll succeed. I suspect that the less motivated, those not willing to work to build more income, will drop out here.

I sincerely hope that won't be you. :-)

--

"By failing to prepare, you are preparing to fail."  
Benjamin Franklin (1706-1790)

You have just arrived at the most important part of your entire affiliate business. Yes, I know some of you haven't started yet. And I know you \*REALLY\* want to get going! And yes...

Your start \*will\* be delayed if you prepare everything BEFORE you begin. But once you have completed preparations, you'll roar ahead. There'll be nothing to repair or repeat once you launch.

\*\*\*\*\*

The few hours or so that you spend here, in preparation, will determine exactly how big your success will be.

\*\*\*\*\*

Most people fail in any business because they don't plan adequately. That's three times as true for an Internet business and five times as true for what \*YOU\* are about to do. Here's why...

If you pick the wrong concept, if you develop the wrong topics, if you pick the wrong affiliate programs.. You'll get the wrong results.

This installment of the Affiliate Masters Course focuses on what you need to do first. It guides you past the barriers and hazards and sets you on the road that is right for you. YOUR road to success.

You are embarking upon a truly rewarding journey. Have no doubts -- this is "winnable" e-commerce. It's totally under your control.

What you are about to read is likely a radical departure from what you have been doing. Take your time and read carefully... receive the key to becoming an Affiliate Master.

OK, enough "kung-fu grasshopper" stuff. Back to real-time preparation.

--

You have already started your journey in the right direction by completing the first preparatory step...

> Understand PRE-selling and its Effect

> on Conversion Rates (DAY 1)

It's the foundation for all future actions.

--

We'll tackle two more prep steps today...

> Brainstorm Your Site Concept (DAY 2)

Brainstorm a high-potential idea. Discover the best "site concepts" \*FOR YOU\*. Then narrow it down to the one with the most potential. Remember... it takes just as much time to build a low-potential business as a high-potential one. So invest the time NOW to maximize your returns LATER.

> Develop HIGH PROFITABILITY topics (DAY 3)

Develop hundreds of possible Keyword-Focused topics for your concept, then narrow them down to the ones with the most profitability. Relax, it's a snap once I introduce you to a few Net tools. :-)

--

And we'll cover the final preparatory step tomorrow...

> Grow, Prune and Group Best Affiliate Programs (DAY 4)

Here's where it starts to get fun. Based on the concept and topics that you developed, pick the affiliate programs that excite you and that fit your concept.

--

Don't rush through the prep DAYS. They are easy -- so it's tempting to zoom. Don't. Even though they are not difficult, they do require thoughtful consideration.

I hate to be a nag, but please remember what I said yesterday... It's a process. Take as much time as necessary to do each DAY properly. There is no stop-watch ticking.

Some careful planning and fine-tuning will pay you big dividends down the road...

... down \*YOUR\* road.

Now's the time to nod, say "Yes dear," and move ahead... ;-)

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DAY 2 -- Brainstorm Your Site Concept

"Do What You Love...  
The Money Will Follow"

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Goal-of-the-DAY... Identify the top 3 Site  
Concepts that you know and love.

Ongoing Goal... Revisit this only if you want  
to build an entirely new and different  
Theme-Based Content Site.

With these goals in mind...

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Everyone, absolutely \*EVERYONE\*, has a special interest... a  
passion. Everyone knows something that is of value to  
others. Something that others on the Net seek.

Passion makes work fun and easy. What is it that you love to  
talk about? Read about? A hobby? What do you do for fun  
and games? What are your natural talents?

Don't forget to look right under your nose...

What special body of knowledge have you learned from your  
job? What do you do day after day, without even thinking  
about it (ex., child-rearing, taking care of sick parents,  
renovation contractor, customs inspector).

Think about what you do in a typical day, and what you've  
learned from it. What sections of a book store or a  
magazine shop do you automatically gravitate toward? What  
kind of TV shows do you tend to like most? Movies?

What activities do you enjoy most about your current

occupation? Is it research? Helping customers achieve their goals? Managing other people? Teaching or explaining things to others? Talking/selling on the phone? Organizing things? Making a process easier? Discovering or creating new products or services? Marketing products?

Problems are also a good source for ideas, because problems need solutions! What bugs you? What's tedious? What does not work?...

We all encounter obstacles, problems, nasty people in the course of whatever it is that we do every day. What are the three biggest problems in your work place? What are your biggest pains as a parent, or as a step-parent, or as a gardener (etc., etc.)?

Now...

Repeat all the questions above, except pretend that you are in a "five years ago" time warp. Yes, ask yourself the same questions, except place yourself where you were five years ago. Next, repeat for 10 years ago. To paraphrase an old saying...

"You've forgotten more about some things than other folks will ever know."

Call friends. Ask your kids. Phone your parents or your siblings. Or anyone else who can jog your memory. It's so easy to miss what others see.

Your mission, should you decide to accept it (!), and it is not as easy as it sounds, is to find a subject that you really know \*and\* like.

Here are a few examples of "starting points" to get your neurons firing...

Advertising  
Aerospace  
Agriculture/farming  
Antiques and collectibles  
Apparel/clothing/fashion  
Architecture/buildings  
Arts & Crafts  
Auctions

Automotive  
Aviation  
Beverages  
Books  
Chemicals  
Children/parenting  
Cleaning  
Communications/media  
Computers  
Construction  
Consulting  
Conventions/Trade Shows  
Design  
Disabilities  
Education  
Electronics  
Employment  
Energy  
Engineering  
Entertainment  
Environment  
Ergonomics  
Financial services  
Food  
Gambling  
Games  
Government  
Health  
Hobbies  
Home/garden/flowers/plants  
Hospitality/entertaining  
Information  
Jewelry  
Law  
Manufacturing  
Minerals  
Music  
New age  
Office supplies  
Publishing  
Real Estate  
Religion/Spirituality  
Research and Development  
Retail management  
Science  
Security

Sex  
Software  
Sports  
Telecommunications  
Toys  
Trade  
Transportation  
Travel  
Video  
Weather

Take your time on this -- the final concept will, after all, form the foundation for your affiliate business. So, now that you have \*READ\* this far, Review all the above brain-stimulators with pen and paper (or keyboard) in hand.

Write down concepts as they hit you -- make as long a list as you can. Don't censor yourself. Just write down ideas for Site Concepts as they occur.

Next, pick the three concepts that you LOVE the most \*and\* that you think would have some appeal for others -- this is your "short list" of Site Concepts. Remember... if a concept REALLY turns you on, you won't be working. You'll be playing. So focus on topics that you LOVE.

--

You are now at a critical LOOP POINT. What do I mean by that? Well, at this point, there is no way to tell you which Site Concept to pick. Here's why...

You definitely know which Site Concept excites you the most, but you have no idea which one is most profitable. You do not have enough information yet. So...

Simply start with the Site Concept that excites you the most. As you accumulate more information during DAYS 2, 3, and 4, grow your concept so that you maximize its profit potential...

For example, let's say that your passion is the Renaissance artist, Sandro Botticelli (1445-1510), a highly individual and graceful artist who fell out of fashion and died in obscurity (hey, in art, ya gotta be good to die broke!). It's your passion to give this man his due on the Net.

At first glance, the focus is rather narrow. It might be difficult to develop enough HIGH-PROFITABILITY topics to attract sufficient traffic (DAY 3). And there may not be many affiliate programs to develop a good income stream (DAY 4).

On the other hand...

- o that may not matter to you -- the passion may be primary, while the money is secondary to you.

OR...

- o since you really are an expert, you just may succeed in developing tons of Keyword-Focused topics to be able to create lots of HIGH VALUE Keyword-Focused Content Pages about Botticelli . You may end up "owning" this niche. And, while completing the prep work, you may discover...

- o a superb art gallery that specializes in Botticelli, but who gets zero Net traffic

- o a stock photo service that features a comprehensive selection of Botticelli art

- o a Botticelli museum in Florence

The stock photo service has an affiliate program. You set up a private referral arrangement with the other two. You're in e-business heaven!

OR...

- o you conclude that, while you love Botticelli, there is not enough income potential for this narrow niche. So you expand it. How far?

Do you stop at Botticelli?...

<http://www.artchive.com/artchive/B/botticelli.html>

Or do you grow your idea to include all Renaissance artists?...

<http://www.artchive.com/artchive/R/renaissance.html>

Or do you grow your idea to include all artists?...

<http://www.artchive.com/artchive/ftp.html>



Or do you grow it into a comprehensive art portal?...  
<http://artchive.com/>

Of course, you don't have to go "the whole hog" all at once. You can start with Boticelli and widen the scope of your site over time.

-----SIDEBAR-----

Mark Harden, the owner of Artchive.com (above), definitely fits the model of someone who started out with a simple passion... building an art site in his case. He has leveraged it into one of the top 5,000 sites on the Net, and generates outstanding income from it.

A good chunk of that is from banner advertising, too. Placing banner ads is outside the scope of this course. But do recognize this important additional income stream for your Theme-Based Content Site.

-----SIDEBAR-----

How big should you grow your Site Concept? How much should you change it?...

Only you can decide. And you'll be able to do that when you finish...

DAY 3 -- Develop HIGH-PROFITABILITY topics

DAY 4 -- Grow, Prune and Group Best Affiliate Programs

If the financial potential seems limited after you have finished the above, you have three options...

OPTION 1) Expand the concept -- make it more general. But remember... you don't have to START HUGE. Build it over time.

OPTION 2) LOOP back to this point and try the next concept on your "short list" of Site Concepts.

OPTION 3) Recognize that you're "in it" more for the passion than the money. Botticelli rules!

It's all up to you. Let those creative juices flow.

(A word of caution, though. Before you decide on your final

choice for Site Concept, do DAY 3 first.)

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Before proceeding to DAY 3, please complete your DAY 2 Goal-of-the-DAY, and take note of your Ongoing Goal...

-----

-----

Goal-of-the-DAY... Identify the top 3 Site Concepts that you know and love.

Ongoing Goal... Revisit this only if you want to build an entirely new and different Theme-Based Content Site.

-----

-----

Now that you have 3 Site Concepts that excite you, let's find out where the PROFITABILITY lies...

-----

-----

DAY 3 -- Develop HIGH-PROFITABILITY Topics

"Why do you rob banks?" the officer asked infamous bank-robber Willy Sutton, moments after being arrested...

"I go where the money is."

-----

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Goal-of-the-DAY... Use the SUPPLY and DEMAND window to build a MASTER KEYWORD LIST, fully researched, of 5 HIGH-PROFITABILITY KEYWORDS for each of the 3 Site Concepts (brainstormed in DAY 2).

Ongoing Goal... Use the SUPPLY, DEMAND and especially the BREAKOUT window, to grow your MASTER KEYWORD LIST ever bigger, ever more PROFITABLE. This yields the raw material for new Keyword-Focused Content Pages.

With these goals in mind...

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Let's say that you love fashion. You eat, live and sleep it. You read all the fashion magazines. You head straight to that part of any bookstore. Your friends beg you to talk about something else "for a change!"

It's time to BRAINSTORM and PRUNE. Initially, you'll BRAINSTORM as many related Keyword-Focused topics as possible that are related to fashion. Then you'll PRUNE out the LOW-PROFIT-POTENTIAL ones.

First thing you do? Power up your very own KEYWORD TOOL CENTER. There are three "Windows" of information here...

> Demand

> Supply

> Breakout

Open your browser and start with...

-----  
Window #1 ==> THE DEMAND WINDOW  
-----

Time to BRAINSTORM some Keyword-Focused topics. Use...

GoTo.com's Suggestion Tool...  
[http://inventory.go2.com/inventory/Search\\_Suggestion.jhtml](http://inventory.go2.com/inventory/Search_Suggestion.jhtml)

>... and/or

7Search "Related Keywords" Tool  
[http://www.7search.com/scripts/advertiser/sample\\_get.asp](http://www.7search.com/scripts/advertiser/sample_get.asp)

At the time of this writing, GoTo.com has announced that they may make their Suggestion Tool available \*ONLY\* to those who have opened accounts to bid on GoTo.com keywords. To open an account with GoTo...

<http://www.goto.com/d/about/advertisers/>

Or you can use the 7Search "Related Keywords" Tool, which does the same thing, even BETTER in some ways...

[http://www.7search.com/scripts/advertiser/sample\\_get.asp](http://www.7search.com/scripts/advertiser/sample_get.asp)

BEST IDEA = Use both as a cross-check.

Got your DEMAND WINDOW ready? GoTo's Suggestion Tool loaded? Great!...

Enter "fashion" and hit "Find It!" -- here are the most common keywords that Web surfers search upon that contain the word "fashion" at GoTo.com...

-----SIDEBAR-----

In this course, the term "keywords" includes BOTH single words \*and\* multi-word phrases.

When building a keyword list, never limit yourself to single words. Many more people search using multiple-word keywords composed of two, or even three, words.

-----SIDEBAR-----

13389 fashion  
1701 fashion model  
1676 fashion designer  
1429 fashion magazine  
1356 fashion design  
821 fashion show  
755 fashion institute of technology  
711 teen fashion  
669 fashion history  
563 fashion bug  
462 fashion photography  
409 teen fashion model  
363 men fashion  
310 history of fashion  
309 fashion trend  
278 fashion modeling  
273 fashion tv  
269 1920's fashion  
264 fashion job

257 men's fashion  
252 celebrity fashion  
252 fashion design school  
244 indian fashion  
236 1920s fashion  
217 fashion illustration  
207 fashion school  
205 japanese fashion  
<snipped at 200>

The number in the left column is the number of times that each keyword was searched in the preceding month at GoTo.com. In a sense, it's an indication of the DEMAND (by \*YOUR\* potential visitors) for each keyword that contains the word "fashion."

#### -----SIDEBAR-----

You may have noticed that all words are singular. GoTo.com does not differentiate between the plural and singular forms of things. If you do a query for "fashion models" or "fashion model" at the Suggestion Tool, you get the same results...

1701 fashion model

That "1701" is a combination of all the searches that were done for "fashion models" and "fashion model" at GoTo.com during the previous month.

Only one problem... what if 1700 of those 1701 searches were for "fashion models"? There would NOT be much point in making a wonderful Web page about "fashion model" (singular), would there? After all, no one would be searching for "fashion model," if that were the case.

Usually, your instincts will tell you which version is the most popular. In other words, you should be able to see that FAR more people will search for "fashion models" than for "fashion model." Not sure?...

Check it by using the 7Search "Related Keywords" Tool...

[http://www.7search.com/scripts/advertiser/sample\\_get.asp](http://www.7search.com/scripts/advertiser/sample_get.asp)

fashion models 78

vs.

fashion model 18

Bingo! Confirmation of your hunch!

Why is this important?

Because, as you'll see later on, you'll create Web pages with topics that focus upon your HIGHEST PROFITABILITY keywords. And PROFITABILITY is partly determined by the DEMAND for your keywords (i.e., how many times people search for them). So...

You'll create a page about "fashion models" in this case, but not about "fashion model."

-----SIDEBAR-----

-----SIDEBAR-----

If you are following along with this example by actually DOING it, you'll find, of course, that the numbers are different. But the basic ideas and conclusions remain valid.

-----SIDEBAR-----

OK, what do we have so far? We've got a good idea of what your potential visitors WANT. In other words, we know what's in DEMAND, and by how much, for a variety of keywords (some of which will become your HIGH-PROFITABILITY, Keyword-Focused topics) that contain the word "fashion."

Now it's time for...

-----

Window #2 ==> ==> THE SUPPLY WINDOW

-----

Ready to PRUNE out the LOW-PROFITABILITY topics?

Before we can start PRUNING, we need to check out the SUPPLY of your "fashion-containing" keywords. In other words, how many sites already provide content for the keywords that we found in your DEMAND WINDOW (i.e., Window #1 above)?

In your SUPPLY WINDOW, load up AltaVista or Google...

<http://www.altavista.com/>

<http://www.google.com/>

-----SIDEBAR-----

When you search for your "fashion-containing" keywords...

Surround phrases in quotation marks -- this makes the engine look for the "fashion design" PHRASE and not "fashion" or "design" as single WORDS. Depending on each engine, it may or may not make a difference -- so it's better to play it safe and use quotes.

I recommend Google and AltaVista for your SE research because they are consistently...

1) comprehensive -- contain a large chunk of the Web

2) fresh -- spider sites \*AT LEAST\* once per month

and

3) pretty quick indexers of sites submitted to them.

So your research will yield comprehensive and fresh data.

And, of course, they both tell you how many sites matched your search query. That's essential for determining competitive SUPPLY.

At the time of this writing, AltaVista reports like this...

> "14,997 pages found."

And Google reports like this...

> "Google results 1-10 of about 4,940,000 for fashion."

This may change, of course. So, if you don't see the above, look closely to see if they are reporting this data in another way. If one of the above two no longer seems to report this statistic, use the other.

NOTE: Once you start researching with one Search Engine,

stick with it all the way through. This keeps the data consistent. There is no need to use BOTH engines, nor should you.

NOTE: This research has **\*NOTHING\*** to do with which engines you'll submit your site to. It does not mean that you'll submit your new site to **ONLY** AV and Google. You'll submit to all major engines, and you'll track how you're doing at them all. But when you're researching competitors, you only need to use one engine... either AltaVista or Google.

-----SIDEBAR-----

OK, let's continue the "fashion" SUPPLY research example. Once we do this, we'll be ready to start PRUNING...

Use AltaVista or Google in your SUPPLY WINDOW (Window #2) to search for each of the "fashion"-containing keywords that you found in your DEMAND WINDOW. Yes, do a search for each keyword. It **\*is\*** a bit tedious, but the research will pay off in spades. :-)

First, though, let's create a MASTER KEYWORD LIST. Do this either in a simple text file, or via a database or spreadsheet program.

-----SIDEBAR-----

The best choice is a database like Filemaker Pro...

<http://www.filemaker.com/>

Next best choice is a spreadsheet.

Both a database and spreadsheet will speed things up and provide you with extra functionality.

If you don't know anything about databases or spreadsheets, your fastest way to get up and running is with Filemaker Pro. It's a friendly, easy-to-learn database program. Your particular needs are simple, so it won't take long for you to create a MASTER KEYWORD LIST that can be sorted and searched, and that can warn you of duplicate keywords.

<http://www.filemaker.com/>



If the idea of a database or spreadsheet scares you, simply stick with a text list. It's a bit inefficient so it will take you a little longer, but it will do the job just fine. :-)

Whatever you decide, please, please, please...

**\*DO\*** use a MASTER KEYWORD LIST. It will evolve into the MASTER BLUEPRINT for your entire site. If you follow these instructions, the site will almost build itself! :-)

-----SIDEBAR-----

OK, here's what to do with your MASTER KEYWORD LIST. Create four columns and label them KEYWORD, DEMAND, SUPPLY, and SUPPLY SITE INFO. For each "fashion"-containing keyword in your DEMAND window...

- o Enter the keyword itself into the column labeled "KEYWORD" -- copy-and-paste to avoid typos.
- o Enter how many times it is searched (info that you found in the DEMAND WINDOW) into the DEMAND column.
- o Enter how many sites Google or AV finds (in your SUPPLY WINDOW) in your column labeled SUPPLY.
- o Read the listings for the Top 20 sites that Google or AltaVista returns for each keyword. Make brief notes in the fourth column, SUPPLY SITE INFO -- no need to visit the sites yet (perhaps just a quick click to the home page if you need a bit more info). Just get a "flavor" for the kinds of sites that each KEYWORD search delivers.

I've started your MASTER KEYWORD LIST for you...

KEYWORD	DEMAND	SUPPLY	SUPPLY SITE INFO
---------	--------	--------	------------------

fashion	13,389	1,951,256	*See NOTE...
---------	--------	-----------	--------------

\*NOTE: "Fashion" is too general. Don't bother researching this word for products/services. The real opportunities lie in the niches, in topic keywords that have more specificity.

fashion model	1,701	13,231	information about
---------------	-------	--------	-------------------

models, agencies,  
sites about a specific  
model or nationality

fashion designer 1,676    21,307    Barbie designers (!),  
various "name" designers

fashion magazine 1,428    8,813    online and offline  
fashion mags, eyeware  
magazine

fashion design 1,356    27,105    Schools, colleges, and  
internships; designers  
selling fashion designs

\*Add as many notes as you like for SUPPLY SITE INFO. I've  
kept it very brief here, since it is only an example.

--

Finally, make two more columns, one labeled POSSIBLE  
PARTNERS and the other called IDEAS FOR CONTENT. Time for  
some in-depth, professional, "SUPPLY WINDOW" research...

There are two basic ways to review the results that  
AltaVista or Google return...

1) AltaVista has a RealNames function that says something  
like this...

fashion designer - Click here for a list of Internet  
Keywords related to fashion designer.

AltaVista also has an "editorial" section. Look for... "See  
editor-selected sites in: Editorials"

This sends you to a human-compiled directory of listings (as  
opposed to their spider-generated search results).

Google, too, sends you to their version of a directory.  
Look for where it says... "Categories:".

You could also use Yahoo! if you like directories. Google  
uses Open Directory and AltaVista uses LookSmart to power  
their directory results. Yahoo! rounds out the "Big 3  
Directories"...

<http://www.yahoo.com/>

2) Below the directory results, you get the top search results from the Search Engine itself, ranked in order of relevance to the search term (these are the results that you skimmed for SUPPLY SITE INFO). The rankings here are determined purely by computer algorithms that analyze gigantic spider-generated databases of Web pages.

Review as many of these sites as you like. I'd suggest at least the first 10-20 sites. But you may find merchants in need of traffic-help (i.e., you!) deeper down.

--

As you get into this in-depth research, you'll notice three types of sites...

- o irrelevant -- for whatever reason (off-topic, geographic, lousy site, etc.), they just don't fit. Skip these.
- o merchant -- in POSSIBLE PARTNERS, enter what kind of merchandise they sell. If they have an affiliate program that fits your concept, enter the URL of the "join page" for the affiliate program of that merchant. These are indeed "POSSIBLE PARTNERS." Even better, you're automatically organizing the POSSIBLE PARTNERS according to each keyword -- so you are already pre-planning each Keyword-Focused Content page's "in-context" TEXT links!
- o content -- these sites are your direct COMPETITORS. They make money through banner ads and affiliate programs, too. And good news!... They'll speed up your learning curve by GIVING you a lot of information. Why? Because they've already DONE A TON OF WORK FOR YOU! Here's what to do...
  - o As you review these content sites, you may get some great ideas for content on your own site. Enter these ideas into the IDEAS FOR CONTENT column.
  - o Browse the site, drilling down into the content. Click on the banner ads and text links, following these links out to their destinations, to see what kind of merchants that THEY have chosen as

affiliate-partners. Or perhaps it's a straight advertising deal -- make a note of these merchants as potential advertisers, too. If a given merchant fits your concept and has an affiliate program, enter the kind of merchandise it sells, and the "join page" URL, as you did just above.

-----QUICK TIP-----

It can be a tedious pain to look for a link to a merchant's affiliate program. Some home pages are quite crowded. Here's how to find it quickly...

- 1) See if you can find reference to it with a quick scan of the top, left and bottom navbars (graphic or text links). If not...
- 2) Do a quick find on the home page. Press on the control+f keys on your keyboard (command+f if you are using a Mac). Then enter "affil" (the first few letters is fine and reduces chances of a typo) into the box of the window that pops up. Try also for "assoc" (short for "associate") and "refer" (short for "referral" or "referrer" program).
- 3) Use their search tool or online support chat (if they have one) or 1-800 line, or send them an e-mail. If they don't have an affiliate program, ask if they are interested in buying pay-per-click advertising (more on selling pay-per-click advertising a bit later on in the course).

If you still can't find it after that, forget it. They probably don't have an affiliate program.

-----QUICK TIP-----

You will tend to find MERCHANT sites via the RealNames function or in the engine's "directory listings." You'll tend to find CONTENT sites by reviewing the top 20+ search results.

Continue on for the remaining keywords, until you have completed all six columns for all of your HIGH-PROFITABILITY "fashion"-containing keywords.

Expected results?...

- o lots of good content ideas for the site

- o some good leads to merchants who could need pay-per-click advertising from you a bit later

- o a few merchants who have affiliate programs (but the real motherlode for affiliate programs will come in DAY 4!).

--

## IMPORTANT...

I can't over-emphasize the importance of your MASTER KEYWORD LIST. Your entire site, including its most profitable directions, lies in this BLUEPRINT. Please... do this.

If you find creating your own list (with a database or spreadsheet program) to be too daunting, and if a text list is too awkward, consider "Site Build It! Manager" software, which is included in Site Build It!...

A powerful automator, work-organizer and time-saver, it makes the entire MASTER KEYWORD LIST child's play. How?

It does the DEMAND, SUPPLY and BREAKOUT windows (we talk about BREAKOUT below) for you automatically, turning hours of work into minutes, as it BUILDS and RESEARCHES an entire MASTER KEYWORD LIST for you. It even calculates the PROFITABILITY of every keyword automatically. Its FIND and SORT functions turn it into a powerful, high-yield tool.

For more information about Site Build It!, which includes the Site Build It! Manager tool...

<http://breakthrough.sitesell.com/buildit/>

## -----LONG SIDEBAR-----

Want to accumulate more information about the intensity of the competition (i.e., the SUPPLY of keywords) for top rankings for your keywords? Use GoTo.com...

<http://www.goto.com/>

GoTo.com is another good indicator of competitive SUPPLY. It is a pay-per-click Search Engine, so the companies you find

are serious companies who do some research and are willing to pay for listings. They also tend to be a bit more marketing-savvy. So you'll get useful info here.

There are a lot of other pay-per-clicks, of course. But since GoTo.com has been around the longest, bid prices have had more time to rise closer to "true market value."

Try this now...

Search for "fashion model" at GoTo.com. At the time of this writing, the winning bid to have the top spot on this search results page is \$0.15 (where it says "Cost to advertiser" at the end of the description for each site -- if you don't see a price, then the "regular" Search Engine algorithms have simply returned that site for free -- you can have that spot by bidding a penny!).

On the other hand, "fashion designer" costs \$0.25 to be #1 in the search results. This makes sense, since our AltaVista research above showed that there were many more sites about "fashion designer" than "fashion model" (i.e., greater competition).

Want another sign of competitive SUPPLY? Note how many sites bid for each keyword. For example, 15 sites bid at least one penny for "fashion model." And 16 sites bid for "fashion designer." Pretty close, in this case. Expect some big price gaps in the bidding for fashion designer," which has a much higher #1 bid.

Now remember, companies who PAY for keywords are SERIOUS about their businesses. They are either merchants or content sites determined to build traffic. Visit the Top 10 sites (do 20 if you're feeling ambitious!).

If it's a "MERCHANT site," it's more likely to have an affiliate program than usual, since it's already savvy enough to "pay per click." If it *\*does\** have an affiliate program that fits your Site Concept, enter what kind of merchandise they sell and enter the URL of the "join page" into POSSIBLE PARTNERS for that keyword (as explained above).

If it's a "content site," review its content and follow the "links out" in the same way as outlined above -- add to your

POSSIBLE PARTNERS and IDEAS FOR CONTENT columns. Some of the content sites will be SERIOUS affiliate sites, so pay careful attention to what they are doing.

Repeat the process for all of your HIGH-PROFITABILITY "fashion"-containing keywords.

-----OPTIONAL-----

While you're doing GoTo research, create a second list. Let's call it your GoTo.com BID-FOR-KEYWORD LIST.

Let's label the first column "KEYWORD" again. Now add 23 more columns to the right of KEYWORD (yes 23, but don't worry -- Site Build It! Manager has already done all this for you). Here's what to do for each of your HIGH-PROFITABILITY keywords...

Label the first two columns to the right of the KEYWORD column "Price I Should Bid" and "Buys #" -- leave them empty for now...

In the next column, enter the number of sites that have bid AT LEAST A PENNY for each keyword (ex. let's say that you do a search for "fashion model" and you find that 15 sites bid at least one penny for "fashion model" -- enter "15").

Now, in the next 20 columns, enter the price for the "Top 20" search results spots (searchers are unlikely to scan any result past #20 -- so bidding for a spot beyond #20 is a waste of time). In our example, since only 15 sites have bid for "fashion model," you enter these bid prices in the first 15 columns -- leave the last 5 blank.

Now, back to those first two columns to the right of your KEYWORD. Enter the best price you should bid in "Price I Should Bid". And in the next column ("Buys #"), enter what spot in the search results that bid will yield (Site Build It! Manager calculates this spot automatically).

If this seems like a lot of work, it's really not. And with Site Build It! Manager, it's quick and easy! Here's why...

Site Build It! Manager features powerful pay-per-click functionality. The Site Build It! Manager contains a BID-FOR-KEYWORD LIST for every significant pay-per-click engine to make your job as fast and profitable as possible.

It automatically researches all the bids at all the engines, showing you where your best bid should be. And it automates mass-submissions to the major pay-per-clicks, too. Now it only takes minutes to do what previously took days. (We'll cover more info on bidding for keywords at the pay-per-click Search Engines on DAY 9 of the course.)

For more information about Site Build It!, including the Site Build It! Manager tool...

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

As we'll see on the last day of this course, the pay-per-clicks can be an extremely effective way to build traffic -- we'll cover some simple strategies for bidding that will enable you to get the most "bang for your buck (or pennies!). You can delay this step until then, if you prefer -- just thought I'd mention it if you decide to use GoTo for further SUPPLY research.

-----OPTIONAL-----

One special note... If your search on a keyword returns sites that seem inappropriate (in AltaVista or Google or GoTo.com), it's likely that your keyword does not reach the people you thought.

For example, let's say that you want to write a page about how to price products -- this page is meant to show e-commerce merchants how to price new products. You decide that "price" is a good keyword...

Do a search with the GoTo.com Suggestion Tool for the word \*price\*. The results are interesting...

Seems like a lot of people search for car prices and airline ticket prices on the Net. Remember, though, \*YOUR\* target market is \*NOT\* looking for a great car deal or a cut rate price on trip to Europe... they are trying to figure out how to \*set\* a price on their products.

Double-check this hunch by doing a search for "price" right on the GoTo.com engine...



<http://www.GoTo.com/>

At the time of this writing, it costs 62 cents for the number one position. And note that the top listings are all aimed at helping consumers find the lowest prices for commodity-type products. In other words... people searching for the keyword \*price\* are not business folks looking for "pricing" info. They are consumers looking for deals.

Save yourself time and money... "price" is not a good word to focus on. Nor is any word that turns up irrelevant results on the GoTo.com Suggestion Tool and search engine.

Now repeat this procedure for the keyword "pricing"...

BINGO! This is the RIGHT word. :-)  
-----END OF LONG SIDEBAR-----

OK, where were we? Oh yes...

GoTo.com's Suggestion Tool and/or 7Search's "Related Keywords" tools in your DEMAND WINDOW generated many "fashion-containing" keywords, along with the DEMAND for each keyword.

And your SUPPLY WINDOW's AltaVista-or-Google-and/or-GoTo revealed the number of sites (i.e., the SUPPLY of sites) that provide information about each keyword, as well as a lot of leads to possible merchant-partners and even some ideas for content.

Now it's time to pick the keywords with the best PROFITABILITY. These will be the keywords with high DEMAND (i.e., tons of searches according to the GoTo.com Suggestion Tool) and low SUPPLY (not too many sites found at AltaVista or Google)...

Eliminate any words that appear too competitive (i.e., SUPPLY is too high in Window #2 or bidding competition at GoTo.com is too intense), especially if they are not searched upon very often (i.e., DEMAND is low in Window #1). And ESPECIALLY if there does not seem to be many POSSIBLE PARTNERS for it!

For example, notice that "fashion school" was only searched for 207 times in the previous month at GoTo. Let's say that your AltaVista search returned 10,000 sites. Not a good combination. In fact, though, it returns only 996 matches -- so even though it's not requested so often, you should consider including it in your site since the competition is so light (i.e., DEMAND:SUPPLY ratio is pretty good).

Your best words would have HIGH DEMAND (i.e., high GoTo numbers) and LOW SUPPLY (i.e., LOW SUPPLY of competing sites turn up in your AltaVista or Google search, or the bidding competition at GoTo.com is low).

This is a rough protocol, so don't become a slave to it. Follow these two general guidelines...

- 1) Only eliminate the WORST combinations of HIGH SUPPLY and LOW DEMAND and low number of POSSIBLE PARTNERS.
- 2) When you're ready to write your site, start with the keywords that have the BEST combination of HIGH DEMAND and LOW SUPPLY (especially the ones that you really enjoy and know!) and a good number of POSSIBLE PARTNERS.
- 3) As you start to see patterns for the kind of sites that appear in your SUPPLY SITES and POSSIBLE PARTNERS and IDEAS FOR CONTENT notes, you'll refine your Site Concept. Ultimately, you'll create Keyword-Focused Content Pages that...

- o fit with your final Site Concept

AND...

- o have a good SUPPLY/DEMAND ratio

AND...

- o have a good number of POTENTIAL PARTNERS

AND...

- o that you enjoy writing about.

-----SIDEBAR-----

Site Build It! Manager AUTOMATICALLY runs a complicated mathematical formula that calculates the PROFITABILITY of each keyword. It also enables you to sort your KEYWORDS according to PROFITABILITY, quickly allowing you to focus on the most PROFITABLE words immediately.

Actually, it does much, much more than that. It uses all the techniques outlined in this DAY 3 to BUILD and RESEARCH your entire MASTER KEYWORD LIST. Days become minutes. :-)

For more information about Site Build It!, which includes the Site Build It! Manager tool...

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

-----  
Window #3 ==> BREAKOUT WINDOW  
-----

By now, you very likely have enough keywords to keep you busy for a while. If so, give this a quick read and move on to the next section. But...

If you need more HIGH-PROFITABILITY keyword topics, or if you just want to be thorough, work through this third and final WINDOW. It just might affect the final concept that you refine and the domain name that you select.

--

It's easy to get "concept-keyword-bound," i.e. tied to your basic Concept Keyword... "fashion" in our ongoing example.

But the money (i.e., \*your\* income) is in diversity... in developing a wide variety of different keywords, and then building Keyword-Focused Content Pages (KFCPs) that deliver HIGH-VALUE information. Those pages attract \*targeted\* customers, who then click through to your merchants.

In other words, we started with a basic "Concept Keyword" like "fashion." All the BRAINSTORMING and PRUNING revolved around that word.

Let's BREAKOUT a bit. What we need is a good sharp knock on the sides of our heads, so that we can come up with keywords that are related to "fashion" but don't contain the word "fashion."

To develop related keywords for \*YOUR\* special Concept Keyword ("fashion" in this case), use the JimTools Keyword Research Tools at...

<http://www.jimtools.com/keywords.html>

See where it says "Research Keywords"? I recommend that you select Google (a Search Engine) and/or LookSmart (a directory) for your keyword research...

<http://www.jimtools.com/keywords/indexgoo.html>

<http://www.jimtools.com/keywords/indexlooksmart.html>

This Research Tool is great for finding words related to your Concept Keyword... "fashion" in our example.

While the GoTo Suggestion Tool gives you all the search terms with "fashion" in it when you enter "fashion," the JimTool "BREAKOUT-brainstorms" related words that do not necessarily have "fashion" in them.

You can then use those new keywords to BRAINSTORM and PRUNE some more keywords in your DEMAND and SUPPLY WINDOWS. So this tool is a good source for more HIGH-PROFITABILITY topics for pages on your fashion-oriented site.

One special note about our BREAKOUT Brainstormer. Don't reject words outright -- if you ask yourself, "How does this fit in with my target market?", you might be surprised! It's an amazing idea sparker.

Ready? Let's twirl the knobs and give Jim's tool a whirl (hmmm, that didn't sound quite right!)...

Enter "fashion" into one or more of the JimTools' Keyword Research Tools. When I did it, it returned the following words related to fashion (I've deleted the irrelevant ones)...

- \* discount fashions
- \* fashion outlets
- \* fashion show coordinator
- \* fashion show producer
- \* fashion show production
- \* hair and make-up artists
- \* ice skate fashion
- \* international model scout
- \* model bookings
- \* runway models
- \* show producer
- \* skate fashion
- \* skate wear
- \* skating fashions
- \* velvet elegance
- \* winter styles
- \* women's clothing

Use these words in two ways...

1) Use the ones THAT FIT your Site Concept "as is" to create more Keyword-Focused Content Pages, (ex., a Web page about "winter styles" or "women's clothing"). Add these to your MASTER KEYWORD LIST and complete the DEMAND, SUPPLY, SUPPLY SITES, POSSIBLE PARTNERS, and IDEAS for CONTENT columns for each one.

Or a BIGGER idea...

2) Extract "General Keywords," like "discount" and "outlets" and "clothing" and "styles." Feed these fashion-related "concept-level" words back into your DEMAND (#1) and SUPPLY (#2) WINDOWS to BRAINSTORM and PRUNE a whole new series of HIGH-PROFITABILITY keywords.

Add these to your MASTER KEYWORD LIST, too. (Or start a new MASTER KEYWORD LIST for any "concept-level" keyword that is different-AND-strong enough to stand as a separate site.)

For example, "outlet" generates...

3851 factory outlet stores  
 972 outlet mall  
 708 outlet stores  
 640 factory outlet

So "factory outlet stores" would be an excellent topic to include (especially since it includes "outlet stores" and "factory outlet" WITHIN it for a total of 5,199 requests!).

You can keep right on BREAKING OUT in Window #3, then BRAINSTORMING in Window #1 (DEMAND) and PRUNING after doing research in Window #2 (SUPPLY). You will really come up with original, non-obvious keywords \*AND\* affiliate programs that are right for your \*target\* market and that are part of major new directions related to fashion, but that don't contain the word "fashion."

You may even discover a concept that is so strong that you decide to adjust your first concept, or even replace it with this new one!

-----LONG SIDEBAR-----

Here's another way to BREAKOUT...

Use this really interesting Search Engine...

<http://www.ixquick.com/>

On Ixquick, a site gets one star for every major Search Engine (ex., AltaVista, HotBot, Excite, etc.) that scores it in their Top 10 (i.e., on Page #1 of search results). So it's a fast way to check ALL the major engines at the same time.

Any site on the first page of Ixquick search results, with three stars or more, is doing great. These sites know what they're doing and are \*not\* there by accident. Two stars is good. One star could just be a fluke.

Ready? Search for "fashion" at Ixquick.

At the time of this writing, Fashion.net scored tops with five stars. Click to their site. Then go to the menu of your browser...

VIEW > SOURCE

This shows the HTML source code for this page. Look for the "META keywords tag" within this page's HTML...

<META name="keywords" content="Fashion, fashion, models, chat, news, shopping, haute couture, ready to wear, pret a porter, style, runway, catwalk, shows, beauty, RTW, PAP, fashion designers, designers, fashion design, clothing, Paris, Milan, New York, London, Tokyo, supermodels, super model, modeling, designers, Claudia Schiffer, Helena Christensen, Cindy Crawford, Alexander McQueen, John Galiano, Givenchy, Dior, Karl Lagerfeld, DKNY, Martine Sitbon, Gucci, Chanel, Chloe, Christian Dior, Yohji Yamamoto, Helmut Lang, Jean Paul Gaultier, Paul Smith, Diesel, Gap, Guess, Levi's, Calvin Klein, CK one, Donna Karan, Giorgio Armani, Gianni Versace, Yves Saint Laurent, Dolce & Gabbana, Prada, Missoni, Jil Sander, Martin Margiela, Thierry Mugler, Montana, Versus, MAC, cosmetics, advice, fragrances, makeup, make up, sexy, luxury, design, look, casual, accessories, street style, health, photography, magazines, photographers, trend, trendy, chic, textiles, fabric, threads, industry, mode, mote, moda, sportswear, jeans, body">

Yes, this site makes a common mistake of listing tons of different keywords. But that's OK... they've done a lot of brainstorming for you! :-)

Then repeat the process for the next site on the first page of lxquick search results. Add the next set of META keywords to your existing list. Repeat until you're getting mostly duplicate words -- that's the sign that you've exhausted this BREAKOUT technique.

Once you're done, you can use these words in the same two ways as outlined above for JimTools...

1) Use them "as is" to create more Keyword-Focused Content Pages. Add these words to your MASTER KEYWORD LIST.

2) Extract "General Keywords" and feed them back into your DEMAND and SUPPLY WINDOWS to BRAINSTORM and PRUNE a whole new series of HIGH-PROFITABILITY keywords. Add these words to your MASTER KEYWORD LIST, too.

--

Another great use for lxquick...

As I said, sites with two stars or more know what they are doing (the more stars, the better they are). They are either merchants or content sites determined to build traffic. Visit the Top 10 sites that ALSO have AT LEAST two stars.

If it's a "merchant site," and if it has an affiliate program that fits your Site Concept, enter what kind of merchandise they sell and enter the URL of the "join page" into POSSIBLE PARTNERS for that keyword (as explained above). If it's a "content site," review its content and follow the "links out" in the same way as outlined above -- add to your POSSIBLE PARTNERS and IDEAS FOR CONTENT columns.

Repeat the process for all of your HIGH-PROFITABILITY "fashion"-containing keywords.  
-----LONG SIDEBAR-----

OK, let's get out of the three windows for a moment. They have focused on the "KEYWORD END" of brainstorming...

KEYWORD END.....CUSTOMER END  
(BRAINSTORM & PRUNE) -> KFCPS <- (BRAINSTORM & PRUNE)

Now let's look at the CUSTOMER END. Get into your visitor's shoes. Answer these questions...

Q - Who are they?

Q - What are they trying to do?

Q - What other stuff do they look for?

For this discussion, we'll use our pricing example that we explored briefly above. Why not "fashion"?

Because I know nothing about fashion. Up to now, you've learned techniques that ANYONE can use for ANY TOPIC. But, for this part, you do need to KNOW your customer and your concept.

So I'm using an example that I know. :-)

In this example, my concept is to create a site that is all about pricing. It's something that I know a lot about and



enjoy. I've done my prep actions. So I am already an affiliate of SiteSell.com because "Make Your Price Sell!" (MYPS!) is a perfect fit for my concept. I'll also provide links to good pricing books at an online bookstore, as well as other related vendors (details on how to choose affiliate programs appear in DAY 4).

Let's assume that I've "three-windowed" my Concept Keyword, "pricing," to death. Now I want to approach things from the CUSTOMER END. This empowers me to come up with keywords that go way beyond the KEYWORD END. And \*THAT'S\* where the money is.

First, let's answer the "visitor questions" that we posed earlier...

Q - Who are they?

A - Writers, software companies, manufacturers in any industry you can imagine. I'll come up with a lot more answers and then figure out how to reach them. I'll be specific and break them down into niche segments. What do they do? What kind of things would they search for at a Search Engine that is related to their occupations?

--

Q - What are they trying to do?

A - They are looking to sell their products or information and have no idea of what they should charge for their product. As an affiliate of SiteSell.com, I know that MYPS! can help them... they just don't know it yet.

So, yes, I've worked on obvious words like "pricing" and "pricing software" and "pricing" together with their industry, and so forth. And I've figured out every way that they could possibly search for that information (ex., "setting a price," "how to price") and I've even run those through WINDOWS #1 and #2!.

But now for the million dollar question (just call me Regis!)...

--

Q - What other stuff, besides pricing, do they look for?

A – They'll look for anything that is related to their business. Figure out what problem your target market is trying to solve when they do a search.

Just trace their steps as they develop their product, write their sites, build traffic, take orders and ship product. Intercept them with your message. What words would they look for? Your site must solve that problem.

An example... what's a common issue for people selling products on the Net? "Fulfillment," just to name one. "Taking orders," "shipping," "product development," "market research," "feasibility studies," "writing sales copy" "credit card processing," "shipping," to name just a few others.

There are so many starting points that the head spins. Anyone looking up terms like the ones above will also have a need to price products more effectively. They qualify themselves as serious business people with serious needs. Exactly the right kind of people for MYPs!.

So I'll intercept them when they search for, let's say, fulfillment-related topics, provide them with great content about fulfillment, and then also introduce them to the concept of pricing. I've added a whole new major direction, and income stream, to my site simply by thinking about my target's \*OTHER\* needs.

--

To show you how this can grow quickly, let's continue my "new direction for pricing" example. I click to JimTools.com's Google keyword tool and enter "fulfillment"...

<http://www.jimtools.com/keywords/indexgoo.html>

Here's what I get (unedited)...

American fulfillment  
call center  
call center management

call center operations  
call monitoring  
cash back programs  
catalog fulfillment  
catalog call center  
catalog customer service  
catalog fulfillment  
catalog fulfillment operations  
catalog management systems  
catalog operations  
catalog order  
catalog warehouse  
consumer promotion  
consumer services  
contract packaging  
coupon processing  
coupon redemption  
credit card processing  
credit cards  
customer service  
data entry  
database management  
database marketing  
delivery services  
direct mail  
direct marketing  
direct response  
ecommerce fulfillment  
electronic marketing  
electronics data interchange  
fulfillment foundation  
fulfillment operations  
global fulfillment services  
incentive programs  
information systems  
interactive voice response  
international shipping  
internet business  
internet fulfillment  
internet marketing  
internet promotions  
internet sweepstakes  
inventory management  
lead management  
mail order  
mail order shipping

mail order fulfillment  
marketing services  
material handling  
merchandise fulfillment  
merchandise shipping  
merchant accounts  
online retail  
online retailing  
online shopping  
operations management  
order entry  
order fulfillment  
order management  
order processing  
pack & ship  
payment processing  
pick and pack  
point of sale  
premium fulfillment  
product fulfillment  
promotion fulfillment  
rebate fulfillment  
rebate processing  
redemption programs  
refund promotions  
sales incentive  
sales incentive programs  
sales promotion  
sampling programs  
shipping equipment  
small business  
spiff programs  
tear pads  
telemarketing 800#  
venture capital  
warehouse management  
warehouse operations  
web fulfillment operations  
web retailing  
web sales  
wholesale fulfillment

From here, I'll extract "General Keywords," like "catalog" and "fulfillment" and "sales" and "customer service" (just to pick a few). Then I'll feed these "concept-level" words back into Windows #1 (DEMAND) and #2 (SUPPLY) to BRAINSTORM

and PRUNE a whole new series of HIGH-PROFIT- POTENTIAL keywords. Add these words to your MASTER KEYWORD LIST, too.

For example, if I feed "Customer service" into my DEMAND window, I'll get...

4609 customer service  
1025 customer service training  
239 customer service tip  
206 customer service job  
195 AOL customer service  
192 customer service week  
180 live customer service  
171 web customer service  
160 customer service survey  
157 customer service skill  
151 ford customer service  
135 customer service software  
108 online customer service  
104 AT&T customer service

Please note that this new direction... this great group of profitable words... is not about pricing, but they are perfect...

... \*FOR OUR TARGET MARKET\* of serious business people with serious business needs.

-----

Are you thinking...

> "What does fulfillment or customer service or  
> sales have to do with Make Your Price Sell!?"

Absolutely... positively... everything.

Am I suggesting that you fool business people who are looking for information about these topics? No, not at all.

Here's why...

If someone is searching for "fulfillment" (in the non-Zen sense of the word!), she already has a product. A product that needs a Perfect Price.

Obviously, Keyword-Focused Content Pages about \*pricing\* are much more tightly targeted to our Make Your Price Sell! (MYPS!) product. it's easy to write a good page that ends in a RECOMMENDATION to visit MYPS!. And of course, this is a "must do." It's easy and effective.

But let's say that someone just found my page about order fulfillment. It's a terrific HIGH-VALUE page that delivers just what she was searching for. But how to lead that into a click to MYPS!???

Remember...PRE-selling is really about selling YOURSELF to your customer through great content. So, once I have PRE-sold with great content about fulfillment issues on the Net, I lead into a few closing links...

First, I join the program of a good fulfillment company. I provide a link to them. Then, I add a link like this...

-----  
Before you can fulfill orders, you have to sell, of course. The generally recognized BIBLE of Net-selling is called "Make Your Site SELL!." Highly recommended....

<http://breakthrough.sitesell.com/myss/>

-----  
CLICK!

And I'll follow that link with this one...

-----  
And before you can sell, your price has to be right. I have found a pricing technology that has been receiving kudos from experts who are on the cutting edge. I highly recommend it. See what you think...

<http://breakthrough.sitesell.com/myps/>

-----  
CLICK!

Our target customer does not necessarily have to be looking

for PRICING info -- if we can intercept her in any of her DAILY needs, we can make her aware of this wonderful PRICING product that she will realize she needs.

Bottom line? If your keyword attracts your \*TARGET\* market, there is always a way, with just a touch of creativity, to stretch her to other products that are likely also to fall within her "list of needs."

-----

Wow! What a DAY!

Take three little windows (DEMAND, SUPPLY, and BREAKOUT).

Approach matters from two different directions (from the KEYWORD END and the CUSTOMER END)...

And you've got a great list of profitable content, almost ready to write itself!

-----

Before proceeding to DAY 4, please complete your DAY 3 Goal-of-the-DAY, and take note of your Ongoing Goal...

-----  
-----

Goal-of-the-DAY... Use the SUPPLY and DEMAND window to build a MASTER KEYWORD LIST, fully researched, of 5 HIGH-PROFITABILITY KEYWORDS for each of the 3 Site Concepts (brainstormed in DAY 2).

Ongoing Goal... Use the SUPPLY, DEMAND and especially the BREAKOUT window, to grow your MASTER KEYWORD LIST ever bigger, ever more PROFITABLE. This yields the raw material for new Keyword-Focused Content Pages.

Consider getting Site Build It! Manager to do it ALL for you. It can build and research and even analyze an endless stream of HIGH-PROFITABILITY keywords for you. It's all part of the Site Build It! package...

<http://breakthrough.sitesell.com/buildit/>

-----  
-----

Phew! That was a long and complicated section, I know.  
Here's the good news...

You're over the hump. It all gets easier from here on in.

Please, please, please note...

It's important to take your time and work through the strategies and examples until you "get it" and "do it." DAY 2 (Brainstorm Your Site Concept) and DAY 3 (Develop HIGH-PROFITABILITY topics) literally build the engine of your business.

So take your time and stay with it. Your business, and you, deserve this effort. Time to re-quote Calvin Coolidge...

-----  
"Nothing in this world can take the  
place of persistence.

Talent will not; nothing is more common  
than unsuccessful people with talent.

Genius will not; unrewarded genius is  
almost a proverb.

Education will not; the world is full of  
educated derelicts.

Persistence and determination alone are  
omnipotent.

The slogan "press on" has solved and  
always will solve the problems of the  
human race."

-----

Stick with it. This works... if \*YOU\* work it. :-)

See you tomorrow.



-Ken

~~~~~  
The Affiliate Masters series is sent only to those people who have specifically requested it. It is composed of five daily e-mail courses. Want to join the exclusive club of high-earning affiliate champions? Follow the strategies outlined in The Masters series. Really... JUST DO IT!  
~~~~~

Allan Gardyne (yes, of associateprograms.com fame) has said that "if you join only one program, make it the 5 Pillar Program" and he has called it "the perfect revenue sharing program." Ralph Wilson (wilsonweb.com) says that "Ken Evoy has taken affiliate programs to the next level." And the Five Pillar Program was chosen by AffiliatesDirectory.com as "The Best Program of 1999."

For more information...

<http://www.sitesell.com/affiliateprogram.html>

~~~~~  
**HOW TO UNSUBSCRIBE**

You are receiving the Affiliate Masters Course only because you requested it, or someone used your computer to request it. If you do NOT wish to receive the rest of this course...

To unsubscribe, send a blank e-mail to...  
<<UNSUBSCRIBE\_ADDRESS>>

NOTE: You must send it from the same e-mail address that receives this 5-day course.

~~~~~  
Contact info: E-mail us at [support@sitesell.com](mailto:support@sitesell.com)  
~~~~~

Written by Ken Evoy, M.D.  
President, SiteSell.com  
(c) copyright 2000, 2001 SiteSell.com Inc.

~~~~~  
"Site Build It!" TM SiteSell.com Inc.  
~~~~~

\* \* \*

**Message #3**  
Delivery: Day 3

~~~~~  
The Affiliate Masters... an intensive 5-day e-mail  
course on becoming a high-earning affiliate champion.  
How? By building income through content.  
~~~~~

If you have a friend who would benefit from taking this  
course, please pass this on. Or tell that person to  
receive the 5-day course by sending a blank e-mail to...

<<MAILTOADDRESS>>

~~~~~  
I guarantee that you'll refer to this course over and over  
again as you build (or rebuild) your affiliate business.  
Print each e-mail out, pour yourself a beverage of choice,  
bring along a pen to jot down some ideas, and take it all to  
your favorite sofa. Learning a serious subject is so much  
more successful when you're comfortable.  
~~~~~

When you print out this e-mail, keep it in a 3-ring binder.  
Here's a super little printing utility that will allow you  
to print 2 or 4 pages to a single 8.5" x 11" piece of paper.  
It saves you paper, space, and money...

<http://www.fineprint.com/>

~~~~~  
~~~~~  
<<TODAY>>  
Affiliate Masters 303

To Paraphrase a Favorite Kid's Joke...  
You Can Pick Your Partners  
And You Can Pick Your Name  
But You Can't Pick Your Partners?... oh never mind! ;-)

by Ken Evoy, M.D.  
President, SiteSell.com

-----

Hello again. Nice to see such enthusiastic perseverance. :-)

So far we have completed the first two sections of our syllabus. Check off each of these topics, or if you can't recall what they mean, review them before proceeding to DAY 3. Remember, each DAY builds upon the next. So the preceding material must be firmly in mind, and each Goal-of-the-DAY must be completed, if you are to succeed.

Now, check off each of the following...

#### Affiliate Masters 101

- o Business Basics
  - o Income and Expenses
  - o Traffic, Click Throughs, and Conversion Rates
- o PRE-selling... why
- o PRE-selling and your visitor's MINDSET
- o PRE-selling... how

#### Affiliate Masters 202

- o Brainstorming concepts for your site
- o Picking the concept with the most profit potential
- o Developing HIGH-PROFITABILITY topics for your site
  - o DEMAND, SUPPLY and BREAKOUT tools, and the MASTER KEYWORD LIST
  - o The CUSTOMER END vs. the KEYWORD END
  - o How to pick the HIGHEST-PROFITABILITY topics
  - o Analyzing (and using!) the competition

OK? No omissions? Good news!

Let's keep going and finish the last of the prep DAYS...

-----  
-----

#### DAY 4 -- Grow, Prune and Group Best Affiliate Programs

What do you ask from prospective merchant partners?...

"SHOW ME THE MONEY!"

Jerry Maguire (1996)

-----  
-----

Goal-of-the-DAY... Choose 3 affiliate programs that fit with EACH of your 3 Site Concepts/5 HIGH-PROFITABILITY KEYWORDS (per

concept) that you developed in DAYS 2 and 3. You must rate these merchants as EXCELLENT, and you must FEEL GOOD about representing them. Remember, your recommendations reflect upon who you are.

Ongoing Goal... Find, research, and select more POSSIBLE PARTNERS. Rotate the technique used (ie., Search Engines, Affiliate Directories, etc.). Continue to choose on the basis of fit and excellence.

With these goals in mind...

-----  
-----

Only one thing to do before you finalize on the Site Concept/Concept Keyword of your Theme-Based Content Site...

Grow a list of good merchants with affiliate programs who have product lines that fit. Then we'll choose the best ones and group them according to HIGH-PROFITABILITY keywords.

Yes, you have ALREADY started this process on DAY 3 by using AltaVista, Google, GoTo.com, and/or Ixquick to build groups of POSSIBLE PARTNERS for each keyword in your MASTER KEYWORD LIST, right?

However, DAY 3 was more focused upon getting good ideas for content and a feel for your market space (DEMAND, SUPPLY, SUPPLY SITE INFO).

It's time to grow your list further...

-----  
**#1 -- GROW POSSIBLE PARTNERS THROUGH SEARCH ENGINES**

Do a search for one of your keywords, plus the word "affiliate." Like this...

+fashion +affiliate

(The "+" sign means that both words must appear on the Web page returned by the search.)

Or if that turns up a blank, like this...

affiliate fashion

Do this at AltaVista, Google, GoTo.com, and/or Ixquick. This will yield either fashion merchants \*WITH\* affiliate programs or content sites that \*ARE\* affiliates. Visit the Top 10 sites (do 20 if you're feeling ambitious!).

If it's a "merchant site," and if it has an affiliate program that fits your concept, first enter what kind of merchandise they sell and then enter the URL of the "join page" into POSSIBLE PARTNERS for that keyword (as explained above). If it's a "content site," review its content and follow the "links out" in the same way as outlined above -- add to your columns of POSSIBLE PARTNERS and IDEAS FOR CONTENT.

Repeat the process for each keyword in your MASTER KEYWORD LIST (i.e., replace "fashion" above with another keyword like "fashion models" so that you search for this...

+ "fashion models" + affiliate

---

## #2 -- GROW POSSIBLE PARTNERS THROUGH ALTAVISTA LINK TOOL

Let's backtrack for a second... While searching for a keyword at one of the above engines earlier today, let's say that you discovered a CONTENT site, Fashionbrokers.com. By following links out of Fashionbrokers.com (as outlined earlier), you found a shoe shop with an affiliate program, called Shoebuy.com.

Shoebuy.com fits with an idea that you had added to the IDEAS FOR CONTENT column. So you entered Shoebuy.com into your list of POSSIBLE PARTNERS for the keyword "high heel shoes." (See how you can use the MASTER KEYWORD LIST to group programs according to keywords?)

We'll use Shoebuy.com as our example of how to grow your list of POSSIBLE PARTNERS for "high heel shoes"....

Start by checking what OTHER affiliates link to Shoebuy.com! How? Simple. Go to...

<http://www.altavista.com/>

... and enter "link:shoebuy.com"

At the time of this writing, 134 pages linked to good old Shoebuy.com. Many of these sites will be CONTENT sites that \*ALSO\* link to OTHER fashion-related merchants as affiliates (you can often tell by the linking URLs). So most likely...

These "linked-to" merchants already have affiliate programs -- all you have to do is check them out and see if they fit! Add the ones that fit to your list of POSSIBLE PARTNERS for each keyword.

And you can use this AltaVista link-finder technique for all of your POSSIBLE PARTNERS for all of your keywords! :-)

-----  
**#3 -- GROW AND PRUNE POSSIBLE PARTNERS THROUGH  
SPECIALIZED AFFILIATE DIRECTORIES**

Now let's investigate your POSSIBLE PARTNERS \*AND\* add some new merchants, too. How? Easy...

There are some terrific folks out there who have already compiled exhaustive lists of merchants with affiliate programs. They've even organized them all for you into categories...

I have listed the ten most important directories in approximate order of popularity on the Net.

-----**SIDEBAR TO AFFILIATE DIRECTORIES**-----

To determine popularity, I use traffic stats, as reported by Alexa.com. If you run an affiliate directory and if I've missed you, please e-mail me at this address...

[directories@sitesell.com](mailto:directories@sitesell.com)

If your directory belongs in the Top 10, please let me know -- please note that the FOCUS of your site must be on affiliate programs. Include your traffic as reported by

Alexa.com.

-----SIDEBAR TO AFFILIATE DIRECTORIES-----

And now, without further delay...

>The Top 10 Most Popular Affiliate Directories on the Net  
("visit count" appears in brackets after directory name)

AssociatePrograms.com (10,802) -- Allan Gardyne has one of the best directories going -- it screens out the riff-raff. Active forum, too. Not to be missed.  
<http://www.associateprograms.com/>

Refer-It (10,010) -- one of the grand-daddies, has a comprehensive directory and an excellent "Webmasters Lounge."  
<http://www.refer-it.com/>

CashPile.com (9,131) -- extensive directory, good tools.  
<http://www.cashpile.com/>

Associate-It.com (7,267) -- excellent overall resource.  
<http://www.associate-it.com/>

ClickQuick (4,885) -- useful, in-depth program reviews.  
<http://www.clickquick.com/>

Revenews (3,542) -- useful forum, top-notch articles.  
<http://www.revenews.com/>

AffiliateWorld.com (2,106)  
<http://www.affiliateworld.com/>

AffiliateMatch.com (1,986)  
<http://www.AffiliateMatch.com/>

2-Tier Affiliate Program Directory (1,558)  
<http://www.2-tier.com/>

AffiliatesDirectory.com (1,543)  
<http://www.affiliatesdirectory.com/>

-----

Here's how to use the directories...

- 1) Drill-down through the relevant major categories of the directory until you find "good fit" sub-categories. You'll find one or more merchants in each sub-category that should fit into your Site Concept well. Enter what kind of merchandise they sell. Also enter the URL of the "join page" to the POSSIBLE PARTNERS column in your MASTER KEYWORD LIST, for each keyword that is relevant.
- 2) Use their search tool. Do keyword searches at three levels of specificity. Let's start with the most specific and then get progressively more general.
  - a) Find matches for Specific HIGH-PROFITABILITY Keywords from your MASTER KEYWORD LIST. Enter the keywords, one by one, into the directory's search tool. (Put each keyword that is a phrase inside quotes.)
  - b) Find matches for your General Concept Keywords (ex., "pricing" and other "concept-level" keywords that you develop, such as "fulfillment," etc.).
  - c) Find matches for "cross-concept companies." These are companies selling products that fit with most or all concepts. For example, whether your concept is about Renaissance art or pricing or fashion, you'll find BOOKS about it. So always include a book store in your group of affiliate programs.

You can either drill-down to these categories or use the appropriate word to search for them (ex., "book"). Look for the following cross-concept categories (not all of them will fit your bill)...

Art-photo  
Auction  
Books  
Catalogs  
Clip art



- Coupons
- Courses/education
- Games
- Gifts
- Magazines
- Malls/storebuilders
- News
- Search
- Software
- Video/DVD

When you find programs that fit, read the reviews and look at the ratings.

- 3) Also use their search tool to find the POSSIBLE PARTNERS that you have already identified as candidates (just enter the domain name into the search tool). Does the report seem positive?

--

Other things to do at the directories...

- 1) Use the forums. Review them for comments about programs that interest you. And ask questions if you don't find the answers you seek.

Most of the above directories have a forum where you can ask questions. So don't be shy -- ask whether Company ABC really is about to close its program!

I don't recommend that you e-mail the owners of the above directories. They are swamped with work. However, if you post to the forums of some of the smaller ones, there's a good chance that the owner himself will answer you.

--

- 2) Check out their "Top 10" reports. A directory may have different kinds of "Top 10" lists...

- o Most profitable
- o Most popular
- o Personal opinion

Give special weighting to the most profitable -- the most popular ones often just reflect the results of major promotional pushes, and not necessarily profits. These are the ones that are "getting the job done" and making money for affiliates. Read the "personal opinion" Top 10, too.

One drawback of any of the Top 10's. They likely will not cover programs that fit your concept. Don't pick a Top 10 unless you can figure out how it fits into your concept.

--

3) Subscribe to their e-zines to stay up-to-date. There's some excellent material in them.

--

4) Read the articles. But don't get sidetracked -- you can get that famous golfing disease...

.... "paralysis by analysis." Keep moving forward.

-----  
**#4 -- GROW POSSIBLE PARTNERS THROUGH  
AFFILIATE BACKEND PROVIDERS/AFFILIATE NETWORKS**

There are several companies that provide the tools, technology and services that online businesses need to register, track, report and pay affiliates. In other words, merchants don't have to "do it themselves" because these companies provide all the backend functionality necessary to run an affiliate program.

The "backend providers" prefer to call themselves "affiliate networks." Why?

Because they do more than just provide merchants with affiliate software. They also provide merchants with affiliates, and vice-versa. Since they have a pool of hundreds of thousands of affiliates, the merchant's program gets instant exposure to potentially interested affiliates.

And affiliates get exposure to a wide variety of merchants. So...

Join each of these backend providers. You will likely come across many of the same merchants that you found in the affiliate directories. But you will also find new ones. So it is worth checking to see whether they feature any programs that fit with you....

Commission Junction  
<http://www.cj.com/>

BeFree  
<http://www.befree.com/>

LinkShare  
<http://www.linkshare.com/>

ClickTrade  
<http://www.clicktrade.com/>

If you don't find merchants with products that fit, enter what kind of merchandise they sell, and also enter the URL of the "join page" to the POSSIBLE PARTNERS column in your MASTER KEYWORD LIST, for each keyword that is relevant.

---

#### #5 -- GROW POSSIBLE PARTNERS THROUGH MISCELLANEOUS AFFILIATE INTERMEDIARIES

If you can figure out how to make Vstore, Nexchange, or ePod fit into your site, make notes in the POSSIBLE PARTNERS column in your MASTER KEYWORD LIST, for each keyword that is relevant.

Let's review each now...

Vstore  
<http://www.Vstore.com/>

Create your own online storefront to sell products that you love... sports, music, whatever. It truly *\*IS\** easy to set up. Only one problem... you have to drive traffic to your store if you want to make any sales -- unlike the "Field of

Dreams" movie, "they will \*NOT\* come" just because you have built it. Most Vstore-owners simply can't overcome this challenge.

Why include Vstore in this course? Because you don't actually make a sale or ship a product. You make a commission. But you only make a commission if you drive traffic to your store and if those visitors buy. So the difference between this model and the "pure affiliate" concept is moot.

And one more important reason to include it...

When you complete this course, you'll have a Theme-Based Content Site that builds targeted traffic and that PRE-sells its visitors. Why not build a store that "fits" your theme and refer visitors (at your Theme-Based site) to your own store (which literally takes less than 30 minutes to build)?

--

Nexchange  
<http://www.Nexchange.com/>

Nexchange takes a different approach. With Nexchange, you put buying opportunities directly within relevant content on your site. You earn a commission on every sale. All transactions are completed on your site, never compromising your look and feel, brand or navigation. As they say on their site...

-----  
The more your content is designed to attract  
an audience with a specific interest, the  
more successful you'll be.  
-----

So it may be worth a visit to Nexchange to see what products you could offer on your site that fit with your Site Concept. Again, since you must build targeted traffic to earn your commissions, Nexchange could be part of your business.

To be a Nexchange host, your site must receive at least 10,000 page views per month. Since you are just starting, Nexchange is not relevant now. Consider it when your site

starts generating this kind of traffic.

--

ePod.com  
<http://www.epod.com/>

ePod is slick. It puts mini-web-sites (that you choose) in your site. You accomplish this with a single HTML tag. It's a snap to implement. This gives merchants (RELATED to your Site Concept) a way to display and sell their products on your Web site. Visitors stay on your site, clicking within the showcase to see products, news, video clips and more. You make a commission for every sale.

Launched in February, 2000, a substantial investment by Macromedia (who seem to be doing everything right on the Net) bodes well for the future of this company. Watch for interesting developments here.

--

Do you notice a common denominator between the above three companies? Vstore, Nexchange and ePod could all be considered as interfaces between you (i.e., the affiliates) and the merchants. One way or the other, they collect a small piece of each pie that is sold, not from you but from the merchant. Kind of like a SUPER-affiliate.

Nothing wrong with that, of course. They provide true value for that fee. But be careful... a high-profile company called Affinia.com had a similar model. They had an excellent product that empowered you to turn your site into a store (similar to Nexchange).

In September, 2000, it went bankrupt. Those affiliates who had spent a lot of time developing business and income through Affinia lost out. Can the other affiliate intermediaries make enough money to thrive?

For that matter, what about the affiliate backend providers? And for that matter, what about ANY individual merchant?

----

That brings us to the topic of reducing your RISK...

-----  
#6 -- REDUCE RISK BY DIVERSIFYING

One of the major attractions of becoming an affiliate is the small amount of risk involved. Affiliates have little or no...

- o product development expenses
- o advertising costs
- o inventory to maintain
- o overhead expenses (salaries, physical location, etc.)

In other words, affiliates do not have millions at stake.

But you do have one BIG risk...

If a merchant, backend provider, or affiliate intermediary go out of business, they take you with it. Let's talk briefly about how to minimize this risk...

After you review the affiliate directories, backend providers, and affiliate intermediaries, you should have a good selection of programs. How many programs should you choose? How do you know which ones are solid?

I love it when the second question answers the first!...

"How do you know which ones are solid?"

You don't, really. Yes, you can weed out the dogs by doing the basic research outlined below. But most of us just don't have the ability or time to thoroughly analyze a company, its financials, and its business model. And then predict success or failure.

So your best bet is to diversify among as many programs as possible **\*THAT FIT WITH YOUR SITE CONCEPT.\*** But there are the some important qualifiers to this policy...

1) If you represent 15 programs, don't put them all on the same Keyword-Focused Content Page. Only work in the **\*FEW\***

that are tightly relevant to the content of each page.

2) Pick the best-of-breed from each category of merchant. For example, if you plan on representing a Net marketing company, SiteSell.com would be the obvious choice (ahem!).

If you plan unusually heavy support for a given category of product, you might want to represent the best TWO merchants. For example, suppose you foresee hundreds of book links on your site. It might be a good idea to choose the best 2 online bookstores -- if Bookstore A and Bookstore B fit with your concept and both seem to be stable companies, then use these two. Not more, though...

3) Don't OVER diversify. Tracking each program takes time, so 10-15 programs is probably a good balance. If any one of them dies, you don't lose too much.

4) Your best results will come from focusing on a smaller group of quality programs (from within your longer list). Their products must...

- o be excellent

- o be complementary with, even enhance, each other

- o fit your concept

and...

- o be from a rock-solid company. Since you will give these companies more attention than the others, you must feel very comfortable with their business prospects.

Also, don't pick merchants that "belong" ONLY to BeFree or ONLY to CJ or Linkshare. What happens to your business if one of these backend providers folds? Same policy goes, too, for the affiliate intermediaries.

Here's the bottom line...

Don't give too much emphasis to any single program, unless you have some special reason to feel unusually comfortable with it.

Things happen. So protect yourself by DIVERSIFYING.

----

Of course, you can also reduce your risk by weeding out the dogs through some basic research...

-----

## #7 -- PRUNE POSSIBLE PARTNERS BY ELIMINATING HIGH-RISK PROGRAMS

Find the good programs and eliminate the dogs by considering the following PLUS SIGNS, MINUS SIGNS, and RED FLAGS. Let's start with the PLUS SIGNS to look for, in the approximate order of importance...

- + High quality product or service -- remember, it's your REPUTATION that is on the line (and online!). Don't recommend products that UNDER deliver.
- + Merchant has a good site that sells effectively.
- + Ability for affiliate to link straight to individual products, rather than just to the home page. (If the visitor has to FIND the product that you recommend, your Conversion Rate plummets.)
- + Type of payment model... Pay-per-sale and pay-per-lead are good. This is true "performance marketing." If your referred visitor delivers the desired response, you get paid. What about "pay-per-click?" See RED FLAGS below.
- + Affiliate Support
  - o Accurate, reliable real-time online accounting, preferably with some kind of ability to "audit" by spot-checking
  - o Detailed traffic and linking stats
  - o Notification by e-mail when a sale is made
  - o Useful marketing assistance, provides traffic-building and sales-getting tools
  - o High-quality newsletter that educates, trains, and accounts for amounts earned
  - o Professional marketing materials available
  - o Affiliates receive discount on products



-----SIDEBAR-----

Great affiliate support is important for a "between the lines" reason, too. It indicates a high degree of commitment to the program and its affiliates.

-----SIDEBAR-----

- + Pays good commission -- hard goods have lower margins than digital ones. So their commissions will be lower. Still, you should make at least 10% (hard good) or 20% (digital good) on any product that you recommend. Don't be scared off by low-priced products if they offer a good % commission -- the lower dollar value per sale is offset by the higher sales volume.
- + Must be free (no charge) to join, no need to buy the product.
- + Lifetime commission -- if the program pays a commission on future sales of other products to customers that you refer, this is a huge plus.
- + Two-tier commission -- if the program pays a commission on affiliates who join because of you, this is also great.
- + Lifetime cookie -- Do you receive a commission if the person you referred returns and buys within one month? Three months? The cookie that tracks this should not expire.
- + Restriction on number of affiliates -- you won't find many of these. But if you do, grab it.
- + Monthly payment, with reasonable minimum.

Do all those PLUS SIGNS have to be present? No. But the more, the merrier. :-)

--

MINUS SIGNS are definite detractors. RED FLAGS are warning signs. Watch out for these MINUS SIGNS (-) and RED FLAGS (F)...

- "The dark side" of affiliate programs. Is the program really just a way to legally bribe folks to recommend overpriced, "un"-delivering products in order to collect excessive commissions?

-----SIDEBAR-----

There is a commission that is "just right" for each product. If the commission is too low, it is not interesting enough for affiliates. If it is too high, it's a consumer rip-off.

(Excessive commissions also push the price of the product up to levels that cannot survive for long in the competitive NET marketplace.)

Your job as an affiliate is an important one. You deliver high-value content that gains the confidence and trust of your reader. You include recommendations and referrals to your new friends as part of your service and content. Recommending anything less than sterling products is simply sophisticated, subtle fraud.

If you find products that fit your theme but that don't deliver quality, sell them advertising (more on selling advertising to come). This way, you don't compromise your ethics... your reputation. Because the customer recognizes advertising for what it is... a promotion. Nothing wrong with that at all, because their "guard is up."

Bottom line...

Don't allow yourself to be bribed into recommending such products -- in the long run, your reputation will be ruined. And so will your business. On the other hand, when your visitors are rewarded repeatedly by your rich recommendations, their increasing like and respect of your judgment will keep them coming back! :-)

-----SIDEBAR-----

- The absence of any PLUS SIGN above = a MINUS SIGN.

F "Pay-per-click" method of payment. In this method, you get paid whenever a visitor clicks on your link. No purchase or lead-generation necessary. Unfortunately, it's wide open for abuse -- very sophisticated folks create incentives to get thousands of people to click on their links. But the visitors could care less about the products being promoted. It's virtually unstoppable. And merchants end up paying for nothing. So merchants cancel or change the program. Microsoft's Clicktrade (see above) used to offer pay-per-click backend programming for merchants. They dropped it due

to the level of fraudulent activity that hurt merchants.

-----SIDEBAR-----

I'm a fan of pay-per-click Search Engines and pay-per-click advertising. And, in theory, pay-per-click affiliate programs are a good idea, too. Unfortunately, they attract "scam artist affiliates." Sooner or later, merchants seem to throw in the towel against the onslaught. So be wary -- these tend to dissolve or mutate into a different model.

-----SIDEBAR-----

F Multi-tier commission -- this is MLM, which is perfectly legal, of course. Unlike 2-tier, the incentive switches from selling products to signing up people in your downline. Also, as MLMs, the companies are subject to numerous regulations. Not all online companies are complying (or even know about this!). Watch out for a big shakeout with many of these companies going belly-up. If multi-tier interests you, I would recommend that you check out established offline MLMs that are now online. Or... investigate all others extremely carefully before you decide to invest a lot of time in these.

- Slow and/or poor support.
- Unethical conduct of any kind.
- Reports of late (or lack of) payments.

F Poor or little info about affiliate program available.  
What kind of priority could it have?

F Dead links on merchant site.

F No clear anti-spamming policy visible on site.

- Allow spam, or seem to spam themselves.

F Site that promotes "get-rich-quick" gimmicks.

- Defective joining process. Hey, if they can't get this right...
- Clauses in the agreement that you find unacceptable (ex., if lifetime customers are important to you, then a clause that allows unilateral termination or

modification of the agreement at any time by the company, without just cause, effectively makes the lifetime commitment of no value.)

(ex., no exclusivity -- i.e., you should be allowed to represent more than one book vendor).

F Financially unstable. You can lose a lot of momentum if a company goes under, especially if you were banking on lifetime customer/2-tier promises.

-----SIDEBAR-----

Don't worry about identifying all of the above criteria before you join. Some can only be found after joining. Others only become clear over the weeks that follow. But keep them all in mind. Don't get hurt. Spend your time on smart, stable, ethical companies with great products.

-----SIDEBAR-----

Now for one final pruning action...

-----  
Using Alexa.com to Widen Choice in Any Category and to Choose "Best of Breed"

-----  
#8 -- ADD "CATEGORY CHOICES" AND PRUNE POSSIBLE PARTNERS THROUGH ALEXA.COM

Alexa serves as a wonderful final check in two ways...

- o it gives some indication of the success of the program
- o it yields good competitors in the same category as the program you are considering.

-----SIDEBAR-----

If you don't use Alexa during your surfing, go to Alexa.com right now -- you need it. For more info...

<http://www.alexa.com/>

-----SIDEBAR-----

Using Alexa, we see that...

- o Shoebuy.com only has 155 links coming in (confirming the AltaVista stat of 134 earlier). So its affiliate program is certainly not a mind boggling success. But here's the question... does that mean danger or does that mean opportunity?

- o It gets decent traffic (9344 visits). Good.

- o The site only seems to have 47 pages, although this stat is sometimes wrong. And it ranks the site as "fast" and "fresh" -- both good signs.

Now let's use Alexa again to visit Shoebuy.com's "Related sites" -- you just might find a better shoe merchant! Doing this, you find...

- o Shoes.com only gets 1700 visits, and does not seem to have an affiliate program.

- o Zappos.com has an affiliate program. It also has a bright, fun site with over 1,000 pages, and has about the same traffic (9158). It has 136 links in, and Alexa ranks the site as "fast" and "fresh." A better choice?

- o Shoesonthenet.com is a cleverly structured CONTENT site. It looks, at first glance, like a huge shoe store. But it's a content site. Sometimes, content sites hide the relationship by using frames. To detect this, right-click on a frame to pop-up a new window that contains only that frame -- it will show the URL of the company that the content site represents. These kinds of sites can, of course, lead you to even more merchants!

Bottom line? Alexa is a great starting point for finding even more merchants in any given category, and giving you some additional basis for choosing those with LEAST RISK.

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#### Tricky Alexa Tip

Many sites use ad networks to run their banners. In this case, Alexa shows you the traffic stats for the network, instead of the site. You'll know because you'll see the name of the network (ex., DoubleClick or 24/7) rather than the name of the site.

To get around this enter a totally weird URL, like...

<http://www.THECOMPANY.COM/abdefeddee.html> (where THECOMPANY.com is the site you are investigating)

You'll get a 404 error. Since most companies don't put a banner on their 404 page, wait for a few seconds until Alexa updates with the REAL stats for that site!

-----

To LOOP, or Not To LOOP? That is the Question...

Almost done! You've checked the programs out at the directories. You've eliminated the HIGH-RISK dogs who don't deserve your time by considering the PLUS SIGNS, the MINUS SIGNS, and the RED FLAGS. And you've run Alexa on each POSSIBLE PARTNER for each of your keywords.

Finalize your selection of affiliate programs. If you don't find enough good programs, you may have to broaden your concept, or even replace it...

Remember when we talked about the "critical LOOP POINT" at the end of DAY 2? Be sure that you've got a Site Concept that can make some money. If not, return to DAY 3 and keep BREAKING OUT and adding more HIGH-PROFITABILITY keywords. Then continue to DAY 4 to find more good programs that fit.

If your concept is just too narrow and esoteric that DAY 3 and 4 don't work, return to DAY 2 and investigate the next concept on your "short list" of Site Concepts.

----

Do \*NOT\*, I repeat DO NOT, feel that you must have your ENTIRE business worked out "to the nth degree" by working on DAYS 3 and 4 forever. I don't need to remind you that Rome was not built in a day, do I? ;-)

With that perspective in mind, please allow me to remind you of a small business truism...

The two biggest mistakes any entrepreneur makes are actually OPPOSITES of each other...

1) FIRE-READY-AIM -- the person who leaps before he looks. If this fits you, I can only repeat Ben Franklin's quote...

> "By failing to prepare, you are preparing to fail."

In other words... ignore the preparation work at your peril.

2) READY-AIM-READY-AIM-READY-AIM -- the person who researches, then researches some more, then some more...

For this person, I can only offer this profound wisdom...

> "S\_ \_ \_ or get off the pot."

Or, as Nike would say...

> JUST DO IT. :-)

In other words... Don't get stuck "perfecting" DAYS 3 and 4.

So...

If you have brainstormed a good Site Concept, picked your HIGHEST-PROFITABILITY topics, and selected excellent merchant-partners who you are proud to represent, then you are ready to roar ahead.

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Time for me to hop off the old podium and remind you that...

Before proceeding to DAY 5, please complete your DAY 4 Goal-of-the-DAY, and take note of your Ongoing Goal...

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Goal-of-the-DAY... Choose 3 affiliate programs that fit with EACH of your 3 Site Concepts/5 HIGH-PROFITABILITY KEYWORDS (per concept) that you developed in DAYS 2 and 3. You must rate these merchants as EXCELLENT, and you must FEEL GOOD about representing them. Remember, your recommendations reflect upon who you are.

Ongoing Goal... Find, research, and select more POSSIBLE PARTNERS. Rotate the technique used (i.e., Search Engines, Affiliate

Directories, etc.). Continue to choose on the basis of fit and excellence.

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Let's keep going! Are you ready? Geez, what a question!  
After all that preparation, you're super-ready!

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**DAY 5 -- Refine Final Concept and Register Domain Name**

A rose by any other name  
Would smell the same...

But NOT a domain!

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-----  
Goal-of-the-DAY... Narrow or broaden your  
Site Concept until it is, to quote  
Goldilocks, "just right." Not too narrow...  
not too broad. Before you register your  
domain, consider Site Build It!...

<http://breakthrough.sitesell.com/buildit/>

It turns this course into child's play. :-)

Ongoing Goal... Now that you have found your  
perfect, "just right" Site Concept, consider  
the bigger picture. When you "finish" this,  
your first site, will you broaden the concept  
until you have your own mini-portal? Or will  
you start a second, unrelated site?

With these goals in mind...

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Earlier in the course, we chose "fashion" as a Site Concept  
for our primary example. We also looked at other concept  
examples like "Botticelli" and "pricing."

These Site Concepts were mere "starting points." As you



worked your way through DAYS 2, 3, and 4, you built your MASTER KEYWORD LIST for the "fashion" Site Concept. This list is LITERALLY your site blueprint -- for EACH of your keywords, it...

- o shows you SUPPLY and DEMAND data -- best idea is to start writing pages about words with the best numbers for PROFITABILITY
- o contains SUPPLY SITE INFO... information about sites that rank well
- o suggests POSSIBLE PARTNERS, merchants with affiliate programs that you would be proud to represent
- o gives you IDEAS FOR CONTENT -- possible topics for you to write about.

Now, is that a blueprint, or what?... :-)

Time to start BUILDING! I once asked you...

-----  
How big should you grow your Site Concept?  
How much should you change it?...

Only you can decide. And you'll do that as you do the next two DAYS...  
-----

Now that you \*HAVE\* completed those two DAYS, let's use the info in your MASTER KEYWORD LIST to refine your concept. Here are the factors to consider before finalizing your Site Concept..

- 1) Broad or narrow-niche? Perhaps "fashion" is just too broad, too open-ended. After all, can a single person ever "fill" a site about "fashion"?
- 2) If you choose to go narrow, which niche do you select? Don't paint yourself into a corner -- choose a niche that you can broaden. Remember the future -- you can always broaden your concept if you "fill" your niche.
- 3) Your passion and knowledge – You'll be much more effective if you stick to what you know and love.

- 4) The amount of time you are prepared to spend -- If time is a limiting factor, stay narrow.
- 5) Profitability -- Review your SUPPLY and DEMAND data. Choose a niche Site Concept that would appear to have the greatest profit potential (i.e., that has loads of HIGH-PROFITABILITY keywords associated with it).
- 6) SUPPLY SITE INFO and IDEAS FOR CONTENT -- Read what others are writing about, and any ideas that you have had. Do you want to cover similar topics (nothing wrong with that, especially if you do it better!), or do you see a niche or approach that has not yet been done?
- 7) POSSIBLE PARTNERS -- How many solid affiliate programs are a good fit?
- 9) Search Engine "Winnability." Two points here...
  - o It's hard to win a "Top 10" ranking in search results for broad-concept keywords like "fashion"
  - o As we'll see later, the Search Engines will be concentrating more and more on the THEME of the overall site. So if you choose to develop a broad concept like fashion, with several major sub-themes (models, literature, design, etc.), it will be harder to win the war for the sub-themes than if you dedicated a single site to a sub-theme. In other words... the "nichier," the better.
- 10) The amount of content and keywords -- If you used all three WINDOWS (SUPPLY, DEMAND, and BREAKOUT) to their full potential, you should have no shortage of HIGH-PROFITABILITY keywords. But if your topic is just too narrow (ex., "Norwegian fashion models from the mid-1700's!"), you may need to broaden the concept somewhat (ex., "Scandinavian fashion models").

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So... "How broad should my concept be?" The single best recommendation...

"As narrow as possible, yet...  
... still with lots of profit potential!"

Yes, I do want to have my cake and eat it, too. ;-)

Seriously, every success story starts small, then builds. And if you're like most people, you don't have the time to flesh out a huge concept all at once. And it will actually hurt you at the engines if your concept is too broad.

Better to start narrow, but with enough profit potential (as determined by considering the above 10 factors) and THEN grow the concept.

Let's use our earlier examples to illustrate how to finalize a narrow Site Concept. We'll also develop your domain name at the same time, since the two go hand-in-hand.

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#### EXAMPLE 1 Pricing

"Pricing" is a nice, tight concept. You can use your SUPPLY and DEMAND windows to brainstorm many HIGH-PROFITABILITY keywords that are directly related to pricing. And, as we saw, you can also BREAKOUT into other areas too... areas that would be of interest to serious business people (ex., "fulfillment" or "copywriting" or "product development").

Here's the problem, though... if you developed many Keyword-Focused Content Pages about fulfillment within your pricing site, you'd dilute that site's Search Engine effectiveness for pricing issues. So "concept-level" keywords like "fulfillment" really deserve their own sites.

The more you keep your theme "pure," the better you will do. \*AND\*... A site dedicated to pricing is also much more credible to your readers, too!

We saw before that business people who are interested in fulfillment will also be interested in pricing. Well, the reverse is true, also. So your pricing pages can also refer people to a good fulfillment company... not to mention a company with a good solution for customer support!

Since "pricing" is wide enough to be profitable and narrow enough to be winnable, make "pricing" your Concept Keyword for your new Theme-Based Content Site.

Now let's develop your Concept Keyword into a "Valuable PRE-selling Proposition" ("VPP"). What's a VPP? It's the affiliate equivalent of a merchant's "Unique Selling Proposition." A merchant sells goods or services. An affiliate PRE-sells by offering high-value information.

Your VPP answers, in VERY few words and hopefully with just a touch of character, THE two critical questions about your Site Concept...

1) \*WHAT\* SPECIFIC and HIGH-VALUE information does your site deliver?

2) \*WHAT\* is your unique positioning for this delivery (i.e., what is your angle of approach)?

A good VPP transmits these answers loud and clear to your visitor. Why does this need to be stated in "VERY few words"? One BIG reason...

K-I-S-S -- When a reader hits your site, she must be easily/immediately able to understand what your site is all about. And the single best way to do that?...

Include your VPP in your domain name! Yes, your VPP should BE your domain name!

There's no room for "cleverness" or subtlety here. Leave that to the money-losing dotcoms. Including your Concept Keyword in your VPP and add a "marketing angle/theme" to it. That way, your concept is clear to your visitor, and your Concept Keyword is clear to the Search Engines (the engines will rank your site a touch higher for your Concept Keyword if it is included in your domain name).  
Now let's look at a few possibilities for our first Concept Keyword example, "pricing"...

> i) pricingadvisor.com, or THEpricingadvisor.com

VPP = "pricing advisor." It says that you are delivering pricing information (your Concept Keyword must, of course, be included in your domain). And the "advisor" part establishes you as THE expert -- it tells your visitor that you'll be delivering some great pricing advice!

> ii) pricing-on-the-net.com

VPP = "pricing on the Net." Again, it's clear that you are delivering pricing info. The "on the Net" part says that you are specializing in pricing info specifically on the Internet. Since there is not much info about pricing on the Net and since your potential visitor is certainly there looking for Net-specific info, this is a good approach.

Same idea for "netpricing.com" and "cyberpricing.com."

-----SIDEBAR-----

When do you use dashes in your domain name? If both versions of a 3-or-more-word domain are available, I like using the dashes because they make the word breaks more obvious to the eye. Also, the engines usually treat dashes as a space. So it may be more likely to "see" the entire string as separate words.

Others feel, however, that the engines don't seem to care one way or the other. So use dashes if it helps readability. For example, which is easier to read?...

pricing-on-the-net.com or... pricingonthenet.com

Generally, do not use dashes if your domain name has only two words in it. See how "netpricing.com" and "cyberpricing.com" don't really need the help of a dash?

Do use dashes (even if the domain only has two words) if the non-dash version is already being used by someone else. But be sure that you are not violating anyone's trademark (details re trademark searching are coming).

NOTE: Since your affiliate business is 99%+ online, the offline issues of dealing with dashes are not so important (i.e., telling people how to spell it, people forgetting to put the dash after reading your print ad, etc.).

Here's the bottom line... domain names are so cheap that it's a good idea to take both versions (with and without the dash), just to make sure that a competitor does not take names that could be confused with yours. You can always make one domain point to the main one.

-----SIDEBAR-----

> iii) perfectpricing.com

VPP = "perfect pricing." Again, it's clear that you are delivering pricing info. This time, though, the VPP implies that you show people how to price OPTIMALLY -- also something that people would definitely want!

Bottom line? Same Concept Keyword. But three different VPPs that outline three different Site Concepts.

Which of the above approaches is best? Ahhh... my work is done. You know your prospective visitor best. Which approach do \*YOU\* think works best?

-----

Before we go through the next two examples, here's how to brainstorm and register your domain...

-----SIDEBAR-----

A good domain name is...

- o short and sharp
- o meaningful -- conveys a clear message
- o easy to spell
- o easy to remember
- o unique, descriptive, and "you"
- o solid, classic, NOT hokey

In general, if you follow the above guideline for creating your VPP, you won't need much help coming up with a great domain name. But if you really want to make sure that you've left no cyber-stone unturned, try these sites...

Good brainstormers...

<http://www.NameBoy.com/>

<http://creator.homepagenames.com/>

<http://www.domainsurfer.com/>

<http://www.bestnames.net/cgi-bin/search.cgi>

<https://secure.kudosnet.com/domain/k2/r.dmc/>

<http://www.networksolutions.com/purchasing/nameGen.jhtml>

<http://www.e-gineer.com/domainator/>

<http://www.startstorm.com/>

NOTE: Don't register your domain at any of these services until you've seen your "VERY BEST BET" below.

--

And here's a site that searches domains that have recently

<http://www.whois.net/searchD.cgi2>

--

If you already have an idea for a great name and just want to check to see if it's been taken...

<http://www.betterwhois.com/>

--

Got a great, and available, name? Super! Now use one of these sites to check trademarks...

<http://www.marksonline.com/>

<http://www.nameprotect.com/cgi-bin/FREESearch/search.cgi>

<http://wsj.nameprotect.com>

<http://trademarks.uspto.gov/access/search-mark.html>

Other countries...

UK

<http://www.patent.gov.uk/dbservices/tm.html>

Canada

[http://strategis.ic.gc.ca/cgi-bin/sc\\_consue/trade-marks/search\\_e.pl](http://strategis.ic.gc.ca/cgi-bin/sc_consue/trade-marks/search_e.pl)

Australia

[http://www.ipaustralia.gov.au/trademarks/T\\_srch.htm](http://www.ipaustralia.gov.au/trademarks/T_srch.htm)

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NOTE: It's *\*NOT\** necessary to trademark your domain. But *\*DO\** make sure that you don't violate someone else's mark before you register your domain. It would be a shame to build up a great business, and then have someone who owned a trademark (before you registered your domain) force you to take it down.

--

Just before you register, think about "expandability" and "brand." Generally, you should start narrow-niche and then expand when all goes well. And, as said earlier, when the time does come to grow beyond "pricing," you should *\*NOT\** add "fulfillment" or "customer support" to your "pricing" site. You'll dilute its Search Engine effectiveness, not to mention cloud the message to your visitors.

So give some thought to expansion NOW. Suppose that you decide upon "THEpricingadvisor.com." Why not register "THEfulfillmentadvisor.com" and "THESupportadvisor.com," etc., now. Eventually, you'll link them together through a master site called "THEmarketingadvisor.com."

Registering domains is cheap. Why not lock them all in right now? That way, your expansion path won't have potholes when the time comes for you to grow.

--

Next... registration.



To register your domain name, you need the services of a registrar. There are zillions of them. If you are using one that makes you happy, stick with it. Otherwise, check out...

Site that evaluates registrars...  
<http://www.domainnamebuyersguide.com/>

A comprehensive list of registrars...  
<http://www.icann.org/registrars/accredited-list.html>

By the way...

Site Build It! automatically takes care of registration for you. The cost is included in the annual fee. So your VERY BEST BET is simply to let us take care of it at the time you start "building income through content" with Site Build It!. For more information about Site Build It!...

<http://breakthrough.sitesell.com/buildit/>

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Now let's look at a few possibilities for our second Concept Keyword example, "Botticelli". Remember, you were a huge Botticelli fan. Only one problem...

Now, you find yourself in a bit of a bind. Now that you've done DAYS 3 and 4, you can't find enough PROFIT POTENTIAL (HIGH-PROFIT KEYWORDS and related POTENTIAL PARTNERS) to make a pure "Botticelli site" sufficiently profitable.

What to do? You have three options...

OPTION 1) Expand the concept -- make it more general. But remember... you don't have to START HUGE. Build it over time.

OPTION 2) LOOP back to this point and try the next concept on your DAY 2 "short list" of Site Concepts.

OPTION 3) Recognize that you're "in it" more for the passion than the money. Botticelli rules!

OPTIONS 2 and 3 are pretty clear. Let's examine OPTION 1 a bit...

Use the BREAKOUT window to expand your Site Concept, or even to find a new, better direction. Or the "expansion route" may seem perfectly obvious to you, even without doing the BREAKOUT brainstorming.

For example, remember this progressively wider concept?...

Do you stop at Botticelli?...

<http://www.artchive.com/artchive/B/botticelli.html>

Or do you grow your idea to include all Renaissance artists?...

<http://www.artchive.com/artchive/R/renaissance.html>

Or do you grow your idea to include all artists?...

<http://www.artchive.com/artchive/ftp.html>

Or do you grow it into a comprehensive art portal?...

<http://artchive.com/>

Which level should be your starting Site Concept?

Keep doing DAYS 2 and 3 on progressively broader concepts until you find enough profit potential to proceed. How broad should you go? Remember the single best recommendation...

"As narrow as possible, yet...

... still with lots of profit potential!"

In other words, work your way up from Botticelli, to Renaissance art, to all artists, to "everything art." Stop as soon as you find a level that has solid profit potential. Keep your niche as narrow as possible, so that you can build a site "to fill that glass," yet still make good profits.

Nowadays, I would not start artchive.com as a global art mini-portal. First of all, I'd go nuts trying to fill this wonderful site with so much info. And it would look rather amateurish with just a little content.

More importantly, though, is that each section would dilute the other. For example, since Search Engines will increasingly evaluate the overall theme of an entire site, my renaissance art section will dilute my ancient art section (etc., etc.). And anyone who puts up a site which focuses purely on the theme of ancient art will have an edge over that section of my "mega-site."

So here's what I would do. As I broaden the concept, I find that I have solid profit potential for the Site Concept of "Renaissance Art" and other Concept Keywords at this level (ex., ancient art, cubism, impressionism, etc.).

So I register renaissance-artchive, ancient-artchive.com, cubism-artchive.com, impressionism-artchive.com, etc., etc. And I also register artchive.com and artchives.com. (I add the dash in the longer names for easy reading, and I take artchives.com to protect myself from low-lives who want to take advantage of my success -- yes, I'll succeed!).

Once I establish renaissance-artchive, and then ancient-artchive.com, and then cubism-artchive.com, I'll launch my MASTER home page, artchive.com to tie it all together as "the place to come for all things art." This home page will contain a global "what's in it for you" message and then provide links to all my other domains that are already up and running and successful.

One more domain -- I'll register store-artchive.com. Once I establish artchive.com the way that Mark Harden (the REAL owner of artchive.com) has done, I'd be nuts not to think about adding an entire "museum store." This could either be an affiliate-based store where I'd "sell" the products of my merchant-partners (including a bust of Boticelli!). Or it could be a true online store. Or both.

#### -----SIDEBAR-----

If you already have an online store, building a Theme-Based Content Site is THE single best way to drive traffic to it. In other words... BECOME YOUR OWN AFFILIATE!

If you don't have a store NOW, keep this in mind...

It can be an excellent way to increase the PROFITABILITY of your Theme-Based Content Site. In other words, start by marrying the content of your Keyword-Focused Content Pages

to well-chosen affiliate programs. Build your initial income through well-chosen affiliate programs. Then...

As you grow, add an online store for extra PROFITABILITY! What should you sell in an online store? Three ideas...

1) Products from other merchants, via affiliate programs. Some affiliate sites are very creative in making it look like a real online store. For example...

<http://www.Shoesonthenet.com/>

<http://www.fashionmall.com/>

<http://www.riversville.com/>

Others are more straightforward...

<http://www.fashionwindows.com/giftshop/default.asp>

2) Products that you source from suppliers -- build a conventional online store that receives traffic from your content site! People who start their stores first simply DIE from a lack of traffic. Not you. More on this in a future course!

3) Your own products, especially digital ones like e-books or software -- You don't have to worry about physical inventory and fulfillment is so easy. Writing an e-book about your area of expertise establishes you as THE expert \*AND\* adds ANOTHER income stream. For more information about creating and selling info products, please see...

<http://breakthrough.sitesell.com/myks/>

Speaking of additional income streams...

--

Once your Theme-Based Content Site has built enough traffic, ADD EVEN MORE income through banner advertising. While I'm

not a great believer in the value of banners \*FOR THE ADVERTISER\*, there are certainly thousands of companies willing and able to pay for banner advertising. So don't be shy about taking their money. :-)

It's really only appropriate, though, AFTER you start to build substantial income. So continue to keep notes about potential advertisers in the POSSIBLE PARTNERS section of your MASTER KEYWORD LIST -- store this income-generating stream for later...

For excellent info about ad selling strategies, read these three articles...

<http://www.wilsonweb.com/wmta/adrev-8steps.htm>

<http://gt.clickz.com/cgi-bin/gt/cz/cz.html?article=850>

<http://gt.clickz.com/cgi-bin/gt/cz/cz.html?article=1101>

You can either "sell and serve" ads yourself, or you can do it through a network (less hassle but share the income)...

Serving your own ads...

<http://www.wilsonweb.com/wmta/adrev-serving.htm>

Serving through networks...

<http://www.wilsonweb.com/wmta/adrev-networks.htm>

List of ad networks

[http://www.adbility.com/WPAG/ba\\_network.htm](http://www.adbility.com/WPAG/ba_network.htm)

List of pay-per-click ad networks...

[http://www.adbility.com/WPAG/show.asp?cat\\_id=170](http://www.adbility.com/WPAG/show.asp?cat_id=170)

As you do DAYS 3 and 4, you'll find many merchants who do NOT have affiliate programs. They are potential buyers of your advertising! :-)

It ALL starts, first, by establishing yourself through your Theme-Based Content Site. :-)

>\*\*\*SPECIAL NOTE\*\*\*...

Use Site Build It! to build your site. It will be a snap to set up your own pay-per-click advertising business. Pay-per-click will be easier for you to sell, and in my opinion is a much fairer model for advertising.

Site Build It! gives you full click-through data on all links. So you'll be able to bill your clients appropriately -- professional-level tools at no extra cost!

No html knowledge is necessary, nor are ftp, META tags, or any other tech knowledge. Site Build It! lets you focus on what's important... building income through content.

For more information about Site Build It!...

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

OK, back to artchive.com....

Just before we move on to our last example ("fashion"), let's review our artchive.com domains to make sure that they meet our VPP (Valuable PRE-selling Proposition) needs...

-----  
Your VPP answers, in VERY few words and hopefully with a touch of character, THE two critical questions about your Site Concept...

1) \*WHAT\* SPECIFIC and HIGH-VALUE information does your site deliver?

2) \*WHAT\* is your unique positioning for this delivery (i.e., what is your angle of approach)?

A good VPP transmits these answers loud and clear to your visitor. Why does this need to be stated in "VERY few words"? One BIG reason...

K-I-S-S -- When a reader hits your site, she must be easily/immediately able to understand what your site is all about. And the single best way to do that?...

Include your VPP in your domain name! Yes, your VPP should BE your domain name!

-----  
"Artchive.com" is a smart, but not TOO CLEVER (i.e., so subtle that many visitors would miss the point), play on words that tells the visitor immediately, and with character, that it is a place to come for all things art. It contains your Site Concept word, "art." And each of your "lower level" domains does, too (ex., renaissance-artchive contains the "renaissance art" keyword.)

Bottom line? What started with Botticelli now has a clear do-able step-at-a-time plan to become an art mini-portal. And you start at a level that you know will be profitable.

Best of all worlds.

----

On to our final example, "fashion"...

With "pricing," we found ourselves at just about the right profit potential level. So it was NOT necessary to grow the concept.

With "Botticelli," we did need to WIDEN the concept to capture more profit potential. With "fashion," we'll need to do the opposite -- NARROW it down to a "do-able" yet profitable level.

Heck, "fashion" is just too broad...

- o You won't be able to develop the unique positioning required by a good "Valuable PRE-selling Proposition" ("VPP").

- o It will take forever to fill a general fashion site with enough content so it does not look bare.

o Winning the Search Engine wars for a General Keyword like "fashion" will be extremely difficult. And even if you do win it for your home page, people searching for "fashion" are so non-specific, looking with so many possible different topics, that your site is unlikely to meet their needs.

And that's why...

THE ONLY STRATEGY on this over-congested Net is to target a specific niche with a specific Site Concept and a strong VPP that tells people quickly what SPECIFIC and HIGH-VALUE information you are delivering.

So...

When you start with a wide-open concept like "fashion," you have two basic choices...

1) Narrow down to a "fashion"-containing Site Concept that excites you... something about "fashion design" or "fashion model" or "fashion designer."

2) Change course somewhat, based on your BREAKOUT research in Window 3.

(In fact, while you'll start with one or the other, you will quickly end up using BOTH choices, as we'll see now...)

Let's cover each quickly, from a VPP point of view...

-----

OPTION 1) Narrow down -- Remember some of our HIGH-PROFITABILITY "fashion"-containing keywords?...

- o fashion magazine
- o fashion model
- o fashion designer
- o fashion design

Let's focus on the what excites you... designing and publishing. You decide to publish an online magazine about fashion design and designers...



fashion-designers-magazine.com

The domain contains your VPP. It says exactly what your site delivers, and that you'll be delivering it through the format of an online magazine/Web site.

No, the name is \*NOT\* particularly clever. Using words like Herald or Express \*WOULD\* sound and look much slicker (ex., "FashionDesignExpress.com). But using "magazine" gives you a better edge with the Search Engines, for two reasons...

1) There's a slight advantage to having your keyword within the domain name. But more importantly...

2) You'll be using your name over and over in your copy. No one searches for "FashionDesignExpress." But lots of people search for "fashion magazine." And, since few people use quotes when they search, the "fashion" and the "magazine" do not have to be together. So this gives you "findability" for "fashion magazine" and "fashion designers" and even "designers magazine."

Add a byline like...

"The Fashion Design Magazine...  
... By, About, and For Fashion Designers"

Include this on every page, under your logo.

Your magazine format gives you the flexibility to cover a wide range of topics related to fashion design and designers. Use the BREAKOUT techniques described in DAY 3 to generate more and more topics related to fashion design and designers (jewelry topics, famous designer bios, etc., etc.).

You're off and running with a great concept like this. Just one more thought...

Let's say that fashion-designers-magazine.com SUCCEEDS really well... Hey, it should! You're doing everything right. But...

It will be too late to register related domains later. Do it now, with an eye to expanding your concept in a few months or so (as discussed above for artchive.com)...

- o fashion-models-magazine.com
- o fashion-products-magazine.com (your future store')
- o factory-outlet-stores-magazine.com (see below)
- o And, of course, tie it up all together with a MASTER domain, fashion-magazine.com or THEfashion-magazine.com. This MASTER site will be launched once your other sites are all up and running, much the same way that you did for archive.com above.

----SIDEBAR-----

Do you see the difference from these vague, more general, wide-concept, standalone "fashion" approaches'...

- o "world-wide-fashion-web.com"
- o "fashion-express.com"
- o "best-fashion-products-on-the-Net.com"

They are all too generic and fail to capture a useful niche-keyword in the VPP (i.e., in the domain name).

----SIDEBAR-----

Let's discuss your second option when dealing with a wide-open General Keyword like "fashion"...

-----

OPTION 2) Change course -- Earlier, we used the JimTools' Keyword Research Tool to find other "fashion-related" words like "factory outlet stores," which was searched for 3,851 times. Well, check it out at AltaVista -- you'll find that it has only 1,820 competitors! Hey, that's a far better DEMAND-SUPPLY ratio (searches compared to competitors) than "fashion design."

-----SIDEBAR-----

The "Site Build It! Manager" tool uses a complex calculation that is beyond simple SUPPLY-DEMAND ratios and which does a much better job of showing each word's exact PROFITABILITY. It shows "factory outlet stores" to have far greater PROFITABILITY than any other keyword that we have looked at!

The Site Build It! Manager is free with your purchase of Site Build It!. :-)

For more information about Site Build It!...

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

Research like this may even point you towards changing your concept AWAY from the "concept-level" keyword of "fashion," perhaps aiming more TOWARD "discount" and "outlets" -- run these two keywords through the GoTo Suggestion Tool, and then see how many competitors those words have. Your best Concept Keyword may actually be, surprise!...

discount outlets

or

factory outlet stores (that's where we got that domain, "factory-outlet-stores-magazine.com," above).

Of course, you also have to consider...

- o whether this different direction excites you as much

and

- o the nature of the kind of customer who will search for your keywords. Make sure that you aren't marketing to a personality type that is hard to convert, no matter what you do... ex., the "freebie-seeking tire-kicker" or the "marketing-phobic tech-type."

You want to attract a personality that is open-to-buy. In other words, you want people who will buy something after reading your content and clicking to your merchants.

--

With this in mind, think about this possible new direction...

People searching for outlet malls are certainly doing so for a reason... to save by BUYING! And you find lots of good

online malls and other merchants that fit with your Site Concept. And you can still marry your concept of fashion to "factory outlet stores" like this...

WORLDBEST-FashionFactory-outlet-stores.com

Geez, if this goes as big as you think it could, you could expand this concept, too! So you also register...

- o WORLDBEST-SportsFactory-outlet-stores.com
- o WORLDBEST-ElectronicFactory-outlet-stores.com
- o WORLDBEST-FurnitureFactory-outlet-stores.com
- o WORLDBEST-MusicFactory-outlet-stores.com
- o WORLDBEST-WhateverElseExistsFactory-outlet-stores.com ;-)

And you'll register a strong MASTER domain to tie all your successful niche sites up into one big mini-portal. So what if that's a year or two down the road'...

- o WORLDBEST-Factory-outlet-stores.com

VPP = "world's best factory outlet stores" It "says" that you have done all the research for your cost-conscious reader and will be delivering ONLY the cream.

And think of all the creamy topics!... Articles on shoes, fur, dresses, etc., etc... leading to great outlet links (and other affiliate links, of course).

Then you do the same for basketball, football, golf, etc., etc. My goodness! You've found a motherlode.

Bye-bye fashion magazine. Hello world of discount malls!

----

Here's the whole point of DAY 5...

Take your time on the domain name and the concept -- the choice you make here will literally make or break your results (remember what Danny De Vito said in "The Renaissance Man"...

"The choices we make dictate the lives we lead."

Pick something you know and love...

... \*AND\* that has excellent PROFITABILITY!

If I had to summarize the ENTIRE Affiliate Masters Course into just two lines, it would be the two you just read...

-----  
Pick something you know and love...

... \*AND\* that has excellent PROFITABILITY!  
-----

One without the other is much less likely to succeed.

Yes, you can win by doing something you don't enjoy doing. But it's a heck of a lot harder.

And sure... you COULD just say "to hang with what people will pay for," I want to do what turns me... and that would be OK. You might even "luck into" a winner of a concept. But it WOULD be luck. On the other hand, if your payoff is the sheer enjoyment of doing a hobby, that's great, too.

-----SIDEBAR-----

One of the most clear-headed thinkers, and biggest winners, and one of my favorite writers on the Net, is John Audette. John calls this... "Niche with Passion." It's one of his "Sweet 16 Principles for Building a Successful Internet Business"...

<http://www.audette-media.com/tools/principle05.html>

When in doubt... err on the side of passion. :-)

-----SIDEBAR-----

It takes a cold-hearted business person to make money at something that she does not particularly like. Few of us qualify. Of course, if you DO, don't hesitate to go where the PROFITABILITY seems to be, first and foremost! :-)

But, for most folks...

Pick something you know and love...

... \*AND\* that has excellent PROFITABILITY!

A simple but powerful ending to DAY 5. :-)

-----

Before proceeding to DAY 6, please complete your DAY 5 Goal-of-the-DAY, and take note of your Ongoing Goal...

-----

Goal-of-the-DAY... Narrow or broaden your Site Concept until it is, to quote Goldilocks, "just right." Not too narrow... not too broad. Before you register your domain, consider Site Build It!...

<http://breakthrough.sitesell.com/buildit/>

It turns this course into child's play. :-)

Ongoing Goal... Now that you have found your perfect, "just right" Site Concept, consider the bigger picture. When you "finish" this, your first site, will you broaden the concept until you have your own mini-portal? Or will you start a second, unrelated site?

-----

-----

All the necessary prep work for your affiliate business is finished. You finalized and registered your domain. The foundation is now secure.

Tomorrow we build on it. Get a good night's sleep.

See you soon.

-Ken

~~~~~  
The Affiliate Masters series is sent only to those people who have specifically requested it. It is composed of five daily e-mail courses. Want to join the exclusive club of high-earning affiliate champions? Follow the strategies outlined in The Masters series. Really... JUST DO IT!  
~~~~~

Allan Gardyne (yes, of associateprograms.com fame) has said that "if you join only one program, make it the 5 Pillar Program" and he has called it "the perfect revenue sharing program." Ralph Wilson (wilsonweb.com) says that "Ken Evoy has taken affiliate programs to the next level." And the Five Pillar Program was chosen by AffiliatesDirectory.com as "The Best Program of 1999."

For more information...

<http://www.sitesell.com/affiliateprogram.html>

~~~~~  
**HOW TO UNSUBSCRIBE**

You are receiving the Affiliate Masters Course only because you requested it, or someone used your computer to request it. If you do NOT wish to receive the rest of this course...

To unsubscribe, send a blank e-mail to...  
<<UNSUBSCRIBE\_ADDRESS>>

NOTE: You must send it from the same e-mail address that receives this 5-day course.

~~~~~  
Contact info: E-mail us at [support@sitesell.com](mailto:support@sitesell.com)  
~~~~~

Written by Ken Evoy, M.D.  
President, SiteSell.com  
(c) copyright 2000, 2001 SiteSell.com Inc.

~~~~~  
"Site Build It!" TM SiteSell.com Inc.  
~~~~~

\* \* \*

**Message #4**

Delivery: Day 4

~~~~~  
The Affiliate Masters... an intensive 5-day e-mail  
course on becoming a high-earning affiliate champion.  
How' By building income through content.  
~~~~~

If you have a friend who would benefit from taking this  
course, please pass this on. Or tell that person to  
receive the 5-day course by sending a blank e-mail to...

<<MAILTOADDRESS>>

~~~~~  
I guarantee that you'll refer to this course over and over  
again as you build (or rebuild) your affiliate business.  
Print each e-mail out, pour yourself a beverage of choice,  
bring along a pen to jot down some ideas, and take it all to  
your favorite sofa. Learning a serious subject is so much  
more successful when you're comfortable.  
~~~~~

When you print out this e-mail, keep it in a 3-ring binder.  
Here's a super little printing utility that will allow you  
to print 2 or 4 pages to a single 8.5" x 11" piece of paper.  
It saves you paper, space, and money...

<http://www.fineprint.com/>

~~~~~  
~~~~~  
<<TODAY>>

Affiliate Masters 404

Hi Ho! Hi Ho!

It's Off To Work We Go...

by Ken Evoy, M.D.  
President, SiteSell.com

-----



Yes, finally!... We're ready to start building!

Just to be sure, though, get out your syllabus again and double-check our progress. We want to do this right... the first time.

#### Affiliate Masters 101

- o Business Basics
  - o Income and Expenses
  - o Traffic, Click Throughs, and Conversion Rates
- o PRE-selling... why
- o PRE-selling and your visitor's MINDSET
- o PRE-selling... how

#### Affiliate Masters 202

- o Brainstorming concepts for your site
- o Picking the concept with the most profit potential
- o Developing HIGH-PROFITABILITY topics for your site
  - o DEMAND, SUPPLY and BREAKOUT tools, and the MASTER KEYWORD LIST
  - o The CUSTOMER END vs. the KEYWORD END
  - o How to pick the HIGHEST-PROFITABILITY topics
  - o Analyzing (and using!) the competition

#### Affiliate Masters 303

- o Finding affiliate programs for your concept
- o How to reduce risk by diversifying
- o Picking the best, safest programs
- o Refining your concept to just the right scope...
- o The "Valuable PRE-selling Proposition"
- o Creating and Protecting the PERFECT domain name
- o Preparing for your own mini-vertical-portal

Impressive work! You truly do have a rock-solid foundation to build upon. So let the construction begin!

-----  
-----

DAY 6 -- Build a Site that Gets the CLICK!

Rome.com was NOT built in a day!

-----  
-----  
Goal-of-the-DAY... Build a home page, and  
one TIER 2 Keyword-Focused Content Page.

Ongoing Goal... Create one Keyword-Focused  
Content Page per day. Start with the TIER  
2 pages. Then keep adding TIER 3 pages, 1  
per day. Create 50-70 maximum. Then start  
a new Theme-Based Content Site.

(If your time is limited, reduce the goal  
to a page every 2 or 3 days. Even then,  
you'll have a traffic-building, income-  
earning site in three months. Consistency  
and discipline are the keys, not speed. It's  
OK to be the tortoise, as long as you stay  
the course... THIS course, that is. :-) )

Whether you know HTML or NOT, it's just  
not necessary to fiddle around with coding,  
FTP'ing, etc. Focus on creating content  
that OVER delivers to both your readers and  
the spiders by using Site Build It!'s  
through-the-browser site-building tools...

<http://breakthrough.sitesell.com/buildit/>

-----  
-----  
Showtime!

Like any great show, whether it's baseball, or the theatre,  
or the Olympics... success is all about preparation. And  
boy, have you prepared!

And all that preparation has convinced you that your show  
should be...

> [WORLDSBEST-FashionFactory-outlet-stores.com](http://WORLDSBEST-FashionFactory-outlet-stores.com)

Yes! What started out as "fashion" has turned into a site  
about fashion factory outlet stores. After all, you  
yourself LOVE buying clothes and shoes at a great price...  
oh the thrill of stopping by a new freeway-side outlet mall

and finding beautiful, cheap buys at a Tommy Hilfiger outlet.

----SIDEBAR-----

While you LOVE the idea, money talked, too. Site Build It! Manager calculated a terrific PROFITABILITY for it. And the cost for bidding on these sites was ridiculously low. Your methodical research has uncovered a HIGH-POTENTIAL business!

----SIDEBAR-----

Now it's time to build income through content... i.e., to build a site that gets the CLICK!

Since I'm still in "2-line-summary mode," let's boil down the essence of "building income through content"...

-----  
Deliver VALUABLE content to your readers...

... \*AND\* tasty content to your spiders.  
-----

Your site must be a WIN-WIN-WIN-WIN proposition for four parties...

- 1) YOUR VISITOR
- 2) the Search Engines
- 3) your merchants, and...
- 4) ...YOU!

Let's look at each WIN...

1) YOUR VISITOR must get what she is looking for -- outstanding information. OVER deliver with original, HIGH-VALUE info. If you don't do this, she simply clicks the BACK button to the Search Engine and says... "Next!"

2) The Search Engines are in business. Their product is the quality of their search results. Help them make their product better, and they'll love you. How'

Search Engines use computer programs called spiders to go out and bring your site back to its home (i.e., the Search Engine's database). Then when someone looks up, say,

"factory outlet stores," another program decides whether your site, or another, is more relevant.

You must HONESTLY convince each Search Engine that you are the most relevant (at least in the Top 20, preferably in the Top 10) for the KEYWORDS that you target. If you TRICK the engine, your success won't last long, and when it discovers the trick, it will ban you. Why? Because tricks hurt the Search Engine's product rather than help.

Help the searcher, your potential visitor and your merchant's potential customer, solve her problem or her quest. Satisfy the whole reason WHY she is doing the search. If you do this, you ADD VALUE to the Search Engine's product.

#### -----SIDEBAR-----

If you do this properly, you never have to worry about the Search Engines, because they and you become partners in an effort to deliver QUALITY content to searchers...

- o No tricks in comment tags or invisible links or anything else that is not natural for a true content site.

- o No hoping that the SEs don't change their attitude towards your "tactics."

- o No worrying about just the right number of times to repeat a keyword in the META Keyword tag.

- o No time-wasting, constantly "staying on the cutting edge" ahead of the engines

- o No 8 versions of the same site, one for each major engine. Focus on creating one "best fit" site that scores well with most of the engines for most of your words most of the time. Then spend your time creating another site. No games.

- o No off-target keywords to suck in untargeted customers. ("Hey, this site's not about Monica Lewinsky! What gives")

- o No fretting about whether competitors will complain about your tricky methods.

- o No multiple domains, hidden inter-linking, etc. -- since every page is for the customer first and foremost, and since

you are simply writing to ALSO satisfy the Search Engine, none of this is necessary.

There's simply nothing to worry about. Sleep well and enjoy solid, stable results by doing it ALL right the first time.

-----SIDEBAR-----

OK, on to the third WIN of WIN-WIN-WIN-WIN...

3) Your MERCHANTS want sales. As we have seen, the best way to deliver that is through outstanding content that gains your visitor's confidence, then using "in-context" TEXT links to refer/recommend/direct those visitors to places that you believe will deliver great value.

4) YOU must WIN, too, of course. How'

Ah, that's the easiest part. If you get the first three WINS right, you WILL succeed. Think about it...

OVER delivery to your visitor ensures repeat visits, confidence and ongoing sales. The Search Engines will never ban you. And, as you become a SUPER-affiliate, your merchants will pay you more and more, perhaps even giving you special bonuses and deals!

--

I call the road to \*YOUR\* WIN...

>"FIND-CLICK-CLICK-CLICK-kaCHING"

Why' Because here's what has to happen for you to WIN...

- o FIND

Your POTENTIAL visitor must FIND you in the Top 10 (no worse than top 20) of the search results for your keyword. If your potential customer does not find you on the first or second page of the Search Engine's search for your keyword, well, you simply don't exist for that word.

Game over.

- o CLICK

Your POTENTIAL must read the Title and Description that the engine uses in the search results, \*AND\* must find

it sufficiently compelling to CLICK to your site. If your Title and Description are boring or tacky, your POTENTIAL visitor will probably not click to your KFCP (Keyword-Focused Content Page).

Game over.

o CLICK

Your VISITOR finds HIGH VALUE content, learns to trust you as someone honest who delivers, and so follows your recommendations... CLICK again! If your page delivers poor, LOW-VALUE info (or even worse, a SALES PITCH), you still get the CLICK... on the BACK BUTTON to the Search Engine's results page. "Who's next" :-)

Game over.

o CLICK-kaCHING

Finally, your VISITOR arrives at your merchant in a "feeling smart about myself" and open-to-buy mood, ready to CLICK that BUY button!

Did I just hear a cash register'... kaCHING! :-)

Ahhh... if you get the FIND-CLICK-CLICK right, that last CLICK-kaCHING is almost in the bag! :-)

FIND-CLICK-CLICK-CLICK-kaCHING...

To accomplish that, all you have to do is...

Get the first three WINS right. The fourth WIN, your WIN, must follow automatically. And all you have to do to nail down those first three WINS is...

-----  
Deliver VALUABLE content to your readers...

... \*AND\* tasty content to your spiders.  
-----

-----SIDEBAR-----

We're about to discuss building your site. I'll try to keep it as non-technical as possible. And I'll refer you to some outstanding techie sites below, for those of you who are so inclined.

Whether you are a tech-expert or a newbie, however, Site Build It! is a product that makes all the technical issues invisible to you. This lets you focus upon what's REALLY important -- getting your knowledge out of your brain and into your site. All you need to know is... what you KNOW!

Here is what you do \*NOT\* need to know...

- o no html required

- o no ftp or any knowledge of how Web hosting works -- this works purely through the browser!

- o no Search Engine skills -- Site Build It! will take you by the hand as you create SE-effective pages. You don't even need to know what a META tag is -- Site Build It! creates all these for you.

- o No techie stuff at all.

Site Build It! is all about building SE-attractive sites that simultaneously PRE-sell through great content. Use it to create a Theme-Focused Content Site that ranks highly with Search Engines (SEs), and that gets your visitors to click through to your affiliate programs. Its invisible-to-you technology delivers...

- o a powerful PRE-selling, "get the click" Themes-Based Content Site

- o an ethical, effective way to attract targeted customers to your site

- o satisfied visitors who find what they seek and who click to your merchants' sites

- o happy SEs who deliver what they promise... accurate searches. They score your site highly, and love doing so.

Since the site is all yours, you can build pages around a central theme (say factory outlet stores, or pricing, or fashion models, or Leprechauns, or whatever you know and love). So you'll rank highly at the engines.

Since it's a full site in every respect and not a free site

(engines score freebies NEGATIVELY for many reasons, even if you have your own domain), you will score much higher at the engines than with any free site.

Everything you read in all 5 days of this Affiliate Masters Course is included in Site Build It!. All you'll have to do is...

Build your site, following the online help if you ever need it. The online help takes you through every step of building a Theme-Based Content Site that will score well at the major Search Engines. And it goes well beyond that... helping you build traffic in other ways, too.

For more information...

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

Still ready to build? Let's start with the physical layout of your new site...

#### ----- The Structure of Your Site

Your Theme-Based Content Site is made of a home page that gives the "what's in it for me" about your site. It elaborates on the VPP ("Valuable PRE-selling Proposition") and delivers the major benefit statements (more on content-building in the next section).

Think of your site as a PYRAMID, with the home page CROWNING the pinnacle. Your home page should link to SEVEN other pages. These seven Keyword-Focused Content Pages will contain content that is about your MOST PROFITABLE KEYWORDS \*AND\* that fit with the whole Site Concept and VPP.

Review your MASTER KEYWORD LIST and select your seven best keywords (select on the basis of PROFITABILITY \*and\* FIT). You will link your home page to these seven, both within the body copy, as you outline what the site is all about, and from within a text or graphic navigation bar (navbar).



Your home page should not link to any of your merchant partners -- it's too early. Its job instead is to link to your HIGHEST-PROFITABILITY pages. It must GET THE CLICK to at least one of these seven pages. This is important for two reasons...

1) Your visitor hits a "money page" -- your HIGHEST-PROFITABILITY Keyword-Focused Content Pages weave "in-context" TEXT links to your merchant-partners while OVER delivering great content. This is how you make your income, so we want to lead your visitors to your HIGHEST POTENTIAL pages ASAP.

2) Your spider-buddy follows the links and indexes (i.e., brings back to the Search Engine's database) your most important pages first, and most reliably -- the deeper a spider has to go, the more likely it is that he misses and FAILS to bring YOUR bacon back to his database home. So we want to structure our site so that the HIGHEST PROFITABILITY pages have the best chance of being dragged back to all those spiders' homes.

We'll call your SEVEN HIGHEST-PROFITABILITY pages "TIER 2" pages, since they are on a second TIER below the home page. Each of these pages can themselves link to 5-10 pages ("TIER 3" pages).

-----SIDEBAR-----

You likely won't pick the absolute 7 HIGHEST POTENTIAL keywords. Some will be too close in meaning. Others may not easily lead to a TIER 3, as we'll see in a second. So you pick the 7 that make the most sense and help to form the strongest site overall.

-----SIDEBAR-----

TIER 3 pages should relate to the TIER 2 page that links to it. For example, let's say that "outlet malls" is one of the most PROFITABLE keywords that your research has found. What do you do'

Create a TIER 2 Page ("outlet-malls.html") called...

> "Top Factory Outlet Malls Where You Can Shop Via The Net"  
This page links to TIER 3 pages...

o a page that ranks the top shoe outlets that allow you to

shop via the Web

- o another that rates the top clothing outlets
- o also to the best fur discount malls, clothing outlets, Nike outlets, etc.

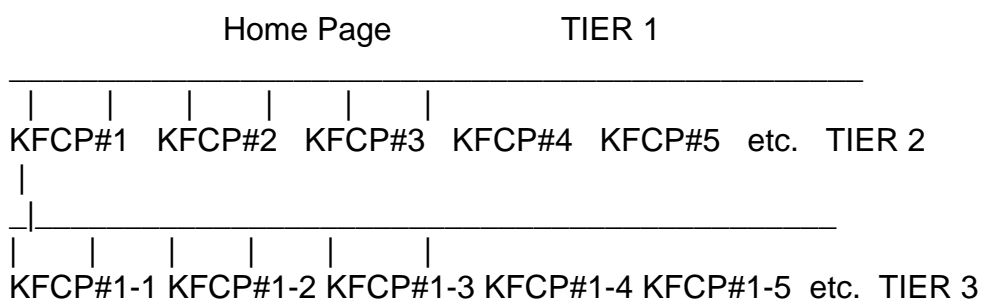
Here's a key point about TIER 3... your main keyword TIER 3 might be not so profitable. There is not much DEMAND for "fur discount malls." But that does not mean that your "best fur discount mall" page has to suffer. Find a stronger, more in DEMAND, related keyword. For example, I would focus on "fur coat" (use your DEMAND window to verify, of course). Offer great content about fur coats, and then lead into the best places to get great bargains on these expensive items.

The formula is the same... OVER deliver great content. Then get the click to your merchant partners.

FIND-CLICK-CLICK-CLICK-kaCHING!

--

So, your TIER 1 home page links to 7 TIER 2 pages (not more, because your navbar starts looking pretty congested). And your TIER 2 pages each link to 5-10 TIER 3 pages. Something like this...



(Hope the above diagram comes out OK -- it might look a bit skewed if your e-mail software is not using a monospaced font).

This clean, 3-TIER approach yields an easy, navigable site... for both your visitor and your spiders. Spiders always come in through the front door (as long as you submit

the home page to them... more on this tomorrow). From there, you've left them a nice trail to follow. So they can easily index the rest of your pages. Humans, however...

Humans may find any page, TIER 1, 2, or 3, via the engines. So each TIER 3 page should provide a link back to its related TIER 2. And the same for TIER 2 to TIER 1. Otherwise, keep internal linking only to what's really necessary and relevant. Remember, your REAL goal is for your visitor to CLICK to your merchants! :-)

After 3 TIERS and 50-70 pages, it gets tougher to get pages indexed. By this time, however, you should pretty much own this little niche. And your time will yield greater returns if you set up your NEXT niche site. For example...

> WORLDBEST-ElectronicFactory-outlet-stores.com :-)

-----SIDEBAR-----

Remember, each niche stands on its own...

- o WORLDBEST-SportsFactory-outlet-stores.com
- o WORLDBEST-ElectronicFactory-outlet-stores.com
- o WORLDBEST-FurnitureFactory-outlet-stores.com
- o WORLDBEST-MusicFactory-outlet-stores.com
- o WORLDBEST-WhateverElseExistsFactory-outlet-stores.com ;:-)

But once you have three niches established, there's one more TIER, above all the other ones. Let's call it TIER ZERO...

- o WORLDBEST-Factory-outlet-stores.com

This "SUPER HOME PAGE" links to all the other home pages and again, delivers the VPP and major benefits of your mini-portal.

By now, too, you are likely offering pay-per-click banner advertising and even linking to your own store. Yup, you've got a thriving business!

But that's a bit down the road... :-)

## -----SIDEBAR-----

As the spiders gather up your TIER 1, 2, and 3 pages, the computer programs that analyze them are getting smarter and smarter... and theme-focused. What does that mean to you'...

1) They'll analyze all your pages in their databases and decide upon the overall theme of your site. So none of your pages should be off-theme, or you'll confuse it. If you have a great idea for a HIGHLY PROFITABLE Keyword-Focused Content Page that is off-theme, save it for your NEXT niche.

2) Have you already created a bunch of "gateway pages" by simply duplicating one of your pages and then replacing one keyword with a different one? These "almost identical" gateways were successful through 1998 and 1999. But they are losing effectiveness rapidly and will soon be compressed out of existence by these smart programs that look across all the pages in your site... even across DIFFERENT sites! Time to make a change.

----

So much for the STRUCTURE of your site. Now let's fill that structure with CONTENT that accomplishes our critical two goals...

-----  
Deliver VALUABLE content to your readers...

... \*AND\* tasty content to your spiders.  
-----

## ----- The Content of Your Site

Let's start this section the same way as we did for "The Structure of Your Site"... with the home page...

Your Theme-Based Content Site is made of a home page that gives the "what's in it for me" about your site. It elaborates on the VPP ("Valuable PRE-selling Proposition") by expanding upon...

1) \*WHAT\* SPECIFIC and HIGH-VALUE information does your site

deliver'

2) \*WHAT\* is your unique positioning for this delivery (i.e., what is your angle of approach)'

It accomplishes this while focusing on your Concept Keyword. What do I mean? Well, like I said above, you have TWO audiences... your visitor and your spider.

Your home page delivers the above content to your visitor. The other pages of your site, your Keyword-Focused Content Pages, deliver content about HIGH-PROFITABILITY topics.

As you write each Web page, you focus upon using a single keyword slightly more than your high school English teacher taught you was "good English." This is the keyword that you want the Search Engines to rank highly. We'll call this word the "Specific Keyword" from now on.

-----SIDEBAR-----

Choose your "Specific Keywords" from the MASTER KEYWORD LIST of HIGH-PROFITABILITY keywords that you developed during DAY 3 (and continue to develop). Each of your Web pages will focus upon a Specific Keyword to do double duty...

- o as the PRE-selling topic for the page

and...

- o to rank highly with the engines.

The term "General Keywords" refers to more generic words that are ASSOCIATED with your Specific Keywords. You'll never win the Search Engine war for General Keywords by themselves -- you don't really want such non-specific traffic anyway.

But many people use "WORD COMBOS" to search. They'll enter a Specific Keyword and also a General one. For example, a searcher might enter...

"penny stocks and investing"

or

"+penny stocks +investing"

or

"penny stocks investing"

or

"investing penny stocks."

As I said, you'll never win at the engines for the General Keyword "investing" -- there is just too much competition. In any event, even if you win, the traffic is just too non-targeted to be interested in your specific niche.

But if you include the General Keyword "investing" in some of the major parts of your Web page (outlined below), you'll do well when searchers use WORD COMBOS. And these are excellent, highly targeted visitors!

So...

Blend some General Keywords with your Specific ones. You only need to include them once or twice -- you're not trying to win the war for General Keywords, just for the WORD COMBOS. So no need to use them nearly as many times as your Specific Keyword for that page.

This is definitely worth doing. Why? Let me repeat...

WORD COMBOS bring excellent, highly targeted visitors.  
-----SIDEBAR-----

OK, back to our home page. For your home page, the Specific Keyword is your Concept Keyword... "factory outlet stores" in our example.

Just before the SIDEBAR, I mentioned that your home page establishes your Valuable PRE-selling Proposition. In other words, it answers what SPECIFIC and HIGH-VALUE information you deliver, and it develops your unique positioning, your unique angle of approach. That does \*NOT\* mean that you should start like this...

"Welcome to WORLDBEST-FashionFactory-outlet-stores.com, your home for news and information about fashion outlets. I have spent a lot of time searching for information and will

be giving all the best of it right here."

No-o-o-o-o-o...

Keep it fun, bright, intriguing! Bring out the appropriate emotions for whatever your topic happens to be. For example...

-----  
"Ever been on the road, far from home, when  
what do you see'...

... a mall jammed with fashion outlet stores!

Clothes outlets by the dozens. Shoe discount stores. Tommy Hilfiger. Polo. Other big names, and some intriguing ones you've never seen before...

Nirvana, right' The pulse quickens in anticipation. The wallet tingles in fright!

Is that you' If so, welcome! You may be reading this at home, but you're on the road... a cyber-road to "Outlet Heaven."  
-----

Yes, you \*CAN\* write like that. Really, it's a snap since you have lived this stuff. First, just feel the emotions that YOU feel. What are they' How do you feel' When do you feel them' You KNOW this, right'

Now... put yourself into the skin of your reader. Put those emotions into your visitor.

The few intro paragraphs above establish your VPP while quickening the pulse of your reader. From here on in, you'll deliver the benefits of your site... you'll answer the "what's in it for me" question that every visitor asks when arriving at a site.

As you do this, you continue to work your Specific Keywords (and, to a lesser degree, your General Keywords) in everywhere and often... but not TOO often. Where, exactly'...

- 1) TITLE tag
- 2) META keyword tag
- 3) META description tag
- 4) H1 and other header tags
- 5) Body copy
- 6) Link tags
- 7) File name/domain name
- 8) Image ALT tag and name of image

Let's look at each quickly...

-----

#### 1) TITLE tag =

- > WORLD'S BEST Fashion Factory Outlet Stores,  
> The Cream of Cyber Discount Fashions
- o Must contain your Specific Keyword at least once, no more than twice, and with some kind of variation or synonym. Try to include your most important General Keyword, too.
- o Up to 70, even 80 characters. Get your most important message in, right at the beginning. If the engine cuts your title off at 60 characters in its listing, you've still fired your "big gun." Meanwhile, some engines will show up to 90 or so characters.
- o Remember, the title appears as the link in search engine listings. It must "get the click" -- so make sure it's attractive, without being misleading. Getting your Title right for both your reader and engine is the single most important thing you can do.

-----

#### 2) META keyword tag =

- > <META name="KEYWORDS" content="factory outlet stores">
- o Simple. The page is about "factory outlet stores." Don't dilute your META tag with a million synonyms.
- o You could add a few General Keywords that people might add when they search (ex., "discounts, shopping").



- o And consider adding a common synonym that has the a near-exact same meaning (ex., "outlet malls").
- o if you do put more than one keyword in this META tag (separated by commas), always put your most important one, the one that this page focuses upon, FIRST.  
Here's an example of an expanded META keyword tag...
- > <META name="KEYWORDS" content="factory outlet stores,  
> outlet malls, shopping, discounts, mall">

-----  
3) META description tag =

> <META name="DESCRIPTION" content="Ever been on the road,  
> far from home, when what do you see' A mall jammed with  
> fashion outlet stores! Nirvana, right' Welcome! Take  
> this cyber-offramp to "Outlet Heaven.">

- o The META description is the other half of what searchers see in the Search Engine's listings. So, like the Title tag, make sure it's attractive, without being misleading. A gentle, good-natured tease, like the above, will do well.
- o 150-200 characters. Some engines cut off the title listing at as little as 140 characters. So again, make sure you get your "#1 benefit statement" up front. Remember, a "benefit statement" does not have to be "in your face" -- read the META tag above.
- o Should contain your Specific Keyword at least once (try twice if it fits and see how it ranks). Include one or two of your most important General Keywords. Also, use common synonyms 2-3 times more (ex., "outlet" and "mall").

(Synonyms will work better and better as engines become more and more sophisticated. But your first priority is to place sufficient focus on your Specific Keyword.)

- o Remember, do not repeat the TITLE in this tag. The reader will just see the same phrase twice in the Search Engine's listing, once in the title and once in the description. That's wasting valuable "word real estate."

-----  
4) H1 and other header tags =

> Fashion Outlet Stores Nirvana

The headlines are more important than your regular body copy. That's true for both "human readers" and for the engines.

And remember this... some engines don't use the META description tag to form the second part of their listings (i.e., after the Title) in their search results. In those cases, they will usually use the first words on the page, which are...

- o Your H1 tag (first headline), and
- o The first words in the body copy after that.

Here are the key "musts" for your H1 tag...

- o Contains your Specific Keyword at least once.  
Try to include an important General Keyword, too (different from the one you used in your Title).
- o No longer than 80 characters, 40 is better. Long headlines feel rather "hypey."
- o Helps to "get the click" -- so make sure it's attractive, without being misleading
- o Does not contain your Title. Otherwise, if the engine uses your H1 tag, your listing and H1 tag will both say the same thing... needless repetition.

A good strategy. Take your META description tag and chop it into two pieces... part for the headline. And part for the opening paragraph of your body copy.

-----  
5) Body copy

We started the body copy at the beginning of this day (DAY 6). Let's see what our search result listing would look like for those engines that don't use the META description tag...

First... the Title appears as a link...

- > WORLD'S BEST Fashion Factory Outlet Stores,
- > The Cream of Cyber Discount Fashions

This is followed by the H1 tag and the beginning of the body copy...

- > Fashion Outlet Stores Nirvana Ever been on the road,
- > far from home, when what do you see'... a mall jammed
- > with fashion outlet stores!

Yup, that would pull me through to your page! So you see how important it is to start your body copy **STRONGLY**, as we did above. Now don't blow it! **OVER** deliver great content in your body copy.

Your intro paragraphs establish your VPP while quickening the pulse of your reader. After that, you'll deliver the benefits of your site... you'll answer the "what's in it for me" question that every visitor asks when arriving at a site.

And you'll do it while blending in your keyword. You should not only work "factory outlet stores" into your copy, but also common synonyms and variations like "outlet stores" and "fashion outlets" and "fashion malls" and "discount fashions" and "discount outlets" and "discount malls."

And also work in General Keywords that would likely be associated with your keyword (ex., shopping, shops, savings, discounts, etc.). If someone searches with part or all of your Specific Keyword **\*AND\*** one of these General Keywords, you'll have a good shot at being found. **\*AND\*** you'll have a high-quality, interested and motivated visitor!

Remember though, that synonyms and variations should not reduce your main keyword ("factory outlet stores") to near invisibility. Establish your main keyword and then sprinkle in the synonyms and variations.

How long should a page be' As long as it needs to be, but no longer! Don't worry about what the Search Engines think about length -- that's only important to your reader.

-----SIDEBAR-----

One technical consideration. For technical reasons, don't

make your page TOO long. Vector-based analysis could start to hurt due to its compressions algorithms. Keep pages to a reasonable length and you'll be fine.

-----SIDEBAR-----

It makes no sense for an engine to score a short page any better than a long one. If length is of any importance, it's minor (except, perhaps, at the extremes). As I said before, do use your Specific Keyword more than your high school teacher would have liked -- this "keyword density" is of some importance.

And so is "keyword prominence" -- make it a point to use your Specific Keyword more heavily in the opening two paragraphs (it *\*MUST\** be in your OPENING SENTENCE), and also in the closing paragraph. And then, like a good chef, sprinkle throughout! :-)

-----SIDEBAR-----

In general, it's a good idea to position your Specific Keyword near the beginning of every "piece" of your HTML... Title, META description, headline, body copy, etc.

-----SIDEBAR-----

Your "scatter pattern" should look like an hourglass... bigger (i.e., more frequent) on the top and bottom, and less (but still present) in the middle of the page.

Change your approach somewhat from page to page...

Experiment with different numbers, frequencies and patterns of keywords until you find what works best. Use common sense, and avoid abuse. Keep your content focused to a single theme per page. Focus on one Specific Keyword. Blend in 2, maybe 3, General Keywords (that are related to your Specific Keyword for that page) to cover "multi-word searches" (as mentioned when we discussed META keywords). And blend in common synonyms for your keyword... Not too much, though, or you'll dilute your most important keyword.

Do not, ever, get off-target. Keep each page focused on material related to your keyword. Never, never, NEVER introduce a second theme to a page -- *\*NO\** mixed messages. Each page focuses purely on its "keyword topic."

And that goes for your site. The more you laser-beam on a

single theme, the better you'll do with the Search Engines.

Now here's the hard part... the body copy has to do double duty as a Search-Engine-optimizer and click-through-generator. While emphasizing your keywords, you must build original, valuable information. Meet the needs of a visitor who was searching for that keyword. This will convince the reader to click-through on your links. Don't make the page read badly, or all your efforts to get your potential visitor this far will have been...

... for nothing.

-----

## 6) Link tags

We discussed the structure of your site above. Links create the TIER 1-2-3 structure. And they belong in the flow of the copy. Text links must flow naturally, and beautifully, with the content.

Think of your links as providing a SERVICE to your readers. You offer your links as recommendations or tips or "Top 3" as a service for your readers to see and use. So don't just save them for the end, where you impassively list them.

And it's not just your readers who see the links.

Yup, the engines do, too. So include your Specific Keyword, and variations/synonyms thereof, in visible, blue-underlined text in your links to your merchants. What about your links to the next tier down'...

Don't just say "Click here." Say "Click here for the best outlet malls, region by region." The word "outlet malls" in the link to your "outlet-malls.html" page (see next section) reinforces "outlet-malls.html" for \*ITS\* Specific Keyword.

For that matter, even try to get your Specific Keywords included in the text of INcoming links. For example, if you are link-exchanging (more on this tomorrow), specify that you would like "factory outlet stores" (or whatever the keyword of your "receiving page" is) to be contained in the text of the link.

Every little bit helps you get the edge on your competition.

-----  
7) File name/domain name

Include your Specific Keyword in the filename of your html page. It just might add a relevancy point or two with the engines. So if your Keyword-Focused Content Page is that TIER 2 page about "outlet malls" that we discussed earlier ("Top Factory Outlet Malls Where You Can Shop Via The Net"), let's name the file...

"outlet-malls.html"

The full URL, therefore, would be...

<http://www.WORLDSBEST-FashionFactory-outlet-stores.com/outlet-malls.html>

The only exception to this, of course, would be your home page. The home page must be named "index.html" -- but that's OK. We already have its Specific Keyword included in the DOMAIN name, because it is your Concept Keyword!

-----  
8) Image ALT tag and name of image

This is probably the least important, but what the heck. Name one or two of the graphics on each page after that page's keyword focus. For example... outlet-malls.gif. And make its ALT tag "outlet malls," too.

Ask a techie, if this is a bit complicated. :-)

--

OK, that's basically how to put together a HIGH-VALUE content page that hits both key points...

-----  
Deliver VALUABLE content to your readers...

... \*AND\* tasty content to your spiders.  
-----

We concentrated on the home page, but the approach is the same for the TIER 2 and TIER 3 Keyword-Focused Content Pages. While the home page, of course, focuses upon the fundamental Concept Keyword, the other pages each focus upon one of the HIGH-PROFITABILITY keywords that your MASTER KEYWORD LIST has identified.

Ultimately, you create Keyword-Focused Content Pages that...

- o fit with your Site Concept AND VPP

AND...

- o have a good SUPPLY/DEMAND ratio

AND...

- o that you enjoy writing about.

Each page wraps a HIGH-VALUE topic around each Specific Keyword, following the guidelines outlined above.

-----

Whoops! What's that' Some hands are up. Questions'...

QUESTION

"How is this different from gateways or doorway pages"

ANSWER

Tons of people use "trick sites" called gateways or doorways. In general, these are low-value pages that score well with the engines but fail to deliver good content. They may get the visitors, but they don't get the CLICK through, the purchase, or the repeat visit... or much money.

Some use better content, so do better. Still, they use tricks like "invisible links" to lead the spiders through a site. I know. I used to do it quite successfully. Tricks, though, die a painful death. And they usually have poor side effects (like visitor disdain and engine bans). And then you have to start all over.

Your site, on the other hand, will both OVER deliver great content \*and\* play fair with the engines. It will lead the spider just as reliably through your site. By planning your

site out in advance, visible links do just as good a job, and will never fade in effectiveness.

Actually, there's no way that I would call your fashion site a "gateway" site. You're building a true content-driven site. And you're simply writing it to maximize your chances of being ranked highly by Search Engines. You're selecting content on the basis of its PROFITABILITY.

This goes far beyond the use of even PHASE III sites that I discuss in Make Your Site SELL! and in the 5 Pillar Affiliate Manual. There's a FUNDAMENTAL ATTITUDE SHIFT...

\*\*\*\*\*IMPORTANT\*\*\*\*\*

Gateways simply try to pull the engines. Put a page in front of the visitor. Most have little or no value content. Even if they have content, they don't tie all together into a theme. They are built backwards, basically, thinking about how to fool the engines.

The Site Build It! approach is 100% different. Your first goal is to find a theme that you know and love \*AND\* that will be PROFITABLE. From there, you create a site with great content, and along the way...

... you simply make sure that you conduct your writing in such a way that you'll rank highly at the engines.

You are creating REAL CONTENT, not SPIDER BAIT!

That's a big difference. It yields a huge, long-term advantage over doorways.

\*\*\*\*\*IMPORTANT\*\*\*\*\*

Another question...

QUESTION.

"What is the future for Search Engines?"

ANSWER

In Make Your Site Sell!, I "slammed" my own Phase II Gateway Sites since their pages were really nothing more than billboards.

Yes, they provided a bit of content. And no, they did not



fool anyone. So they were ethically OK. But still, the content was low "copy-and-paste" quality for many of the pages. And the SEs were bound to object to "being stuffed."

And, in fact, these kinds of gateways are losing their effectiveness.

I also talked about how Phase III Keyword-Focused Content Pages were the way to go. Each page was individually written for a certain keyword, much like above. But the pages did not necessarily all tie together into a theme. As we'll see in a moment, this is a powerful step forward.

Meanwhile, though, while Phase III gateways are effective, it is not so easy to...

- o create the site and write the pages optimally
- o submit the site to the right Search Engines and according to their policies
- o track the rankings at the Search Engines
- o make changes as necessary
- o follow traffic and click through rates
- o etc., etc.

And that's where the idea for Site Build It! was born. To create a technology that makes all techie stuff disappear and that allows people to focus purely on content. And to tie all that content into the wave of the future... themes.

How do I know themes are the wave of the future'

Instinctively, deep in my gut, it makes sense. If you work \*WITH\* the engines, and construct your site and pages in such a way that they score you well, how could it NOT do well'

But don't believe my gut! In the last few days, some serious SE guys have weighed in. These guys are on the cutting edge of Search Engine analysis. Let's take a look...

Ralph Tegtmeier, from fantomaster.com, puts out a

newsletter, fantomNews, that is as brilliant as it is long. I mean, it's chock-full of challenging, cutting edge info about SEs, spiders, etc., etc.

Here's what he says in the current issue...

-----  
However, this basically linear approach is gradually changing now: as mathematical linguistics and automatic content recognition technology progresses, the major search engines are shifting their focus towards "theme" biased algorithms that do not rely on analysis of individual web pages anymore but, rather, will evaluate whole web sites to determine their topical focus or "theme" and its relevance in relation to users' search requests.

Ralph Tegtmeier  
<http://www.fantomaster.com/>  
-----

OK, OK, so he's not the most "accessible" read. But it all boils down to... THEME-BASED sites.

Ammon Johns, "The Dark Knight," wrote a flat-out brilliant article on theming. Don't miss this...

[http://www.aim-pro.com/helpfiles/dynamic\\_frame.html'themes.html](http://www.aim-pro.com/helpfiles/dynamic_frame.html'themes.html)

Note this paragraph...

-----  
What themes should do is make sites with more content about a subject rank higher than any single page site can do, no matter how well optimized.

Vertical Theme analysis should greatly reduce irrelevant results, and will virtually eliminate those doorways where a few irrelevant keywords are thrown into the mix just because they are popular words.

For those of us who want to attract qualified leads for sales, themes are generally a good thing.

Ammon Johns  
<http://www.aim-pro.com/>  
-----

Bingo!...

Theme-based sites will be **\*THE\* PERFECT AFFILIATE TOOL.**

And finally, Michael Campbell is less academic than these two guys -- he concentrates on practical applications of the theory to build sites that pull traffic. Yes, I can actually understand what the heck he says at times! :-)

Even then, though, in a recent issue of his "Vault Update," he took me as far down the "theory road" as I would care to go. Like the other experts, he talks about how the SEs will become very theme-focused.

He goes on to discuss concepts like "term vector databases" and "page vectors" until my head hurt. Major technological changes are coming over the next 3-6 months. Those with old-fashioned gateways will be swept aside as the irrelevant billboards that they are.

But those with theme-focused content sites will be singing.

I'll skip the tech stuff, because all this is built into "layman-understandable" online help in Site Build It!. But here are some of Michael's important ideas and conclusions...

-----  
i) Name your web site purpose in two words.  
Can you do it? What is your web site theme?  
Two words, three max. Themes are the new big winner in long-term search engine positioning.

ii) What's a theme? It's all about narrowing the focus of your site, and the links to, and from your site, down to one keyword phrase, and alterations of that one phrase. You want to leave NO DOUBT, to the search engine, what

your web site is about, in two or at the most, three or four key words.

iii) ... if you have an entertainment section on your web site and a business section on your web site, you should in theory, split the topics into separate web sites. Otherwise your site may not get listed at all if you are not closer to any one category than another.

iv) What's really scary is the next wave of compression. It will be set up to eliminate redundancy "across" vectors. Translated this means, the removal of nearly identical pages for slightly different keyword phrases. The days of copying and pasting keywords in and out of an html template, for similar keyword phrases, may soon be over.

v) Terms (keywords) are collected and weighted within the document and corpus (collection) of documents. This means that keyword density will continue to be important not only on each page, but across your entire site.

vi) Bottom line... Pick one topic and stick with it. If you need to focus on another topic, put it on another web site.

vii) How much time do we have? Well, based on the history of things like link popularity, click counting and PageRank, new stuff gets implemented fairly quickly. Usually within 3 to 6 months. And some of these new technologies are already in place on a couple of search engines.

Michael Campbell  
<http://www.1-internet-marketing.com/>

-----

The experts have spoken. And I'm delighted on two points...

1) Site Build It! is perfectly timed. Don't worry if all

the above seems very complex. Part of Site Build It!'s job is to make all that invisible to you. The BIG POINT is... THEME-BASED sites will THE way for affiliates to succeed over the next 3 years, starting right now!

2) All those spammy, self-replicating, duplicated gateways will be "compressed" into nothingness. In a preview of things to come, a couple of major companies have seen their sites dropped from AltaVista for this very reason.

I've always had a deep philosophical objection to this approach...

Ultimately, people with passion who produce themed sites with their own, original content, produced from their own brains, will win. And THAT's the way it \*SHOULD\* be. :-)

For more information about Site Build It! and what it does...

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

Mastering the Search Engines is getting more and more complicated. But if you love a good technical challenge, here are a few more resources that I would recommend...

Planet Ocean

<http://www.searchenginehelp.com/>

WebPosition Gold

<http://www.webpositiongold.com/>

As I said, if you enjoy the challenge, these are excellent resources, as are the ones quoted above.

But if you just want to write great content that meets the needs of searchers \*AND\* engines, with all the technology working behind the scenes, hidden from you...

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

-----

What's that, you have a question about what Michael wrote

above' Sure...

#### QUESTION

What does Michael mean when he says...

-----  
iii) ... if you have an entertainment section on your web site and a business section on your web site, you should in theory, split the topics into separate web sites. Otherwise your site may not get listed at all if you are not closer to any one category than another.  
-----

#### ANSWER

Good pick up! That's a critical paragraph. Engines will focus on themes more and more. If your site is about "factory outlet stores," it's fine to use all the variations and synonyms that we discuss above. It all reinforces the main theme. But...

If you add a section that starts talking about Saks Fifth Avenue and other high-end retailers, you start to water down your site. The more off-theme your content, the greater the risk.

Focus on your theme and stick to it. That's why an idea site is 50-70 pages, no more. That should just about cover any niche. After that, your time will be more PROFITABLY spent by building the next content site on your "mini-portal list."

-----

I was just about to call it a day, but...

#### ONE MORE QUESTION

"What about design' How important is it"

#### ANSWER

Not as important as most folks think. Sure it's important not to use 18 garish colors and whirling kabobbies. But take a look at these highly successful content sites...

<http://www.associateprograms.com/>

<http://www.useit.com/>

A clean and welcoming look and feel is a good start. A half-decent logo is a nice plus. Make it fast and easy to navigate. Then get out of your own way and let your words do the talking.

-----

Geez, I've really got to leave. My wife is conceiving a baby tonight, and I wanted to be there.

(Actually I stole that from a guy who got off a speeding ticket with that line!).

#### QUESTION

Can I follow this approach on a free Web hosting service'

#### ANSWER

Absolutely. But remember, success is much more than just putting up a site. Free sites have two huge strikes against them... they're treated with disdain by BOTH the visitor and the engines.

Let's talk about humans first...

When I notice that a site's URL is at a free hosting service, I don't bother clicking to visit. If I have a special reason, I might go -- but I arrive at a free site with doubts. Most folks harbor the same kind of bias.

And what about the engines'...

Free sites don't get treated with much respect by the Search Engine spiders, and \*BELOW-ZERO\* respect by the directories like Yahoo!.

Here's what Danny Sullivan, the most well-known Search Engine guru on the Net, had to say about free hosts, in the August 18, 2000 issue of THE SEARCH ENGINE UPDATE...

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... get your own site, under your own domain, rather than doing it within Tripod.com or any place offering "free" home pages. Sites offering free home pages are often looked upon with suspicion by search engines, because search engine spammers also make use of them. It's like sharing a house with bad roommates. Move out, get your own house, and you'll probably do better with search engines.

-----

Even on the Net, there's no such thing as "truly free." Think about it... a company has to make money to survive. One way or another, hidden or not, it costs you. But the low credibility of free sites costs you way, way too much...

Your time. If engines don't spider you, or if customers don't respect it, or if advertising lures your customers away and hurts the sales-effectiveness of your site...

You're wasting your time. And that's way more valuable than \$20 per month to host your own site. You MUST, MUST, MUST put a value on your time if you want to succeed. All successful people will tell you that time is their most precious commodity.

So...

A NON-free site with your own domain is a prerequisite to build credibility with your readers \*AND\* with the Search Engines. So find a good Web hosting service and put up a real site. For the \$20 or so per month, it's worth it.

Even better, I feel, is Site Build It! Why? Because it delivers a solid, simple approach.... one that removes all the complexity and technology away from view.

Site Build It's through-the-browser SiteBuilder makes it so easy to build a site. It removes all the technical difficulties. You end up with a site that is a powerful traffic-builder and customer-converter.

Low cost, but since it's a totally normal site, it has all the credibility of an expensive, ISP-based site. Create as many pages as you like, no HTML or FTP necessary!



The SiteBuilder includes...

- o Page Creation and Editing -- flexible, yet easy to use
- o Look and Feel Selector (including logo creator) -- choose from a wide variety of styles, then create your logo
- o Link Library -- store any link to any affiliate program, and use it at "the drop of a pull-down"
- o Graphic Library -- upload your own images for use on your Web pages
- o Tracker Library -- create and store special tracking links for your OFF-SITE promotions (more on this in DAY 10)
- o Site Navigation Options -- modifiable per your desire
- o Online help -- shows you exactly, step by step, HOW to build a site that delivers great content \*AND\* that ranks high with the Search Engines!

But Site Build It! goes way beyond the call of duty. Its InfoCenter provides...

- o Traffic Stats -- automated and easy-to-interpret "need to know" data about your visitors
- o Click IN Tracker -- with breakdown stats that allow you to track the effectiveness of special promotions
- o Click Through Tracker -- with breakdown stats that allow you to track all your outgoing links (Click analysis service alone costs over \$19 per month elsewhere.)
- o Automatic Search Engine Submission -- happens whenever you build or edit a page, or if the search engines have not visited within a reasonable time. Submissions are done exactly as if they were done by your own hand. They are performed exactly the way each engine LIKES to receive them... not too often, not too many, etc. (Some submission services cost \$10 per month.)
- o Search Engine & Keyword Reports -- when your pages were last submitted, spidered, listed, and even how each page ranks with each major engine for each Keyword (soon!).

(Reports like this can cost you \$20 per month elsewhere.)

- o Directory HQ -- all you need for getting listed in the major directories.
- o Pay-per-click HQ -- all you need for winning the pay-per-click wars.

And of course, the Site Build It! Manager tool makes the MASTER KEYWORD LIST child's play. It even does the DEMAND, SUPPLY and BREAKOUT windows for you automatically, turning hours of work into minutes, as it builds and researches your MASTER KEYWORD LIST. (This service would cost you \$18 per month, significantly more for extra domains, elsewhere, for less functionality.)

And there's more and more ways to build traffic coming!

For more information about Site Build It!...

<http://breakthrough.sitesell.com/buildit/>

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Arrrgh! I just opened the door so we could leave.  
OK, one last question...

#### QUESTION

Geez Ken. You seem to be convincing folks not to market "marketing programs." Rather, they should build sites of passion, write about what they know, and then marry that to profitable affiliate programs. Doesn't that leave you and SiteSell.com out in the dark?

#### ANSWER

Hmmmmmm... I should have kept walking out the door. ;-)

No, not really. I've tried to convince 5 Pillar Affiliates not to erect Web marketing sites. One thing the Net does \*NOT\* need is another Web marketing site!

But here's a neat little twist for you to think about. You think that only CONSUMERS search for "fashion model" or "fashion designer" or "fashion design"?

Nope!

No more than investors are the only ones who would search for "penny stocks."

When I was marketing my first product, PennyGold (penny stock investing software -- now sold out in order not to weaken the strategy -- lucky owners have done incredibly well with it!), I must have done THOUSANDS and THOUSANDS of searches on "penny stocks"... ALL on the major engines.

WHY did I do that? Because I wanted to see how PennyGold was doing on these engines, and I wanted to see who was beating me! And in fact, that's exactly how I found lots of competitors! So...

Come back in time with me, to when I was just starting out with my penny stock software (Please, don't ask me about whether you can get a copy of PennyGold. We no longer market this -- we stopped at 1,000 copies, as originally advertised. Those people who were lucky enough to have stumbled upon a good thing have had great returns.)

Let's say that, when I was doing my searches for "penny stocks," you had \*ALREADY\* created a Theme-Based Content Site that was all about aggressive forms of investing... "theaggressiveinvestor.com."

After doing your DEMAND and SUPPLY research, let's say, too, that you had dedicated one of your site's pages to "penny stocks." You wrote it to provide HIGH-VALUE content \*AND\* to also appeal to the Search Engines (more on this tomorrow).

What would have happened'...

I'd still be golfing today! Here's why...

I surely would have found your page sooner or later, likely several times, on one or more of the engines. Really, there's no magic involved. After all, you simply followed the basic principles of how to please the Search Engines.

This is not rocket science. Nor is it spam -- you have simply created good content that is of HIGH-VALUE to me, your POTENTIAL visitor who was searching for your info, \*AND\* that the engines have ranked highly. So I would have

found you listed in the engines' search results pages, no doubt about it. And...

If you had written a compelling title and description (as outlined above), I would have certainly CLICKED to your page. If your content about aggressive forms of investing was HIGH-VALUE, and if you recommended Make Your Site SELL! as a wonderful book that would help me succeed in \*MY\* PennyGold business venture on the Net, guess what'...

Sure! I would have bought Make Your Site SELL!. And that way, I wouldn't have had to write it! And I'd still be golfing! ;-)

-----

You \*CAN\* do EXACTLY the same thing. Except do it for a topic that \*YOU\* know and love... like "fashion."

If you write a wonderful page about "fashion design," lots of \*MERCHANTS\* will find your page. After reading your excellent content about fashion design, you lead into a RECOMMENDATION about SiteSell.com products, especially Site Build It!, Make Your Site SELL!, and Make Your Words Sell!.

So not only does your "fashion-passion" site generate income for you by sending fashion CONSUMERS to a select group of fashion MERCHANTS, you can also send fashion MERCHANTS to sitesell.com, creating an additional income stream!

For example, here's how your "fashion design" page could do this...

First, you write your content. This content must deliver good "information value" about fashion design. Since this is your area of expertise, that's a snap. Your content closes by leading to "in-context" TEXT links (those caught using banners will have a detention!) for MERCHANTS and CONSUMERS...

For fashion MERCHANTS...

"Do you teach fashion design? Or are you a designer looking to sell your fashion designs on the Web? I'm pleased to tell you about the very best resource of its kind, at any price, about how to sell on the Web. It's a book called

Make Your Site SELL! -- at under US\$20, it's far better than products costing 10 times as much. Click here for more information...

<http://breakthrough.sitesell.com/myss/>

"

AND

For fashion CONSUMERS...

"Are you looking for a top-notch school of fashion design' Click here for the best school in the US Northeast.  
Click here for the best one in the US Southeast.  
Click here for the top institute in the US Southwest.  
Click here for excellence in the US Northwest.  
Click here for the 'Fashion School Directory'.  
(Please e-mail us if you feel that your fashion school or college belongs in the directory.)"

NOTE: Each of the "best school" links sends the visitor to a school that you represent as an affiliate!

This is just an example, but I hope you get the idea. You've created multiple streams of income... from both merchants AND consumers... in an area that you love and know about... and in an area that is not nearly as competitive as Web marketing (where so many people seem to congregate).

--

Uh-oh. Still not convinced'

You \*STILL\* think that you can build a bigger business by targeting Web masters and others who are specifically interested in Web marketing' No, really -- you'll do far better by working your "niche of passion." Here's why...

So many people get sucked into the "web marketing game." They get interested. They read a lot. Pretty soon they figure that they're experts and that they can sell what they know. Well, they are good, but...

"Web marketing info" is a jam-packed highly competitive arena. And you're competing against pros, many of whom are EXTREMELY good at writing to please Search Engines. Here's

just one simple indicator of the ultra-high level of competition...

If you look up "e-commerce" in AltaVista, you'll find 983,905 possible competitors (probably many more by the time you read this!) -- there were only 167,192 for the word "fashion." Not only is there much more competition, believe me... the competition is tougher.

--

Still doubt me? Boy, you *\*are\** a hard one to convince. ;-)  
OK, go to...

<http://www.goto.com/>

Yup, look up both "e-commerce" and "fashion." See where it says "Cost to advertise" at the end of each listing' See how much the #1 spot costs...

\$5.29 for "e-commerce"  
\$0.78 for "fashion"  
(amounts will be higher by the time you read this).

Since these amounts are bid by the companies, it's another indication of how "hot" an area is. Finally, look at the kinds of companies on the first page for each of these terms. Seriously, you'll do far better competing against "fashion" merchants than e-commerce pros.

-----SIDEBAR-----

That's why you should not be intimidated when you see that you have 21,307 competitors for the word "fashion designer." Most of them very likely don't know very much about ranking high at the Search Engines.

-----SIDEBAR-----

A second reason why you're better off when you focus on a special "concept niche"...

There are tons of fashion-related merchants who'd love MYSS!. And you'd have them all to yourself! What do I mean? Well, people looking for Web-selling information have quite likely already heard about us, as well as our competitors. But only fashion-related industries market to these people

-- they're all dying for a great source of Net-selling information... \*YOU\* can provide that.

--

The "niche concept site" is a flexible strategy that \*ANYONE\* can do. Bend it and twist it -- add your own ideas. You really \*WILL\* do a great job with this.

Every now and then, Allan Gardyne focuses on successful affiliates. You can review his back issues for the success stories at..

<http://www.associateprograms.com/search/newsletter.html>

He gives several examples of high-earning affiliates. One way or another, they ALL follow the "fashion" strategy outlined in this installment. However, each has their own little twist and "add-on" strategies.

Here's the bottom line. Every single success story has focused on a niche that the affiliate knows and loves... finance, insurance, children, etc. That's the fastest road for you, too.

And while you are on this road... if I can have just a small piece of your attention, I'd be most delighted. Our WIN-WIN 5 Pillar Affiliate Program treats affiliates well financially, and provides them with outstanding tools, support, and education.

I'd love to have you as a partner-in-sales. :-)  
<http://www.sitesell.com/affiliateprogram.html>

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Before proceeding to DAY 7, please complete your DAY 6 Goal-of-the-DAY, and take note of your Ongoing Goal...

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Goal-of-the-DAY... Build a home page, and one TIER 2 Keyword-Focused Content Page.

Ongoing Goal... Create one Keyword-Focused Content Page per day. Start with the TIER 2 pages. Then keep adding TIER 3 pages, 1 per day. Create 50-70 maximum. Then start a new Theme-Based Content Site.

(If your time is limited, reduce the goal to a page every 2 or 3 days. Even then, you'll have a traffic-building, income-earning site in three months. Consistency and discipline are the keys, not speed. It's OK to be the tortoise, as long as you stay the course... THIS course, that is. :-) )

Whether you know HTML or NOT, it's just not necessary to fiddle around with coding, FTPing, etc. Focus on creating content that OVER delivers to both your readers and the spiders by using Site Build It's through-the-browser site-building tools...

<http://breakthrough.sitesell.com/buildit/>

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Tomorrow, the final wrap up. Traffic and visitors. Visitors and traffic! And then...

We'll turn you loose on the world, armed with all the knowledge and tools that you need to become an Affiliate Master!

See you tomorrow. :-)

-Ken

~~~~~  
The Affiliate Masters series is sent only to those people who have specifically requested it. It is composed of five daily e-mail courses. Want to join the exclusive club of high-earning affiliate champions? Follow the strategies outlined in The Masters series. Really... JUST DO IT!  
~~~~~



Allan Gardyne (yes, of associateprograms.com fame) has said that "if you join only one program, make it the 5 Pillar Program" and he has called it "the perfect revenue sharing program." Ralph Wilson (wilsonweb.com) says that "Ken Evoy has taken affiliate programs to the next level." And the Five Pillar Program was chosen by AffiliatesDirectory.com as "The Best Program of 1999."

For more information...

<http://www.sitesell.com/affiliateprogram.html>

~~~~~  
**HOW TO UNSUBSCRIBE**

You are receiving the Affiliate Masters Course only because you requested it, or someone used your computer to request it. If you do NOT wish to receive the rest of this course...

To unsubscribe, send a blank e-mail to...  
<<UNSUBSCRIBE\_ADDRESS>>

NOTE: You must send it from the same e-mail address that receives this 5-day course.

~~~~~  
Contact info: E-mail us at [support@sitesell.com](mailto:support@sitesell.com)

~~~~~  
Written by Ken Evoy, M.D.  
President, SiteSell.com  
(c) copyright 2000, 2001 SiteSell.com Inc.

~~~~~  
"Site Build It!" TM SiteSell.com Inc.  
~~~~~

\* \* \*

**Message #5**  
Delivery: Day 5

~~~~~  
The Affiliate Masters... an intensive 5-day e-mail course on becoming a high-earning affiliate champion. How? By building income through content.

~~~~~  
If you have a friend who would benefit from taking this

course, please pass this on. Or tell that person to receive the 5-day course by sending a blank e-mail to...

<<MAILTOADDRESS>>

~~~~~  
I guarantee that you'll refer to this course over and over again as you build (or rebuild) your affiliate business. Print each e-mail out, pour yourself a beverage of choice, bring along a pen to jot down some ideas, and take it all to your favorite sofa. Learning a serious subject is so much more successful when you're comfortable.

~~~~~  
When you print out this e-mail, keep it in a 3-ring binder. Here's a super little printing utility that will allow you to print 2 or 4 pages to a single 8.5" x 11" piece of paper. It saves you paper, space, and money...

<http://www.fineprint.com/>

~~~~~  
<<TODAY>>

Affiliate Masters 505

"Build it and they will come."  
Field of Dreams (1989)

by Ken Evoy, M.D.  
President, SiteSell.com

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Talk about a "field of dreams!" If you just simply build it, your site might as well be a corn field in Iowa, visited only by ghosts!

Yes, it's true. This course \*HAS\* shown you how to develop a strong Theme-Based Content site, completely loaded with HIGH-PROFITABILITY Keyword-Focused Content Pages. These pages OVER deliver to your human readers, and at the same time, satisfy the Search Engines.

So you're way ahead of 99% of e-business people on the Net. You have created a diamond, shining with terrific content. Does that guarantee you success?

Sorry to say... nope! Why not?

Because it's just sitting there, buried in the middle of that huge corn field... that field of dreams.

What's missing in your quest to build income through content... to turn that field of dreams into reality?

Traffic. Visitors who read your content, click on your links, and then DO something (buy, complete a form, etc.).

Read on.

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In the fourth installment, we focused more on content. In today's installment (our final session together), we focus on building traffic to your content.

Here's the secret to building traffic. It's really THE secret of traffic-building experts...

Do something. See how it works.

Do something else. See how that works. And then...

Yup... try something else. And see how that works.

That means you need TRAFFIC-BUILDING TOOLS to keep "doing things" to build traffic. And then you need the TRAFFIC-TRACKING TOOLS to tell you what's working.

A feedback loop from BUILDING to TRACKING is critical. One of the keys to success, any kind of success, is feedback. Good results tell you what's going right and give you something to build upon. Poor outcomes show you what needs to be fixed.

Without TRACKING (i.e., feedback), you're shooting in the dark. Without the ability to take TRAFFIC-BUILDING ACTION and increase or change what you're doing (depending on the TRAFFIC-TRACKING FEEDBACK), you're not even shooting!

-----

Two more important principles to add... the best traffic-building techniques are high-yielding AND sustained. In other words, you must get a BIG traffic-return for your time-and/or-money, and it must deliver traffic in an ongoing fashion, not just be a one-shot deal.

Let's give you an example. When you "get it right" at the Search Engines, they'll deliver you traffic for months, even years, without you ever having to tweak your pages again... \*IF\* you've done EVERYTHING correctly.

-----SIDEBAR-----

Don't worry -- that's not such a big \*IF\*. After all -- if you have followed this course properly, you \*HAVE\* indeed done everything right. :-)

-----SIDEBAR-----

Compare that with making a post in an e-mail mailing list, even a high-profile one. It takes some time to prepare a

good post, with great content... great enough to WOW people into visiting your site. Consider what happens within two days of that post -- your traffic falls back to where it was.

So... what are the best "sustained-high-yielding" traffic-building opportunities on the Net'...

#1) The Free Major Search Engines

#2) Pay-Per-Click Search Engines

#3) The Major Directories

#4) Word of Mouth

#5) Your Own Opt-in E-zine

Yes, of course, there are other ways to build traffic...

- o buying ads in, and writing articles for, e-zines

- o making posts in forums, discussion groups, mailing lists, newsgroups (depending on your niche and other circumstances, these can be fairly effective... or totally useless)

- o link exchanging

- o and, not to be missed, your SIG file! :-)

These lesser techniques, however, don't deliver BOTH big AND sustained results. Sure, using a SIG file is something you should do. And it's sustained. At best, though, you send 40 or so e-mails per day, mostly to people who know you. Not much super traffic-building potential there.

Buying ads or writing articles in e-zines will bring you a 1-2 day pulse of traffic (that is, if you choose well and write an effective ad or article). But then traffic falls right back down.

Same reality goes with posts in forums, etc. Some Web-based forums remain on the Net and could be spidered, thereby counting that page as a link to your site. But we're talking "thin" here. So...

Your best "large and sustained" traffic returns will come from the BIG 5 above. Since your time is limited, don't try to "do it all." Begin directly with the BIG 5.

-----SIDEBAR-----

I am not saying that you should not use the lesser traffic-building techniques. Depending on your situation, some will work very well for you. But...

Start FIRST with the BIG 5. As you do, three things will happen...

- o you'll establish a strong, sustained traffic base
- o you'll start to feel comfortable with what you're doing, and will view the whole concept of building traffic as a very DO-ABLE project
- o you'll come across "perfect fits" for the above, lesser traffic-building techniques (ex., a perfect vehicle for a link exchange, or an excellent e-zine that reaches your target market, etc.)

It is at this point that you can then start using the secondary techniques effectively.

-----SIDEBAR-----

OK. Back to the BIG 5. Let's open the discussion with a look at BIG TECHNIQUES #4 and #5...

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#### BIG TECHNIQUE #4 Word of Mouth

How do you get word-of-mouth? First piece of advice, don't bother with those "recommend-a-friend" scripts. Less than one visitor in a thousand fills them in. There's a far simpler way to get "word of mouth"... deliver great content.

That's it.

Want an example? Let's say that you have a wonderful theme-based site about succulent plants (i.e., cactus, euphoria, etc.). You have a terrific page about all the tricks you have developed for propagating them...

Other aficionados find that page at the engines. Do you think they won't tell friends, or forums, or cactus associations, about this terrific info?

Sure they will. :-)

Just one more HUGE benefit of OVER delivering!

-----

#### BIG TECHNIQUE #5 Your Own Opt-in E-zine

Publish your own e-zine... yes, it's extremely important. But not right now. There's only so much that you can do in a day, so you have to do things in their proper order.

Remember, at this stage, your site is up, but there's no traffic yet. So no one is there to sign up for your e-zine. Here's the correct "TO DO" order after you build your site.

First, get your site up and running. Then work on the first three of the BIG 5 traffic-building techniques. It will

take a while for traffic to start building. But once you have some decent numbers, it only takes a day to get an e-zine up and running.

Not surprisingly, you can go the FREE route, or you can pay for list hosting (services that take care of all the technology of e-zine publishing).

As usual, I recommend that you pay for it. Because nothing's really free. Companies like Topica.com and eGroups.com do a great, and free, job...

<http://www.topica.com/>

<http://www.egroups.com/>

But they only insert a little ad for you in every mailing. Do you know what people think when they see that'

Small fry.

Your image is worth more than the few dollars per month that a quality listhost will charge you. You'll never see e-zine publishers like Ralph Wilson using anything but a top-notch service like SparkList...

<http://www.sparklist.com/>

Either way, paid or free... From the time you decide to do an e-zine, you can be taking subscriptions in less than a day. So there's no rush to publish your e-zine. Put up your subscription form during the lag period, when you see the first fruit of your traffic-building efforts.

-----

Which brings us back to the first 3 of the BIG 5 TRAFFIC-BUILDING TECHNIQUES. We'll cover these all-important strategies during DAYS 8 AND 9...

#1) The Free Major Search Engines

#2) Pay-Per-Click Search Engines

#3) The Major Directories

--

But first, there is DAY 7 to complete. Do a quick recall of the first six DAYS of the course...

DAY 1 -- Intro to Affiliate Business Basics  
(PRE-selling and Conversion Rates)

DAY 2 -- Brainstorm Your Site Concept

DAY 3 -- Develop HIGH-PROFITABILITY Topics

DAY 4 -- Grow, Prune and Group Best Affiliate Programs

DAY 5 -- Refine Final Concept and Register Domain Name

DAY 6 -- Build a Site that Gets the CLICK!

Got your bearings' Perfect! Now it's time to build traffic to that site. We'll cover the last 4 DAYS of the Affiliate Masters Course in this final installment of the course...

DAY 7 -- Submit, Spider-Watch, List & Rank

DAY 8 -- Build Free Search Engine Traffic

DAY 9 -- Build Other Traffic

DAY 10 -- Know Your Visitors

Let's get to it...

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-----

DAY 7 -- Submit, Spider-Watch, List & Rank

Waiting and watching...  
.....<<YAWN>>

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Goal-of-the-DAY... Submit your site to the major (free) Search Engines (listed below). Get familiar with tracking...  
1) spiders, 2) listing, and 3) ranking.

Ongoing Goal... Track the spiders and re-submit as necessary. Track to see when you get listed, and then track how your pages rank. Do this on a weekly basis.

With these goals in mind...

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Submit, Spider-Watch, List & Rank...

Geez, sounds like a recipe of some kind, doesn't it? Actually, it is...

First, submit your site to the engines. Then wait.

Second, keep an eye on the spiders. Wait some more.

Third, you get "indexed" (listed). Yup, a bit more thumb twiddling...

Fourth, you get ranked. Yay! People can find you. Now to improve your rankings (in DAY 8).

Let's start at the beginning...

--

#### STEP 1) Submit Your URLs...

Submitting your site to the engines is a tedious affair, because each engine likes to receive submissions in different ways...

- o they each have their own submission pages.

- o some only want to receive your home page. Some let you submit every page of your site.

- o some allow you to submit many pages in a day... others only one.

And, to make it all nastier... they change policies from time to time!

Still, it's a necessary task. Yes, there *\*are\** submission services and software. But, unless I *\*REALLY\** know someone, I trust important stuff like this only to myself. I'd suggest the same for you.

Luckily, a mere seven major free Search Engines account, either directly (through their own search services) or indirectly (through partner sites), for about 95% of your traffic. Let's stay on the right side of the 80-20 Rule (actually 95-5 here!) and only submit to them.

Go to the submit URLs of the following engines and research their current submission policies. Then start submitting...

AltaVista

<http://altavista.com/av/content/addurl.htm>

Excite

[http://www.excite.com/info/add\\_url](http://www.excite.com/info/add_url)

Google

<http://www.google.com/addurl.html>

HotBot

<http://www.hotbot.com/addurl.asp>

Go (formerly InfoSeek)

<http://www.go.com/AddUrl'pg=SubmitUrl.html>



Lycos  
<http://www.lycos.com/addasite.html>

Northern Light  
[http://www.northernlight.com/docs/regurl\\_help.html](http://www.northernlight.com/docs/regurl_help.html)

There is no need to submit to any other engines, not even...

AOL Search -- you are listed automatically in AOL's Search Engine when you bid on keywords at GoTo.com (which uses Inktomi for its "backup" search results, so you're covered when you submit to Inktomi via HotBot).

MSN Search -- you are listed automatically in MSN's Search Engine when you submit to Inktomi.

Netscape Search -- you are listed automatically in Netscape's Search Engine when you bid on keywords at GoTo.com (which uses Inktomi for its "backup" search  
<http://searchenginewatch.com/webmasters/spiderchart.html>

<http://fantomaster.com/fasvsspy01.html>

<http://www.spiderhunter.com/>

[http://www.searchengineworld.com/spiders/spider\\_ips.htm](http://www.searchengineworld.com/spiders/spider_ips.htm)

--

### STEP 3) Track Your Listings...

OK, you've been spidered! That means you're in, right' Uhhhh... no. Not really. It just means that THAT engine knows about you.

Now you have to watch for when each engine lists each of your pages (that have been spidered). The pros call this "being indexed." They track each engine to see when their pages get indexed (i.e., the pages are officially in the database, but not yet ranked).

For example, at AltaVista, enter "url:YOURDOMAIN.com" into the search box. It will show you every page from that domain that it has indexed. Yes, there is a way to check this at each engine. Unfortunately...

Every engine has a different protocol. For more info on how to track which pages have been indexed at each engine...

<http://searchenginewatch.com/webmasters/checkurl.html>

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#### STEP 4) Track Your Rankings...

Great! You're indexed. That means people are finding you, right? Geez, I hate to be a party-pooper, but... no.

Once you're indexed, there's a lag before your pages actually show up in search results. And even then, some of your pages will score better than others.

So NOW what do the professionals do? They track their ranking for all their keywords, at each engine.

There are several ways to track how your pages rank. Here's a nice resource, organized to help you do it manually...

<http://www.mike-levin.com/>

Even so, tracking your rankings manually takes time... too much time. To make things worse, as you'll see in DAY 8, you have to do it over and over again (each time you make a change to a Web page --> re-submit, spider, index, rank, for each page, for each engine).

Luckily there are services or software that will do it for you. But I have not been able to find a service that is both complete (i.e., ranks all the major engines) and that is reliable (several seem to be come-ons for expensive services). Here's the best of a not-so-good bunch (I've left out several abysmal services)...

1) Position Agent -- At \$20 per month, it's pricey...

<http://www.positionagent.com/>

Take the free trial at the bottom of the page. You'll see that not all the engines are covered. And, if you check, the results are not correct for all the engines (at least not at the time I tested it).

2) Top-10 -- don't be put off by the long form that you must fill out to get the free report. It's a good report, mostly accurate (only missed one engine by a few spots), and is almost complete (only missing Google)...

<http://database.top-10.com/cgi-bin/nph-client.pl>

Top-10 has my "best of breed" award in this category.

3) AgentWebRanking Suite -- as opposed to the above two, this is client-side software (i.e., it runs on \*YOUR\* computer instead of on the Internet). It's free. And many people speak well of it. Download and try it for yourself...

<http://www.aadsoft.com/agentwebranking/ranks.htm>

4) WebPositionGold -- probably the Cadillac for ranking. Also client-side software. But it's expensive, and very complicated to use. This kind of tool is best in the hands of consultants who want to build traffic for businesses.

<http://www.webpositiongold.com/>

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Yes, it's a quagmire. Tracking how all your pages rank is definitely tedious stuff.

So WHY do all the pros do it? Because it's so important to know where you stand. Every situation is different. You have to get the lay of the land (YOUR land) and see where you stand in it. For example...

You might be writing about succulent plants -- there is a entire world of related Web sites, directory listings, links flying around all over the place... and this set of circumstances is different than the one for "fashion."

Suppose you wrote two near-identical pages. The only difference is that you replaced the word "fashion" with "cactus" (you should NEVER create such "search-and-replace" pages, of course -- this is an example to make a point). Your fashion page ranks Page 1, #1 for every Search Engine. Does that mean that your cactus page will also be Page 1, #1?

Nope. Because the "Web world" for fashion is totally different than that for cactus. The point of tracking how you rank is to get the lay of YOUR land.

Once you see how your pages fit in your particular "Web world" (and it likely won't be great at first), you start tweaking. We're getting a bit ahead of ourselves, but...

As we'll see in the next DAY of this course, the key to building traffic through the free, major Search Engines, is to try different things until you "get the feel" for what ranks highly for your particular theme.

That's why I recommended in Masters 404 to experiment with different lengths of text, different numbers of Specific Keywords, as well as General Keywords and common synonyms in titles, headlines, etc., etc. If you have many differently constructed pages, you'll notice which pages rank high and which don't. And that gives you the basis to improve the

ones that don't.

Yes, it takes some time and effort. That's why the major Search Engines are not really "free." They do cost you something... Time, after all, \*IS\* money.

The payoff, however, is terrific... substantial, nearly free (once you work out what succeeds for you), sustained, and targeted traffic.

-----SIDEBAR-----

When you're dealing with 50 or 100 pages, tracking all this really takes time. And imagine when you have four sites up and running!

Site Build It! however, does all of this automatically. Yes... submitting, spider-spotting, index-checking, \*AND\* rank-tracking. All of it.

Whenever you build or modify a page, Site Build It! automatically submits it to all the major engines, according to the way, and the frequency, that they want it, and exactly the way a human would submit it by hand.

The Status and Ranking Report tells you when each page was submitted, and soon it will report on...

- o when it was spidered (i.e., when each engine's "scooping robot" came to your site and brought each page "back to its database home")

- o when it was indexed (officially available in each engine's database), and even...

- o where your page ranks, at each major engine, for the Specific Keyword that the page focuses upon!

What does this mean for you'...

- o Don't lose sleep about submitting, or whether you should re-submit. Site Build It! submits by "e-hand" for you.

- o Don't worry about whether the Search Engines "got the message." Site Build It! can tell when the engines send their little "robots" to spider through your newly built pages, and will soon report to you on this. (NOTE: If the spider does not come, Site Build It! re-submits until those lazy little critters do come... all according to each engine's acceptable limits.)

- o Don't check constantly at the engines to see when your pages become available in their listings. Site Build It! does that for you... and will soon be able to tell you in this report.

- o Don't MANUALLY track how your page ranks for your keywords. Site Build It! will soon report on this.

If time is money, Site Build It! is time... time saved!

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

So here's what you've done so far. In DAY 6, you built a Theme-Based Content Site, full of Keyword-Focused Content Pages. As we've discussed, you've OVER delivered on content for your HUMAN visitors. And, for the engines, you have also varied your "formulas" to see what works.

Now, before you proceed to DAY 8, please complete your DAY 7 Goal-of-the-DAY, and take note of your Ongoing Goal...

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Goal-of-the-DAY... Submit your site to the major (free) Search Engines (listed above). Get familiar with tracking...  
1) spiders, 2) listing, and 3) ranking.

Ongoing Goal... Track the spiders and re-submit as necessary. Track to see when you get listed, and then track how your pages rank. Do this on a weekly basis.  
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Earlier today, we talked about how important it is to have a feedback loop from BUILDING to TRACKING. Now that you have feedback from tracking, it's time to take TRAFFIC-BUILDING ACTION, which brings us to...

## BIG TECHNIQUE #1 The Free Major Search Engines

This is still the best way to build traffic on the Net... if you know what you're doing. And you soon WILL!...

## DAY 8 -- Build Free Search Engine Traffic

It's the TWEAKY wheel that gets the traffic!  
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Goal-of-the-DAY... No tweaking to do, since your pages aren't ranking yet. So start working on link popularity. When your site has reached 10 pages, link with Open Directory (only free directory of the majors) and with ONE minor directory that is a "theme hub" related to your Site Concept.

Remember, links go BOTH ways (IN and OUT).

Ongoing Goal... Add other links (both ways) with major directories and theme-related ones. Trade links with other sites as you discover them.

As your pages start to rank at the engines...

Tweak, Link, Re-submit, Track. Then do it again. When a page hits the Top 10, STOP. Return to DAY 6, create more HIGH-VALUE content and then...

Yup... Tweak, Link, Re-submit, Track.

With these goals in mind...

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Web site traffic is NOT like the weather! You can do much more than just watch and talk about it.

Now that you know how your pages rank for your keywords, and since you've experimented (in DAY 6) with a variety of "formulas" while sticking to basic "Search-Engine-sexy" principles, you can start to tweak your pages.

Add an extra keyword to the title. Or increase the amount of content. Or decrease it. The key is to note which pages are doing well and start to reproduce those successes.

So tweak, re-submit, and track. Then repeat. Sooner or later, you'll start to rank well for more and more pages. Soon after that, you'll start ranking well for MANY of your pages at MANY of the engines.

Bottom line... Try to get HALF of your pages in the Top 10 in at least HALF of the engines. At that point... STOP TWEAKING! Don't try to get into the Top 10 for ALL pages in ALL engines. You'll only drive yourself crazy, wasting time. And if you have a spot in the Top 10 for ANY page, NEVER try to make that page better... you'll go backwards more often than not.

--

"Why be happy with HALF and HALF?"

Hey, who asked that? Great question!

I don't mean to imply that you should be DELIGHTED. If some pages are simply off the ranking radar (especially if they don't score well in any engines at all!), review them to make sure that you are not making any gross errors (see DAY 6's information about how to write a high-ranking page). If you've done a good job, and if you've tried a couple of

times to improve it without results, you're better off creating more NEW content.

--

"Why?"

Another super question!...

Here's what happens when you write 100 good, solid "one-size-fits-all-engines" pages. The engines shuffle their ranking formulas every now and then. So 20 pages may drop down in Excite, for example. But 15 others move up! And two weeks later, pages that were #100 in AltaVista suddenly start scoring on Page 1!

--

"Why does this happen?"

Whoever is asking these questions, move to the front! :-)

When engines tweak their ranking algorithms, they can't just suddenly say, "OK, the Title does not matter any more." The big picture has to remain the same. It's the details that they change. So...

Don't sweat it -- it all evens out. From here on in, your time is best spent creating new pages, rather than tweaking. You can write a good new page far faster than the repeated tweaking cycles each page requires.

--

"Why one-size-fits-all? Why not create a different version of the same page for each engine?"

OK, now I know we have a "ringer" in the audience. ;-)

Yes, some people DO go so far as to create a different version page for every engine. Don't bother. First, it's not a productive way to spend your time -- much better to write brand new pages. And second, if you do this, you are no longer writing for BOTH humans AND engines. You are just playing a game. And these kinds of tricks simply do not last for long. This can actually backfire, big-time.

You've heard of K-I-S-S, right? (Keep It Simple, Stupid)

Well.... K-I-S-SE! (Keep It Simple, Search Engines).

-----SIDEBAR-----

Some people develop an excellent "feel" for tweaking. But if you have STATS to back you up, it's that much better.

Site Build It!'s Search Engine HQ will soon offer a Ranking Report and a Keyword Usage Report. You'll see how every

page ranks at every major engine for all of your keywords. And your "formula" will be boiled down into stats like total words on the page, number of times (and %) of keywords in your title, headlines, body copy, links, etc.

Perhaps a certain page is not ranking as well as others with the major Search Engines? Soon, you'll be able to see why (through the Keyword Usage Report). It becomes a simple matter to make adjustments to improve your rankings.

Talk about saving time!

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

One TRAFFIC-BUILDING ACTION you should consider at this stage is building your popularity. No, not YOU! Your site!

Let's get back to thinking like an engine. Pretend you're a Search Engine... what's another way for you to tell whether a site is relevant for a concept?

Let's say that you have a site that is all about porcupines. And further, that you have an excellent page in that site about the mating habits of porcupines (a prickly issue, I agree! Sorry.)

Let's use that site to see how link popularity works...

How about if you, the engine, could see that lots of sites, all kinds of sites, link to you? Yes, that's a plus.

What about if many of those sites were from zoos? Better.

What if those sites were about porcupines? Even better!

What if the single most important site in the whole world about porcupines linked to that site? Wow, that's the best.

What if 100 of the best porcupine sites ALL linked to it? Whoops! No dispute -- \*THAT'S\* the best.

And your page about porcupine sex would SCORE (geez, sorry about that!) especially well if many of those links came into this page from other pages about the, uh, reproductive habits of porcupines, and had "porcupine mating habits" in the incoming links!

Bottom line? The more sites that link to a site, and the more important they are, and the closer they are to the theme of that site, even to the topic of individual pages, the more "popularity points" for that site (and page).

Popularity, an "off-page" criterion the engines are using more and more, is still not a dominant weighting factor



presently.

Why? Because most sites don't have many links to them at all. If all sites had hundreds of incoming links, link popularity would be a far stronger tool.

Scoring high for link popularity is relatively more useful if you are trying to win for tough words like "e-commerce."

Why?...

Well, it's kind of like the golf pros on the PGA Tour. They are all so good, that the difference is razor-blade thin. Zillions of sites are trying to rank #1 for e-commerce (a mistake, by the way... the concept is too untargeted -- luckily \*YOU\* know to work the niches, right?).

All those experts are working so hard for a #1 ranking. And even for such an in-demand keyword, link popularity is not the "be all and end all." Try this...

Go to AltaVista and do a search for "e-commerce." As I do this now, I see that "internet.com" is at #1. Now...

Type this into AltaVista's search box, EXACTLY like this...

link:internet.com - host:internet.com

What does that mean? The search request is asking AltaVista for all the links that point to internet.com ("link:internet.com") minus those that link to itself ("-host:internet.com"). You can also try it with just...

link:internet.com

OK? Continue on with the third method...

3) Try a Link Popularity Enhancement Program -- I have not tried this, so I would appreciate hearing about your experience with this. The best of this group seem to be...

<http://www.linktopics.com/>

I have read positive reviews on this, but I tend to think that anything designed purely to fit into an algorithm, and that is so free and easy to do, probably won't last long.

But that's just me. ;-)

4) One-at-a-time, site-by-site, link exchanging...

Don't waste time surfing endlessly for nice sites with good traffic (you can check at Alexa) and a similar theme. In my experience, the response rates to friendly, individualized

e-mails requesting a link exchange is almost zero. On the other hand, maybe you schmooze better than I do. ;-)

-----SIDEBAR-----

This last point is just personal experience. Maybe if you show them how it could be mutually beneficial with the engines, and if and if and if... who knows? But somehow, I think your time is better spent elsewhere.

-----SIDEBAR-----

However... while I would not specifically set aside time to look for such sites, I WOULD e-mail them as I discovered them in the course of doing other, more productive work. Not much to lose that way. :-)

5) If you have several domains on related topics, don't forget to interlink them all!

6) What's a definite \*NOT\* to do? Do \*NOT\* do the FFAs. If you don't know that FFA stands for Free-For-All linking sites, then you're better off!

--

One more thing... remember, links go both ways. Create a links page that sends links OUT to terrific, non-competing, high-traffic (verify with Alexa) Web sites. The best way is to reciprocate on your incoming links (above)...

1) theme-specific sections of the major directories,

2) theme-specific minor directories ("theme hubs")

3) theme-related, non-competing, sites (as you happen to discover them -- don't spend time searching just for this).

4) links to your other domains on related topics.

Why do this'

Linkage COUNTS both ways with the engines, Incoming and Outgoing. Remember to code your HTML so that you open a new window with these links, so you don't lose anyone who links out (your page will be there, underneath, when the other window is closed). If your outgoing "linkees" have affiliate programs, even better!

-----SIDEBAR-----

Yes, Site Build It! even allows you to do this as you create your pages. No worries about the HTML. It does it for you. If, for some reason, you don't want to open a new window, that's OK -- you have the choice. :-)

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

So... both linking IN and OUT counts. And, to strengthen the impact of those links on your ranking results, include your Specific Keywords both in the links out, \*AND\* in the links that come Into you.

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Time to summarize the process for building traffic through the Search Engines...

Tweak, Link, Re-submit, Track. Then do it again. When you've got it right... STOP TWEAKING. Instead...

Create more HIGH-VALUE content and then...

Tweak, Link, Re-submit, Track. Then do it again. When you've got it right... STOP TWEAKING. Instead...

Yup... back to DAY 6. Create new content!

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That wraps up building traffic through Search Engines. I sincerely hope that you BELIEVE that you can do this. Because you \*CAN\*.

It takes REALLY SMART people to TRICK the engines.

But if you follow this honest, high-value, WIN-WIN-WIN-WIN approach, if you OVER deliver to your readers, if you simply write and tweak your HIGH-VALUE content pages fairly, and if you experiment until you get it right...

You'll do as well as the pros... with far less aggravation.

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Before proceeding to DAY 9, please complete your DAY 8 Goal-of-the-DAY, and take note of your Ongoing Goal...

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Goal-of-the-DAY... No tweaking to do, since your pages aren't ranking yet. So start working on link popularity. When your site has reached 10 pages, link with Open Directory (only free directory of the majors) and with ONE minor directory that is a "theme hub" related to your Site Concept. Remember, links go BOTH ways (IN and OUT).

Ongoing Goal... Add other links (both ways) with major directories and theme-related ones. Trade links with other sites as you

discover them.

As your pages start to rank at the engines...

Tweak, Link, Re-submit, Track. Then do it again. When a page hits the Top 10, STOP. Return to DAY 6, create more HIGH-VALUE content and then...

Yup... Tweak, Link, Re-submit, Track.

Consider doing this with Site Build It! It makes the whole process so simple...

<http://breakthrough.sitesell.com/buildit/>

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Geez... only two DAYS left to go. I'll miss your smiling face and great questions.

Let's cover the final two BIG TRAFFIC-BUILDING TECHNIQUES, pay-per-click Search Engines and the major directories...

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DAY 9 -- Build Other Traffic

There's more than one way to skin that TRAFFIC cat!

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Goal-of-the-DAY... Open an account at each of the 8 pay-per-click engines. Bid on 3 keywords at GoTo.com.

Ongoing Goal... Broaden your bidding until you have placed bids for 100 keywords at the 8 biggest pay-per-clicks.

When your site reaches 10-20 pages, submit to directories and consider PAY FOR LISTING/PLACEMENT programs.

With these goals in mind...

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Today we'll cover the final two of the BIG 5 TECHNIQUES for building traffic, pay-per-click Search Engines and the major

directories. Let's start with #2 of the BIG 5, Pay-Per-Click Search Engines...

Pay-per-clicks allow you to bid for keyword placement. For example, if one of your pages focuses on the topic of "fashion models," you can bid for the #1 placement (or any other #) on the first page (or lower, but what's the point of being on page two') of search results.

Boy, does that save time! No tweaking, submitting, etc.

But there's a catch, of course. The MOST popular keywords have become quite expensive at GoTo.com (the first and biggest engine) and are rising at the others.

So your best strategy is to work the niches. Bid on hundreds of less popular keywords related to your Theme-Based Content Site. This can be an extremely cost-effective way to build a big list of lifetime customers in a hurry.

There's a drawback to bidding on hundreds of words... the time involved to research and actually bid upon them all. Luckily, Site Build It! Manager takes care of all that (more on SBI! Manager below).

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Let's quickly review the top 8 pay-per-clicks. The grand-daddy of all the pay-per-clicks is...

GoTo.com <http://www.goto.com/>  
<http://www.goto.com/d/about/advertisers/>

See this comprehensive article about GoTo.com in Sales from the EDGE (an e-zine that only SiteSell product owners receive). Its principles and strategies apply to all the pay-per-clicks...

<http://www.sitesell.com/edge/backissues-005.html>

Register for a bidding account with GoTo.com at...  
<https://secure.goto.com/s/dtc/center/>

While you're there, download their mass-submission Excel template (Basic or Power form, either one is OK -- they prefer if you use the Power form). Site Build It! Manager speeds this whole process up and makes it easier, too. The Manager works with all of the pay-per-click engines' mass-submission spreadsheet templates.

Some tips from GoTo.com...

<http://www.goto.com/d/about/advertisers/tips/index.jhtml>

And their relevancy policy...

<http://www.goto.com/d/about/advertisers/relevancy.jhtml>

Bottom Line on GoTo.com...

GoTo.com will generate more traffic for you than all other pay-per-clicks, combined. GoTo.com is now "MUST marketing." Of course, due to its great popularity, each click from GoTo will cost you more than from the other pay-per-clicks.

Even though the other engines are cheaper, it normally might NOT be worth your time to prepare bids for them. Why? Because, even though they deliver cheap traffic, they don't deliver a lot of it! Factor in the cost of your time and it might not be worthwhile.

Now, though, thanks to Site Build It! Manager, submitting bids on the other seven pay-per-clicks only amounts to a few minutes work per engine! Good, cheap, targeted traffic!

So let's take a quick look at the next tier...

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In order of approximate importance, here are the next 7 pay-per-clicks. There are MANY others beyond these, but they do not generate enough traffic to be worth your time...

Bay9.com  
<http://www.bay9.com/>

Register for an account with them at...  
<http://www.bay9.com/cgi-local/login.cgi>

While you're there, download their mass-submission Excel template.

Bay 9, formerly named RocketLinks, delivers substantially more traffic than the remaining six. If you only have time for TWO engines, make it GoTo.com and Bay9.

Naturally, with the Manager, you'll have time for ALL of

them. So here are the remaining 6 "worthwhiles"...

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FindWhat  
<http://www.findwhat.com/>

Register for an account with them at...  
<https://secure.findwhat.com/accountmanagement/>

They do not have a mass-submission template. Recommendation:  
E-mail a GoTo.com spreadsheet (as an attachment), per the  
information in Site Build It! Manager.

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7Search.com  
<http://www.7Search.com/>

Register for an account with them at...  
<http://7search.com/scripts/advertiser/v2/advertiserdologin.asp>

While you're there, download their mass-submission Excel  
template.

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Kanoodle  
<http://www.kanoodle.com/>

Register for an account with them at...  
[https://safe.kanoodle.com/login.cool?return=/client\\_services/manage.cool](https://safe.kanoodle.com/login.cool?return=/client_services/manage.cool)  
|

While you're there, download their mass-submission Excel  
template.

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Ah-ha.com  
<http://www.ah-ha.com>

Register for an account with them at...  
<https://secure1.ah-ha.com/bid/>

No template, but you can submit a spreadsheet that lists  
your keywords and their URLs, titles, descriptions, and bid  
amounts. Yes, the Site Build It! Manager will do this, too.

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ePilot  
<http://www.epilot.com/>

Register for an account with them at...  
<http://www.epilot.com/backoffice/members/default.asp?cn=pa>

While you're there, download their mass-submission Excel template.

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Sprinks  
<http://www.sprinks.com/>

Register for an account with them at...  
[https://sprinks.about.com/userforms/login\\_user.htm](https://sprinks.about.com/userforms/login_user.htm)

While you're there, download their mass-submission Excel template. It's a major pain to work with, though. Recommendation: simply submit the template that Site Build It! Manager prepares for you for Sprinks.

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For more info on pay-per-click engines, see...

<http://www.PayPerClickSearchEngines.com/>

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Before you bid on ANYTHING, it's wise to research. And keywords are no exception. During DAY 2 of the course, you had an OPTIONAL exercise. If you haven't had time to do this yet, here it is...

Let's create a GoTo.com BID-FOR-KEYWORD LIST. (Do it for each engine. But since GoTo.com will drive 80% of your traffic, we'll start here.)

Label the first column "KEYWORD" (yes, the same KEYWORD as in your MASTER KEYWORD LIST. Now add 23 more columns to the right of KEYWORD (yes 23, or better still -- Site Build It! Manager has already done all this for you). Here's what to do for each of your HIGH-PROFITABILITY keywords...

Label the first two columns to the right of the KEYWORD column "Price I Should Bid" and "Buys #" -- leave these two columns empty for now.

In the next column, enter the number of sites that have bid AT LEAST A PENNY for each keyword (ex., let's say that you do a search for "fashion model" and you find that 15 sites bid at least one penny for "fashion model" -- enter "15").

Now, in the next 20 columns, enter the price for the "Top



20" search results spots (searchers are unlikely to scan any result past #20 -- so bidding for a spot beyond #20 is a waste of time). In our example, since only 15 sites have bid for "fashion model," you enter these bid prices in the first 15 columns -- leave the last 5 blank or enter 0.00.

-----SIDEBAR-----

Some pay-per-click engines only show you 10 sites on the

first page of search results. In that case, only enter the bids for these. Enter "0.00" for #11-20, because there's really no point in bidding for a spot on Page 2.

-----SIDEBAR-----

Now, back to those first two columns to the right of your KEYWORD. Enter the best price you should bid in "Price I Should Bid." And in the next column ("Buys #"), enter what spot in the search results that bid will yield (Site Build It! Manager calculates this spot automatically).

If this seems like a lot of work, it's really not. And with Site Build It! Manager, it's quick and easy! Here's why...

Site Build It! Manager features powerful pay-per-click functionality. The Site Build It! Manager contains a BID-FOR-KEYWORD LIST for every significant pay-per-click engine to make your job as fast and profitable as possible.

It automatically researches all the bids at all the engines, showing you where your best bid should be. And it automates mass-submissions to the major pay-per-clicks, too. Now it only takes minutes to do what previously took days.

For more information about Site Build It!, including the Site Build It! Manager tool...

<http://breakthrough.sitesell.com/buildit/>

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If you have not yet done so, please read this solid primer on GoTo.com. Its principles apply to all pay-per-clicks...

<http://www.sitesell.com/edge/backissues-005.html>

In general, bid a penny higher than the highest site that seems to reach YOUR TARGET VISITOR. If the descriptions for the first three sites are clearly aimed at someone who is NOT your target, why outbid them'

Stay a penny higher than your COMPETITORS, as long as that bid makes FINANCIAL SENSE. You do not want to be below your competition... the click through drops off quickly as you go down the page.

What makes FINANCIAL SENSE' Whatever makes a profit...

The Sales from the EDGE article (above) discusses how to figure out what your highest bid should be. Work through the same process, from a PROFIT-MAKING viewpoint...

Suppose you are paying 2 cents per click for a keyword. That means 1,000 clicks costs you \$20. Suppose you do a decent PRE-selling job and a total of 20% of your visitors click on at least one of the five in-context TEXT links on your

first page of search results. In that case, only enter the bids for these. Enter "0.00" for #11-20, because there's really no point in bidding for a spot on Page 2.

-----SIDEBAR-----

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bid makes FINANCIAL SENSE. You do not want to be below your competition... the click through drops off quickly as you go down the page.

What makes FINANCIAL SENSE? Whatever makes a profit...

The Sales from the EDGE article (above) discusses how to figure out what your highest bid should be. Work through the same process, from a PROFIT-MAKING viewpoint...

Suppose you are paying 2 cents per click for a keyword. That means 1,000 clicks costs you \$20. Suppose you do a decent PRE-selling job and a total of 20% of your visitors click on at least one of the five in-context TEXT links on your

Keyword-Focused Content Page. That's 200 people visiting your merchants. If your merchants average a 1.5% Conversion Rate, that's 3 sales. So, if the average commission is \$15, your \$20 has returned \$45. And if you've chosen good affiliate programs, ones that offer lifetime customer commissions, you've gained 3 lifetime customers...

... ongoing income with no further expense!

If you are referring visitors to your own online store or sales site, do similar profitability calculations.

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One special bidding strategy for GoTo.com...

GoTo.com does more than just provide its own search results at its highly popular engine. It supplies listings for many major search portals (such as AOL Search, Netscape Search, Lycos, AltaVista, etc.) and large meta search engines.

These search services tend to "cherry-pick" the TOP search results. So... your very best strategy for MAXIMAL DISTRIBUTION across all of the GoTo search partners would be to make a bid that puts you in the Top 2. Next best is in the Top 3. And then in the Top 10. Of course, anywhere in the Top 40 puts you on GoTo's first page of results. But you'll get far less traffic if you appear further down.

You'll have to balance the per-click COST of being in the Top 2-to-10 against the financial benefit of the extra clicks. You may even be willing to lose some money, on a per-FIRST-sale basis, to gain precious LIFETIME CUSTOMERS.

As always, your bids must make FINANCIAL SENSE.

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I can't OVER emphasize that the key to success is to bid upon hundreds of keywords related to your site. Yes, hundreds. So the mass-submission templates are absolutely essential.

Don't let them scare you... except for one engine, they're easy to work with when you use the Site Build It! Manager.

Let me tell you a bit more about SBI! Manager, a productive piece of software that comes with Site Build It!. The Manager runs off your computer. The rest of Site Build It! (i.e., the no-HTML SiteBuilder, the link tracker, the reporting functions, etc.) runs off of ours. Together, it's a terrific marriage. :-)

Basically, "SBI! Manager" is a marketing tool for developing highly profitable keywords related to a theme that is in turn related to products of affiliate programs that you represent. Basically, it automates much of what you have studied so far in this course.

Use "SBI! Manager" as follows...

1) MASTER KEYWORD LIST... build a list of KEYWORDS, including PROFITABILITY (i.e., DEMAND and SUPPLY) data about each, with SUPPLY SITE INFO research for each. Use the "PROFITABILITY" info for each KEYWORD to help you pick the best topics for your site.

Yes, Site Build It! Manager does all this for you... and it only takes a few minutes. For example, if you enter "fashion," and then click on the "Brainstorm and Research" button, it does all the DEMAND and SUPPLY and even BREAKOUT window-functions (as covered in DAY 3) for you, creating a comprehensive list of KEYWORDS related to fashion!

Then use the Site Build It! SERVER-side site-building tool to develop your Theme-Based Content Site, full of Keyword-Focused Content Pages. Attract traffic to these pages and then refer visitors to affiliate-merchant sites (or to your own sales sites that sell products or services).

2) PAGE SUBMISSION INFO Form... prepare for submitting bids to the pay-per-click engines by entering the info that they require into the Manager's PAGE SUBMISSION INFO Form...

a) Title -- Same idea as when you made the Title for your Web page (DAY 6), except your title does not have to be the actual page title. It should contain the keyword that you bid for, since the click through will be higher. GoTo.com cuts the title off after 40 characters... so keep it short.

b) Description -- Get your most important, biggest point up front. Copy-and-paste your META description that you prepared in DAY 6. Same basic rules and principles apply.

(Yes, the Manager even reminds you if you forget to include the KEYWORD in the Title or Description.)

c) URL -- Direct searchers (i.e., your potential visitors)

to the specific page on your site that has the information they request, not just to your home page.

One important rule of every pay-per-click...

Each KEYWORD that you bid upon must clearly relate to its Title and Description, and to the contents of your site. For you, that's natural... already done!

-----SIDEBAR-----

With GoTo.com, you basically want as FEW clicks as possible. Actually, let me rephrase that... you basically want only TARGETED clicks... people who UNDERSTAND exactly what your page is about and who click for that reason.

Why'

Because you PAY for each click!

So, you don't really want as FEW clicks as possible... you want as FEW OFF-target visitors as possible. Gear everything you do to maximizing ON-target visitors for the least amount of money.

Bottom line strategies'...

1) Bid for hundreds of ON-target keywords, especially the less-obvious ones which will be quite cheap to buy. Obvious, popular keywords have become too expensive. Ill tell you this -- there's no way I'm paying \$5.00 for popular keywords -- not unless I'm selling a product that has a profit of \$500 and I have a 10% Conversion Rate!

2) Write your Title and Description so that \*ONLY\* your target market clicks (since each click costs you). A GoTo searcher who reads your Title and Description should clearly understand what she'll get if she clicks. If it does not interest her, she'll give you a pass. Which is EXACTLY what you want when it comes to GoTo.com. Why pay for a click by someone who hits the BACK button as soon as she arrives'

Write your title and description so that they...

- o \*REALLY\* relate to the keywords that you are bidding
- o \*REALLY\* are relevant to your site -- you definitely do not want to trick anyone to your site.
- o compete effectively against other listings with similar

subject matter

o shout "Click Me! Click Me!" But only the right customers hear the shout!

----SIDEBAR-----

Now, where was I? Oh yes... I was explaining that the Site Build It! Manager...

1) brainstorms & researches your MASTER KEYWORD LIST for you

2) makes it easy for you to prepare your bids through its PAGE SUBMISSION INFO Form

... and now for my favorite part...

3) BID-FOR-KEYWORD LIST -- The Site Build It! Manager contains a BID-FOR-KEYWORD LIST for every significant pay-per-click engine. It researches the "# of bids" and the Top 20 bids for all of your KEYWORDS (as described above), at the simple click of a button! Only one difference...

It researches the "# of bids" and the Top 20 bids at \*ALL\* of the significant pay-per-clicks, not just GoTo.com's! Use the Manager's pay-per-click automated research functionality to quickly get all the info at each engine about all of your KEYWORDS, showing you where the bid should be for each KEYWORD. All you have to do is the fun part... enter your bids!

When that's all done' Just one more click...

Click upon the "Create File" button to create a file for GoTo.com's mass-submission template. The Manager automates mass-submissions to ALL the major pay-per-clicks. Now it only takes minutes to do what previously took days. E-mail these files to the pay-per-clicks and...

Presto! Instant, cheap traffic! With no hassle. :-)

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To summarize Site Build It! Manager...

Site Build It! Manager is software that you run on your computer. To use it effectively, you must have taken the

Affiliate Masters Course. The Site Build It! Manager automates and greatly accelerates...

- o building your LIST of HIGH-PROFITABILITY keywords
- o researching those keywords
- o preparing content for your Theme-Based Content Site
- o researching affiliate programs that fit with your Site Concept
- o preparing pay-per-click Search Engine bids
- o researching and bidding optimally at the pay-per-clicks
- o making mass-bidding-submissions

Pay-per-clicks are outstanding, cost-effective ways to build traffic to your site. Site Build It! Manager is currently compatible with the eight major pay-per-clicks.

For more information about Site Build It!, including the Site Build It! Manager tool...

<http://breakthrough.sitesell.com/buildit/>

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The Wrapup on Pay-per-clicks...

As you'll see in DAY 10 of this course, you'll be able to use Site Build It's special server-side tools to create tracking links. These links enable you to track the effectiveness of each of your pay-per-click programs.

Site Build It! is the ultimate way to build pay-per-click traffic. Use the client-side Manager and the server-side Tracker to create and monitor a powerful, cost-effective, pay-per-click traffic-building program.

It's totally do-able. Unlike the free Search Engines, all you have to do is BID. :-)

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The Major Directories

Let's review the BIG 5 TRAFFIC-BUILDING TECHNIQUES again...

#1) The Free Major Search Engines

#2) Pay-Per-Click Search Engines

#3) The Major Directories

#4) Word of Mouth

#5) E-zines -- market via your own opt-in newsletters

Wow! We've done them all, except for the directories. Let's complete the list now...

Directories are a different beast from Search Engines. They do not spider pages. Humans review and decide what gets in -- think of them as gigantic bookmark lists, organized into categories and sub-categories, and sub-sub-categories, etc.

Here are the directories, in order of importance...

-----  
Yahoo!

<http://docs.yahoo.com/info/suggest/>

Still the grand-daddy of directories.

Want to list in the "Shopping and Services" or "Business to Business" areas of Yahoo!' You must use Yahoo's US \$199 "Business Express" service (\$600 for adult sites).

However, if your site "fits" in other areas of the Yahoo.com site (ex., non-commercial hobby or educational content) or in regional commercial areas at Yahoo's non-US English-language editions, you can still submit for free.

At \$199, you'll have to decide whether it's worth it. More info on the paid service...

<http://docs.yahoo.com/info/suggest/faq.html>



For instructions on how to submit...

<http://docs.yahoo.com/info/suggest/suggest.html>

Paying the fee does not guarantee that your site will be accepted. So download this excerpt from Make Your Site SELL! for how to get listed in Yahoo!. The concepts hold true for all directories.

<http://www.sitesell.com/extracts/yahoo-extract.exe>

(The file is a self-extracting zipped file. Windows users, double-click on it and then click on "Unzip" button. Mac users unzip it by using Stuffit Expander 5.5 or greater.)

RECOMMENDATION: Probably worth the \$199. If your site looks sufficiently like a "hobby site," you might be able to get a free listing. My guess, though, is that the Yahoo! editors are thorough enough to recognize that your site has a commercial goal. In any event, the free service is getting notoriously slow -- so it's probably better to pay.

While you'll build far more traffic through the free and pay-per-click engines, a Yahoo! listing will bring you some traffic. And it will help in your link popularity score. Just make sure your site's in top shape, with at least 20 good pages, before you submit.

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Open Directory

<http://www.dmoz.org/add.html>

<http://dmoz.org/guidelines.html>

For Open Directory, specifically, see this article in Sales from the EDGE, Issue #003...

<http://www.sitesell.com/edge/backissues-003.html>

RECOMMENDATION: Definitely worth it -- hey, it's free! Again, the traffic will be decent, but less than what you

drive through the free and paid engines. And the link does help with a link popularity score. Since it's free, and it delivers, it's the no-brainer of the three largest (Yahoo!, Open Directory, and LookSmart). Again, a site must be in good shape. Since it's free, your risk is lower -- so consider submitting once you have 10 good pages up.

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LookSmart

<http://express.looksmart.com/>

You must pay to be evaluated, \$199 if you want your site to be reviewed (not necessarily included, though) within 48 hours... \$79.95 to be evaluated within 8 weeks. LookSmart is gaining in popularity, powering more and more portals.

RECOMMENDATION: Probably worth it, for the same reasons as for Yahoo!. Same recommendation as for Yahoo!.

PAY FOR LISTING/PLACEMENT: Usually, LookSmart will only list your site in one or two subcategories of their directory. Their "Subsite" program goes way beyond that.

LookSmart Editors review your site more deeply. They will list you in other relevant, targeted subcategories. You're charged on a pay-per-click basis.

Fill in the "Media Kit Form" on the following URL. Mention that you are interested in their Subsite program...

<http://www.looksmart.com/aboutus/media/>

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NBCi (formerly Snap.com)

<http://www.nbc.com/LMOID/resource/0,566,-516,00.html>

NBCi LiveDirectory section:

<http://www.nbc.com/LMOID/resource/0,566,-1109,00.html>

RECOMMENDATION: Won't bring much traffic. But do it to increase your link popularity.

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Ask Jeeves

<http://www.askjeeves.com/>

Good old Jeeves is a bit harder to categorize. But, after you strip away the "question-asking" interface, it's closest to being a directory. Ask Jeeves answers questions. Send an email to [url@ask.com](mailto:url@ask.com), telling them which question that your Web page answers. (ex., If your Web page explains how to price a product, then tell the Ask Jeeves editor that your page answers "How do I price a product" -- include the URL.)

RECOMMENDATION: Won't bring much traffic. But do it to increase your link popularity.

PAY FOR LISTING/PLACEMENT: You can pay to be listed as "THE ANSWER" for a variety of targeted questions. Naturally, you must, in fact, answer the question. And you must do it well.

See their Editorial Guidelines...

<http://www.askjeeves.com/docs/about/policy.html>

And see their information about Targeting Solutions...

<http://corporate.ask.com/products/targeting.asp>

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Go Directory

<http://www.go.com/Help/pg=InfoDirc.html#submit>

Go, formerly known as InfoSeek, used to be one of the Top 3 Search Engines. Not anymore. It barely made our list of seven major free Search Engines (above, DAY 7). However, its Directory may be fairly useful. To submit, either see the URL just above, or become a "Go Guide" and then submit your site -- be nice and submit other sites that fit in the same topic, too. Give... then take. :-)

To become a Go Guide...

<http://guides.go.com/>

RECOMMENDATION: It might bring some decent traffic, since Go lists its Directory results above its Search Engine results. Also, getting listed in the Directory may result in more of your site's pages being indexed by their spider, as well as higher rankings by the Search Engine part of Go. And, of course, do it to increase your link popularity.

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"Automatic" Directories

You are automatically listed in the following directories when you submit to another one, as shown here...

- o AOL Search -- you are listed automatically in AOL's directory when you submit to Open Directory.
- o MSN Search -- you are listed automatically in MSN's directory when you submit to LookSmart.
- o Netscape Search -- you are listed automatically in Netscape's directory when you submit to Open Directory.

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PAY FOR LISTING/PLACEMENT At the "Free" Search Engines

Since GoTo.com established paid listings as a successful business model for engines, others have sought ways to generate income from their search services.

As we've just seen, you must now pay to be EVALUATED by some directories. And some offer "PAY FOR LISTING/PLACEMENT."

Now, Inktomi, which powers several Search Engines (see DAY 7 for details), offers a PAY FOR LISTING/PLACEMENT program...

Their free submit service remains available -- do it through HotBot (as outlined above). Now, though, you may pay to be included in Inktomi's listings in greater depth and with greater freshness (i.e., the spider visits you more often). But it does not guarantee that your pages will be ranked well -- pages are still subject to ranking algorithms.

The pricing is on a "per URL" basis. Since ranking is not

guaranteed, I would NOT recommend this program. But watch for it to be adjusted to become more attractive...

For more information...

<http://www.inktomi.com/products/portal/search/submitFAQ.html>

For current pricing and an order form...

<http://www.inktomi.com/products/portal/search/pagesubmission.html>

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Last, AND least, there's RealNames...

RealNames is a cross between PAY FOR LISTING/PLACEMENT and "pay-per-click." They limit the number of clicks that you get for your \$100 when you buy your RealName. After that you pay for more clicks. It doesn't really matter, however -- for a variety of reasons, don't bother with RealNames. Its benefit is quickly becoming negligible. If you care to see why, review Sales from the EDGE, Issue #004...

<http://www.sitesell.com/edge/backissues-004.html>

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Want a summary of the PAY FOR LISTING/PLACEMENT programs that are available? Danny Sullivan maintains a great page of all "PAID" services offered by engines and directories. See the following URL...

<http://searchenginewatch.com/resources/paid-listings.html>

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Bottom line for all PAY FOR LISTING/PLACEMENT services...

Stick to PAY-PER-CLICK offerings that bring you TARGETED customers. This yields measurable results. Kill programs with poor results (in the same way as outlined above in the discussions about what makes FINANCIAL SENSE at GoTo.com).

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Before we leave DAY 9, remember this important point...

If your site is blatantly set up to deliver traffic to ONE affiliate merchant (or ONLY to your sales site or online store), it is unlikely to be accepted by the best services outlined here, PAID or NOT. This is yet another great reason to focus upon developing a Theme-Based Content Site that diversifies its links to a variety of merchants, in a tasteful, discrete manner by using in-context TEXT links.

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Time to wrap up DAY 9...

The best thing about the pay-per-clicks is that they are guaranteed, targeted and cheap traffic. The free engines are a better bargain IF you can figure them out -- some people will do better at it than others.

But the pay-per-clicks are GUARANTEED traffic. Site Build It! Manager makes the research and mass-submissions a snap.

And the directories are the same. If you build a good site that delivers HIGH-VALUE content, you'll get into the directories. After all, that's exactly what they're looking for... good sites that offer excellent content.

GUARANTEED, cheap traffic... The goal of every marketer. :-)

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Before proceeding to DAY 10, please complete your DAY 9 Goal-of-the-DAY, and take note of your Ongoing Goal...

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Goal-of-the-DAY... Open an account at each of the 8 pay-per-click engines. Bid on 3 keywords at GoTo.com.

Ongoing Goal... Broaden your bidding until you have placed bids for 100 keywords at the

8 biggest pay-per-clicks.

When your site reaches 10-20 pages, submit to directories and consider PAY FOR LISTING/PLACEMENT programs.

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Yippee! We're into the home stretch, the tenth and final DAY. As always, continue when YOU are ready...

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DAY 10 -- Know Your Visitors

Knowledge is power...  
Power to boost income.

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Goal-of-the-DAY... Familiarize yourself with a good traffic-reporting package. Convert your Theme-Based Content Site's Outgoing links into special tracking links (no need to do

this with Site Build It! -- all links OUT are automatically created as tracking links)...

<http://breakthrough.sitesell.com/buildit/>

Ongoing Goal... Create one OFF-SITE promotion with special tracking links per week (or whatever fits for you).

Review traffic stats, and do both Click IN and Click Through Analysis regularly. Watch for trends. Build on your successes and either drop or improve what does not work.

With these goals in mind...

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Let's see where you're at as we approach the end of the Affiliate Masters Course...

You have a wonderful Theme-Based Content Site, full of high-value content that OVER delivers to your HUMAN readers and that ranks highly and fairly with your Search Engine friends. And that means...

You have traffic coming INTO your site (from ALL your traffic-building efforts) and traffic going OUT of your site (links to your income-generating sites -- merchant-partners, your own store, or your own sales site).

It has cost you time and money to generate your INCOMING traffic. Your OUTGOING traffic generates INCOME for you. You can measure both EXPENSES and INCOME. And, as explained way back in Affiliate Masters 101, INCOME minus EXPENSES equals PROFITS... duh!

If we stopped here, your site would be a black box. A "black box" is a concept used in physics. You can measure what goes INTO the black box, and you can measure what comes OUT OF the black box... but you don't know what the heck is happening INSIDE of that black box. In other words, you don't know \*WHY\* things happen.

And for your long-term success, that's critical. Why'

Because if you know more about the nature of your INCOMING and OUTGOING traffic, you can maximize your returns for every dollar and minute that you spend!

Yes, that \*IS\* kind of important... "critical," even. :-)  
And what \*DO\* you need to know'...

A) Traffic

B) Links in

C) Links out.

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Let's start peeking inside your "black box" by studying your traffic...

Traffic, of course, is your lifeblood. You need the means to do some "blood tests" to determine your site's health.

Unfortunately, all the traffic analysis packages out there are written by techies... for techies. They give you so much data... just because they \*CAN\*! But all \*YOU\* need to know is... WHAT you NEED to know! You need INFORMATION, not reams of useless DATA.

The key to traffic analysis is to simplify. Forget the 150 different ways that traffic-analyzing software slices and dices hits, visits, pages, page views, and visitors. You simply don't need to know how many left-handed Norwegians visit your site between 3-4 AM on Sundays.

So let's prune away all the useless DATA, and just keep the "need to know" INFORMATION...

First, the big picture...

All traffic-reporting software packages cover the basics... average number of visits, visitors, and pages viewed per day, as well as the totals on a per-month basis. Here's what those terms mean...

- o Visits -- the number of visits to your site

- o Visitors -- the number of different people who visit your site (ex., a visitor could account for 10 visits)

- o Page Views -- the number of pages viewed by all the visitors during all the visits. A single visitor might view only one page... or twenty.

You have a question'

-- "What about hits' Everyone talks about hits!"

Great question! Short answer... forget hits. A hit is simply a line in your site's log file. If a page has 3 graphics on it, that's 4 hits (1 for the html page itself, plus 3 for the graphics). But if that same page has 100

graphics on it, that's 101 hits!  
See why the number of hits is a useless stat'

-- "Yes, but why does everyone quote hits, then'"

Two reasons... either they don't understand the term, or they understand it and use hits because IT SOUNDS BIGGER! In any event, "hits" is a useless thing to measure.

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By comparing your monthly "big picture" data, you should be able to see steady growth in your site's overall traffic. If not, the "patient" needs a good dose of traffic-building medicine (luckily, that medicine is nearby... just above, actually!). Ongoing traffic-building is a good idea even if traffic is building nicely -- you can never have too much!

Now that you have the big picture, it's time to delve inside and pull out some important information...

- o Daily statistics -- visits, visitors and page views must be reported on a day-by-day basis, in both absolute terms and as a percentage of the total (ex., percent of total visitors). If you do a special traffic promotion on a certain day (ex., run an ad in an e-zine), this is an easy way to gauge the response.

- o Most popular pages -- your page view stats must be delivered on a per-page basis, with the page generating the most page views reported first. By understanding which pages are most popular, you understand better the needs of your visitors. Correlate this with your link-tracking data (more on this below) to make sure that your most popular pages "get the click" to your income-generating programs. Also, use this data to get a better feel for what your market wants... and, just as important, what it does \*NOT\* want.

- o Most popular entry pages -- same as the previous section, except that this specifically tells you which pages are the most popular "ENTRY" pages. A page counts as an ENTRY page when it STARTS a visit. Correlate this with how people find you (referrers and keywords, discussed just below), and you have a wealth of insight into how your site is being discovered, and what people \*WANT.\* Use these conclusions to give you ideas for other related, profitable

areas for content development.

- o Most frequent exit pages -- these are the pages from which people LEAVE your site. Some people look upon high numbers for a given page as "bad." But you have to correlate this with other data... If a "high entry" page is also a "high exit" page, that's not really a surprise. If a "high exit" page is also generating tons of links OUT to your income-generating programs for you, that's not so bad either, is it'

- o Referrer URLs -- this tells you where your traffic is coming from... Search Engines, other Web sites from link exchanges, etc., etc. Extremely useful info!

- o Keyword search -- which keywords are people entering into engines to find you' That's what this super-valuable data tells you!

Taken together, referrer page and keyword search data tell you where and how your visitors find you, which gives you a base to build even more traffic-building ideas!

As you can see, traffic analysis is actually a pretty simple task... when you know what you're looking for, and how to turn DATA into INFORMATION.

-----SIDEBAR-----

Site Build It! provides you with exactly these traffic stats. No need to install or configure any software. Or to figure out what's important. It provides everything a good content site needs to know... with one simple click from you. Presented cleanly, in an easy-to-understand manner.

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

Traffic analysis is the base. It tells you what you need to know about quantities of visits, visitors, and page views. It shows you where they come from (if via the Web) and what words they used to find you at the Search Engines.

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But you need more. Now that you understand traffic flow,

you need to be able to see exactly what's working in the two bottom-line areas that matter most...

- o how you SPEND your traffic-building time and money -- what's working, and what's not. SPEND only on the techniques that bear fruit.

- o how you MAKE your money -- gear your content more and more towards what \*GETS THE CLICK.\* Because that's what builds your INCOME.

So HOW do we get this information? Through two forms of analysis that are specialized for content sites like yours...

- o Click IN Analysis

and

- o Click Through Analysis

Before we go further, let's talk about two different kinds of links...

- o OFF-SITE links that bring traffic IN to you

- o ON-SITE links that send traffic OUT.

OFF-SITE links do not appear on your Web site. People will not actually click upon these links while they are ON your site. Rather, your potential visitors see these links OFF of your site... in e-zine ads, or offline print ads, in flyers that you distribute at trade or hobby conventions, or in your SIG file (at the end of your e-mail). And they'll use these links to come INTO your site.

Since you spend time and/or money on these traffic-building activities, you need a way to measure this, to track what off-site promotions are working, and which are not. Once you know which of your EXPENSE-generating activities work and which ones don't... you know where to spend your promotional time and money! And where to stop! You build upon your successes and fix your weaknesses.

Let's contrast that with ON-SITE links...

ON-SITE links appear on your site, and send visitors OUT of that page. These links all go to income-generating sites (merchant-partners via affiliate programs, your own online store, or your own sales site for products that you have developed). In other words, ON-SITE links generate INCOME.

--

So how do we track these two kinds of links'...

It all boils down to this. We track how to best SPEND our traffic-building time and money via Click IN Analysis. We track what's generating INCOME by Click Through Analysis.

--

Let's talk about Click IN Analysis first...

Click Ins occur when people click on an OFF-SITE link and come into your Theme-Based Content Site. Click Ins cost you time and/or money (explained above). So analyze what works (do more of it) and what fails (drop or improve it).

In order to do Click IN Analysis, you create special tracking links. You create these links specifically to track the success of your OFF-site promotional campaigns. You place a different link in each of your promotional campaigns, so that it's easy to track.

When the user clicks on that link, she first goes to a computer program that records the click, and where it came from. Then the program sends the visitor to the page in your site that you had specified.

Click IN analysis yields the following...

- o total clicks coming in, for ALL your special links, and also for EACH special tracking link that you create
- o "first-time vs. repeat" click Ins, for ALL click Ins, and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before'

You now have a way of measuring the exact traffic-building success of every off-site promotional campaign, whether you're...

- o bidding for keywords on pay-per-click engines
- o buying ads in e-zines
- o posting an ad on the bulletin board of your local grocery store
- o no matter how you promote!

Here are some of the uses and advantages of Click IN Analysis...

1) The Untraceable Link -- Some links have no Referring URL, so it's impossible to know where they came from through regular traffic analysis. But geez, we need to know this data. For example...

- \* links from a free e-book that you are using as a promotional tool.

- \* links from e-mail of any kind... SIG files, links in mailing lists, autoresponder campaigns, links in the e-zine that you publish, ads that you buy in e-zines.

- \* links from non-Web based newsgroups (ex., anything you read with your newsreader -- but if you read newsgroups via deja.com and your browser, this does not apply since the Traffic Stats section will report on any visitor that arrives via a Web site -- you could, of course, still use a tracking link for this if you want to).

- \* links that are simply typed in, often due to offline exposure (especially targeted print media). Tracking links are great for any kind of offline promotion.

By creating a special tracking link for each of these "untraceable links," you'll KNOW what has been previously impossible to know.

2) TESTING e-zine ads -- set a different tracking URL for each ad that you write. That way you can measure which ad generates a better response. Here's how...  
Run Ad #1 in E-zine #1 and Ad #2 in E-zine #2, then switch a month later. Which ad got more responses overall? Stick with what's profitable. Drop the rest.

E-zine advertising becomes very cost-effective when you can drop the dogs and increase your budget for the winners.

3) Test Web-based advertising -- Even if your promotion is Web-based, it's more convenient to run tracking links than to review the Traffic Stats Referrer information (which do tell you which SITES links originate from). So use your special tracking links to track the performance of banners, pay-per-click Search Engines, even posts to forums and discussion groups.

--

So far, we've talked about tracking the various possible ORIGINS of the tracking links (i.e., the OFF-SITE PLACES where potential visitors SEE and click on your tracking link... e-zines, pay-per-clicks, etc.). And we've assumed that the ultimate DESTINATION of those links is to your Theme-Based Content Site. But you have SEVERAL options for the ultimate DESTINATION of your OFF-SITE tracking links...

1) Your Theme-Based Content Site -- Let's say that you have a terrific page about a special kind of flower. That page has several in-context TEXT links... links to books, growers, ClubMom, etc, etc. You take an e-zine ad. Where should the ultimate DESTINATION be?

Easy... to your Keyword-Focused Content Page! Since you have worked so many in-context TEXT links into your OVER delivering copy, you have a whole bunch of chances that a sale occurs on at least one of your merchant-partners' sites.

2) Straight to a merchant-partner -- On the other hand, suppose you write a wonderful article about this special flower as content for a prominent e-zine published by a third party. Your "payment" is that you can include your URLs. Where should these links point?

Easy... work those special tracker links into the content of the article, and point them straight to your merchant partners. One link for each merchant. Since anyone who clicks passes through the tracking script first, you'll see

exactly how many people clicked on each link! No point in directing them to the same info on your site, right'

3) A free trial download -- Even a download URL can be the DESTINATION. Offering a free e-book on that special kind of flower' Take an ad in an e-zine, offering the link straight to the download. Naturally, the e-book will have links to your various merchant-partners, and to your Theme-Based Content Site. Every one of those in-book links should be special tracking links, too!

4) Your online store -- same idea. If you have an online store that needs traffic, and if the situation dictates that you're better off by sending visitors "directly" to your store (after passing through the tracking script, of course), then do that. Same goes if you have a site that sells single products or your services. If an ad costs you \$100, but you see that it generated 500 visitors, and if you know that 2% of your visitors buy... it's easy to figure out whether your ad is profitable!

No matter where these visitors originate from, and no matter where you send them to, Click IN Analysis reports how well each promotional effort is working.

-----SIDEBAR-----

Click IN Analysis is vital for anyone building income through content. Unfortunately, existing services are very expensive. Here are your best two options...

1) If you have some tech skills or if you employ someone who does, use our Ultimate Link Tracker. It's free when you join our 5 Pillar Program.

Don't worry. There's no obligation to work the 5P Program unless you want to. Consider the Ultimate Link Tracker as my graduation gift to you! :-)

-OR-

2) Site Build It! provides all this... the Tracker Library makes it a snap to set up your special tracking links. And you get complete Click IN Analysis reports at the click of your mouse!



Cost' Included in Site Build It!, which itself costs less than services that offer ONLY this feature!

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

Now let's cover Click Through Analysis...

Click throughs occur when people click on a link on your Theme-Based Content Site and leave it (they don't actually leave since you pop open a new window for them!). We should actually call them "click OUTS" -- but since the industry is used to "click through," we're stuck with that term!

Click throughs earn you income. Why? Well, it all depends where those click throughs are going...

- o affiliate programs -- a percentage of those turn into sales or leads (or whatever action your merchant-partner pays for)

- o your own online store -- a percentage will buy, yielding you a profit

- o your "sales site" that sells an e-book or software that you developed, or even your services.

To maximize click throughs, of course, you know that you must create high-value content that Over delivers what your visitors were looking for. Blending "in-context" TEXT links into your copy gets the click through.

Once you've done that, of course, you need a way to know what's "getting the click"... and what's not! And that's where Click Through Analysis comes into play.

In order to do Click Through Analysis, you convert your regular OUTGOING links (i.e., links to your merchant-partners, your online store, and/or your sales site) into special tracking links. When your visitor clicks on such a link, she first goes to a computer program that records the click, and where it came from. Then the program sends the visitor to the income-building site that you had specified.

Click Through Analysis yields the following...

- o total click throughs for ALL your ON-SITE links, as well as for EACH ON-SITE link (i.e., on a link-by-link basis)
- o "first-time vs. repeat" click throughs, for the total of all click throughs on ALL your ON-SITE links, and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before'
- o and, of course, the clicks divided by the page views, which gives you your "Click Through Rate" for all your links as a group, and also on a link-by-link basis.

Excellent Click Through Analysis would even slice and dice your click through analysis like this...

- 1) It would present you with link-by-link data, broken down for every page that each link appears upon (in other words, if LINK A appears on Pages 1, 2, and 3, it shows you how LINK A performed on each of those pages)
- 2) And it would present you page-by-page data, broken down with the performance of every link on each page (in other words, if Page 1 contains LINKS A, B, and C, it shows you how each of those links performed on that page).

And PERFECT Click Through Analysis would give you ALL this data for any time span that you request!

Bottom Line' With Click Through Analysis, you have an exact success rate of every single ON-SITE link. And THAT, dear reader, measures INCOME... YOUR money.

You'll know exactly what people are clicking upon... and what they are not. From there... it's just a question of building upon your successes and fixing your weaknesses...

... which maximizes your INCOME.

-----SIDEBAR-----

Click Through Analysis is as critical for your Theme-Based Content Site as Click IN Analysis. Again, existing services are very expensive. And none give the degree of information that I have outlined for the PERFECT Click Through Analysis.

Here are your best two options. They may sound familiar...

1) If you have some tech skills or if you employ someone who does, use our Ultimate Link Tracker. It's free when you join our 5 Pillar Program.

(Once again, consider it a complimentary graduation gift.)

-OR-

2) Wait! Did I say that there was no PERFECT Click Through Tracking Analysis available? I was wrong...

Site Build It! provides ALL of it.

Cost? Included in Site Build It!, which itself costs less than services that offer just the click analysis! And, best of all, it all happens automatically, behind the scenes, as you build your site!

The analysis is totally integrated with Site Build It!'s site-building tools. All YOU have to do is click your mouse to get the reports. :-)

<http://breakthrough.sitesell.com/buildit/>

-----SIDEBAR-----

-----POWER-USER TIP-----

Want perfect tracking of how effective your e-zine ad is? Combine Click IN Analysis and Click Through Analysis!

Do this...

1) Place ad in an e-zine, or bid on keywords from a pay-per-click search engine. The link goes to a page on your site that ONLY receives clicks from this ad. It can be a simple duplicate of one of your site's pre-existing pages. But it should not receive links from anywhere else, including even from your own site.

2) On that page, create new tracker links to your affiliate programs, links that are unique for this ad. You should not use these tracker links anywhere else.

3) Now your Click IN Analysis can track both the INcoming traffic and your Click Through Analysis can see how many of those folks coming IN actually go to your income-generating programs (or your sales site, online store, etc.)

You'll know exactly and you will be able to say...

-----  
"This ezine ad on this day (or this pay-per-click listing) brought in this many visitors of which this many clicked on to this and that merchant."  
-----

Since you know the Conversion Rate for each of your merchant-partners (or your sales site/store), you know whether it makes sense to keep advertising, or to find more targeted e-zines (or more targeted keywords on the pay-per-clicks).

This technique works for e-zine ads, opt-in mailings, article submissions that direct readers to your Theme-Based Content Site. And it can be very helpful to test the cost-effectiveness of the pay-per-click Search Engines

As I said, though, this requires a fair degree of savviness and some work. Definitely for power users only.

And, if it's more appropriate to send readers DIRECTLY to your merchants (instead of a page on your site), then this extra stop would not be a good idea.

Still, something to keep in mind. :-)  
-----POWER-USER TIP-----

Bottom line for DAY 10'...

Know your visitors -- they are the heart of your business -- by following traffic stats. And tracking links IN and OUT is the key to maximizing INCOME while getting the most return from all your traffic-building EXPENSES.

-----

Please complete your DAY 10 Goal-of-the-DAY, and take note of your Ongoing Goal...

-----  
-----  
Goal-of-the-DAY... Familiarize  
yourself with a good traffic-  
reporting package. Convert your  
Theme-Based Content Site's  
**Out going links into special**  
tracking links (no need to do  
this with Site Build It! -- all  
links OUT are automatically  
created as tracking links)...

<http://breakthrough.sitesell.com/buildit/>

Ongoing Goal... Create one  
OFF-SITE promotion with special  
tracking links per week (or  
whatever fits for you).

Review traffic stats, and do  
both Click IN and Click Through  
Analysis regularly. Watch for  
trends. Build on your  
successes and either drop  
or improve what does not work.

-----  
-----  
On the next DAY... Wait! There is no next one! You are done!  
And what a long way you've come. Take a look...

-----  
-----  
Affiliate Masters 101

- o Business Basics
- o Income and Expenses
- o Traffic, Click Throughs, and Conversion Rates
- o PRE-selling... why
- o PRE-selling and your visitor's MINDSET
- o PRE-selling... how

Affiliate Masters 202

- o Brainstorming concepts for your site
- o Picking the concept with the most profit potential
- o Developing HIGH-PROFITABILITY topics for your site
  - o DEMAND, SUPPLY and BREAKOUT tools, and the MASTER KEYWORD LIST
  - o The CUSTOMER END vs. the KEYWORD END
  - o How to pick the HIGHEST-PROFITABILITY topics
  - o Analyzing (and using!) the competition

#### Affiliate Masters 303

- o Finding affiliate programs for your concept
- o How to reduce risk by diversifying
- o Picking the best, safest programs
- o Refining your concept to just the right scope...
- o The "Valuable PRE-selling Proposition"
- o Creating and Protecting the PERFECT domain name
- o Preparing for your own mini-vertical-portal

#### Affiliate Masters 404

- o Building your site... TWO kinds of visitors
- o OVER delivering high-value content to readers who deliver HIGH-PROFITABILITY to you
- o How to PLEASE the Search Engines
- o The WIN-WIN-WIN-WIN
- o "FIND-CLICK-CLICK-CLICK-kaCHING"
- o The Structure of Your Site
- o The Content of Your Site

#### Affiliate Masters 505

- o Traffic-building for Content sites
  - o The Free Major Search Engines
  - o Pay-Per-Click Search Engines
  - o The Major Directories
  - o Word of Mouth
  - o E-zines -- market via your own opt-in newsletters
  - o Other traffic-building techniques
- o Traffic Analysis... What's Important
- o Click IN Analysis
- o Click Through Analysis
- o Your Road to Success... ACTION STEPS

-----

See that last item above' ACTION STEPS' Yes, it's time to boil the course syllabus down into ACTION STEPS.

DO them...

You'll succeed. :-)

-----  
The Road to Success is Accomplished Through ACTION STEPS

You are already on the road to becoming a high-earning affiliate champion by learning and DOING this course. Use these ACTION STEPS to guide your journey each time you create a Theme-Based Content Site.

As I said before, personalize your work schedule. Some steps will take more time to complete than others. If a certain ACTION STEP doesn't "ring a bell", go back and review that particular part of the course. Work at a pace that is comfortable for you. (Site Build It! and the SBI! Manager Tool can make it "extra" comfortable) :-)

The key to success is to build your affiliate business the right way... the first time.

> STEP 1 -- Understand PRE-selling and its Effect on  
> Conversion Rates

o Know the difference between selling and PRE-selling.

--

> STEP 2 -- Brainstorm Your Site Concept

o Develop a list of all the subjects that you know and like.

o "Short list" three concepts. Choose a tentative Site Concept. You'll finalize it shortly.

--

> STEP 3 -- Develop HIGH-PROFITABILITY Topics

o Develop a MASTER KEYWORD LIST.

- o Identify DEMAND (how often a keyword is searched for) by using GoTo.com's Suggestion Tool.
- o Determine SUPPLY (how many sites already provide that content) by using AltaVista or Google.
- o Keep research notes (for each keyword) on SUPPLY SITE INFO, POSSIBLE PARTNERS and IDEAS FOR CONTENT. Gather this info from the top 20 SE-ranking sites for your KEYWORDS.
- o Choose the highest PROFITABLE keywords. They have high DEMAND and low SUPPLY and offer a good number of POSSIBLE PARTNERS.
- o Diversify your MASTER KEYWORD LIST by BREAKING OUT (increase the number of related keywords). Use JimTools or Ixquick or LookSmart.
- o Add keywords that reflect your customers' needs and wants (how, what, when and where they search.)

--

#### > STEP 4 -- Grow, Prune and Group Best Affiliate Programs

- o Grow your POSSIBLE PARTNERS research results by...
  - o doing a search for each keyword on your MASTER KEYWORD LIST ("keyword +affiliate") to find merchants with affiliate programs or content sites that are affiliates. Use AltaVista, GoTo.com, Google and/or Ixquick.
  - o using AltaVista Link Tool (enter link:domain of content site).
  - o checking out specialized Affiliate Directories like AssociatePrograms.com and Refer-It.
  - o joining Affiliate Backend Providers such as Commission Junction and BeFree or Affiliate Intermediaries such as Vstore or Nexchange.
- o Diversify and reduce risk. Don't give too much emphasis to any single program.
- o Eliminate high-risk programs by identifying negative



features.

- o Select and categorize excellent merchant-partners (that you are proud to represent). Use Alexa.com to help.
- o Finalize your selection of good affiliate programs that fit with your proposed Site Concept.

--

#### > STEP 5 -- Refine Final Concept and Register Domain Name

- o Use information in your MASTER KEYWORD LIST to refine your SITE CONCEPT. The key parameter is ... "As narrow as possible, yet... still with lots of profit potential."  
(See ten factors outlined in DAY 5).

- o Begin work on Domain Name. Identify a "Valuable PRE-selling Proposition." Answer in a very few words what specific and high-value information your site delivers and what your unique positioning is for this delivery.

- o Include your VPP in your domain name. Get further ideas from sites such as NameBoy.

Confirm availability with... <http://betterwhois.com/> and trademarks with <http://www.marksonline.com/>

- o Use the service of a registrar to register your domain name. A comprehensive list is found at...

<http://www.icann.org/registrars/accredited-list.html>

#### -----SIDEBAR-----

This action is not necessary if you own Site Build It!. The cost of a domain name is included (as is everything else outlined in this course)...

<http://breakthrough.sitesell.com/buildit/>

#### -----SIDEBAR-----

- o Register several domain names to keep future expansion

avenues open.

- o Choose a Site Concept that is something you know and love and that has excellent PROFITABILITY. Take your time to identify the best concept and domain name.

--

#### > STEP 6 -- Build a Site that Gets the CLICK!

- o Start with the physical layout. Design it like a pyramid with three Tiers.

The home page (Tier 1) focuses upon the fundamental Concept Keyword. It links with Tier 2 pages (7 HIGH-PROFITABILITY PAGES). Each of these pages links with five to ten related Keyword-Focused Content Pages (Tier 3).

- o Deliver VALUABLE content to your readers and TASTY content to the Search Engine Spiders.

- o Establish your VPP. Excite your reader. Describe the benefits. Write content copy that answers the reader's question, "What's in it for me"

- o Use your keywords frequently so that the SEs will rank you highly -- your TITLE tag, META keyword and description tags, H1 and other header tags, Body copy, Link tags, file name/domain name, Image ALT tag and name of image. Experiment with differently constructed pages to find the most successful "formulas" for your theme.

- o Create Keyword-Focused Content Pages that fit with your Site Concept and VPP, have a good SUPPLY/DEMAND ratio and suit your interest/passion. Continue building until you have 50-70 content pages.

(Don't try to do them all in one week. Even if you only do one per day, you will accomplish your goal in two months. Just think -- in one year from now, you could have 6 Theme-Based Content Sites, each a source of income!)

--

#### > STEP 7 -- Build Traffic to Your Content

\* This step covers DAYS 7, 8 and 9 of the course. It

demonstrates that building traffic is an ongoing process.

- o Submit your concept site to the major free Search Engines (AltaVista, Excite, Google, HotBot, Go/InfoSeek, Lycos and Northern Light). Follow their submission policies.
- o Watch the spider activity in your log files to see if and when they visit.
- o Track each engine to see when your pages are indexed.
- o Track the Search Engines' rankings of your Specific Keywords.
- o Tweak until at least HALF of your pages rank in the Top 10 on at least HALF of the Search Engines.
- o Build popularity points with the SEs by increasing the number of important and related links to your site. List with major directories and with directories that are specific to your area of interest. Try exchanging links with other non-competing sites and perhaps by use a "link enhancement program." Interlink your domains that have related topics.
- o Research and submit bids for keyword placement at the Pay-per-Click Search Engines (GoTo.com, Bay9.com, FindWhat, etc.) Bid a penny higher than the highest site that seems to reach your TARGET VISITOR, as long as it makes financial sense. Work the niches -- bid on hundreds of keywords related to your site.
- o Get listed in the Major Directories (Yahoo!, Open Directory, LookSmart, and the others).
- o Use techniques like word-of-mouth (deliver HIGH-VALUE content), e-zine publication, ads, link exchanges, SIG file, etc. to build even more traffic.

--

#### > STEP 8 -- Know Your Visitors

- o Analyse your traffic. Know where your visitors come from and what words they use to find you at the Search Engines. Find out, and follow on an ongoing basis, the number of

visits and visitors that your site receives on a daily basis and which pages are most popular.

- o Do a Click In Analysis -- create special tracking links to measure the success of OFF-SITE promotions.
- o Do a Click Through Analysis -- convert your OUTGOING links to special tracking links to measure the success of ON-SITE links to know what exactly people are clicking on and what they are not.
- o Build upon what works. Improve or eliminate failures.

--

Then... repeat the process for every new Theme-Based Content Site that you develop. Build your affiliate business as big as you want. After all, it's YOUR road to success!

-----

Well, that's it. You now know enough to...

- o look deep within yourself and find your passion/knowledge
- o create a site based upon that knowledge, full of HIGH-PROFITABILITY topics
- o find affiliate programs that fit with what \*YOU\* know and love
- o write content that PRE-sells and gets excellent CRs
- o write content that ALSO acts like honey to the "Search Engine Bears."
- o build traffic through a variety of strong techniques.

You stand at the start of a trend that will grow geometrically over the next three years... "building income through content." The affiliate model of product distribution is set to explode.

Now it's in your hands. Ultimately it all comes down to what one of my favorite entrepreneurs once said...

"How to succeed' Try hard enough."  
-- Malcolm Forbes (1919-1990)

There's nothing else. Go get 'em. :-)

All the best,  
Ken

P.S. This is the final installment of the 5-day Affiliate Masters course. If I don't see you again, I'd like to wish you only great success in all of your Web ventures.

But I really would rather see you again...

To stay on the cutting edge of affiliate success, join the 5 Pillar Affiliate Program -- the weekly Five Pillar Affiliate Report will send you original, ground-breaking information that you can \*USE\* to continue to build your affiliate business.

In addition to the award-winning 5P Reports, you also receive the 5 Pillar Manual and the Ultimate Ad Tracker. Yes, we could sell both of these -- Allan Gardyne (yes, the guru from [associateprograms.com](http://associateprograms.com)) called the Manual "the best Manual about succeeding as an affiliate on the Net"), better even than manuals costing over \$60. And the Ultimate Ad Tracker is much better than similar programs that sell on the Net for \$50 and more -- it's ideal for setting the special tracking links discussed during DAY 10.

But I want you to have them, with my compliments, because they're so important for your success. And no matter what your passion or expertise is, our expanding line of products will be of interest to MERCHANTS who visit your champion site. So together, we'd make a great team.

I'd love to be a small part of your success. :-)

<http://www.sitesell.com/affiliateprogram.html>

~~~~~  
AFFILIATE MASTERS UPDATES...

You are receiving the Affiliate Masters Course only because you requested it, or someone used your computer to request it. From time to time, I'll send you an update to the "Affiliate Masters" course. If you'd like to receive them,

you have nothing to do.

If you'd prefer not to receive the updates, simply  
unsubscribe by sending a blank e-mail to...  
<<UNSUBSCRIBE\_ADDRESS>>

NOTE: You must send it from the same e-mail address that is  
subscribed to this 5-day course.

~~~~~  
Allan Gardyne (yes, of associateprograms.com fame) has said  
that "if you join only one program, make it the 5 Pillar  
Program" and he has called it "the perfect revenue sharing  
program." Ralph Wilson (wilsonweb.com) says that "Ken Evoy  
has taken affiliate programs to the next level." And the  
Five Pillar Program was chosen by AffiliatesDirectory.com as  
"The Best Program of 1999."

For more information...

<http://www.sitesell.com/affiliateprogram.html>

~~~~~  
Contact info: E-mail us at [support@sitesell.com](mailto:support@sitesell.com)  
~~~~~

Written by Ken Evoy, M.D.  
President, SiteSell.com  
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"Site Build It!" TM SiteSell.com Inc.  
~~~~~

## **Dale Armin Miller**

Dale is the founder of the Success Arsenal. A highly regarded, member's only private site filled with Internet marketing tips, tools, resources and tricks.

Site:

<http://successarsenal.com>

This autoresponder series is a sequence of Internet marketing lessons sent to prospects to persuade them to join the private site.

\* \* \*

**Message #1**

Delivery: Instant

Building \$NAME's Success Arsenal!

Hi, \$NAME

Over the next several days, you'll be empowered by discovering:

- \* A really simple method for coming up with your own PROFITABLE Internet products and services -- in case you don't already have one (or even if you do!).
- \* So you can see that method in action, you'll find REAL-LIFE EXAMPLES of how it was applied.
- \* You will unleash amazing, hidden resources already within you (Yes, even you \$NAME) for coming up with web pages and ads that COMPEL PEOPLE TO GIVE YOU THEIR MONEY.
- \* You'll discover how to FORESEE FUTURE INTERNET TRENDS. Then you can put yourself in a position to capitalize on them!

But let's begin, below, with a way to approach Internet marketing that practically GUARANTEES SUCCESS before you even start!

Dream without limits,

Dale

Dale Armin Miller

Internet Marketing Success Arsenal! [sm]

What Works Online ... guaranteed

===== Success Strategy #1 =====



\*Most\* Online Entrepreneurs Are Failing!  
... Simply Because They Don't Do THIS:

People always ask me, "Which ads make the most money?" And "What kinds of webpage presentations work best?" "Which press releases generate the most traffic?" "How do I go about making the best banner, the best link title?"

I always answer, "The ones written backwards." They always scream at me.

"What the hell does that mean!?!"

I try to calm them down and explain:

First, you need to find a large group of people that you know you can get your webpage, ad, banner, link, press release, whatever in front of ... repeatedly ... for very low cost.

They're all over the place; just pick one.

(Tip: Pick an audience that --out of interest-- you are already a part of. For instance, maybe you're a Star Wars fan or a baby boomer. Sample groups include any forums, newsgroups, and egroups you may subscribe to, and the visitors to your favorite special-interest website.)

Now, consider this group of people. What are they like? What are their fears, desires, hopes? In short, what do they want?

Next, even if you don't need an ad, write an ad for it.

"An ad about what?!"

Telling them what they want.

"They already know what they want!"

Well, then, this is going to be easy, isn't it: All you have to do is tell them that you've got it!

"Got what? Where did I get it? I'm not even sure exactly what it IS!"

Precisely: You only discover exactly what it is while you're writing.

"Are you drunk?"

Now you're being forward!

"Well, I guess I didn't mean to be."

But I want you to try being BACKWARD.

And you do that by starting to write about what will excite your audience, about what will ease their fears or fulfill their needs. Make them salivate. Forget the grammar, ignore the spelling; just write from enthusiasm. Not much more than a first draft, mind you; but keep writing until the idea is so specific that you're *\*certain\** you don't have it.

"You're obviously GIVEN medication -- you're just not SWALLOWING."

And make sure your copy is so exciting that even *\*you\** want it.

Because then you're motivated enough to go out and find it, buy it, join it, invent it, write it, make it, hire someone to do that, ... or discover that you really had it all along, Toto.

(So, I'm not necessarily talking about you getting a different product or service than you already have; but, at this point, you may want to reevaluate your ability to successfully promote it.)

If none of that is possible, then start over again on another idea about a different subject. Hence, "not much more than a first draft."

So, now you have an 'it' -- your Ultra-Web-Widget 9000, an Employment-Opportunities-For-Hamsters Site, "Nuclear Arms Negotiating For Dummies," or whatever. And you have the first draft of your copy about it.

NOW you can maximize your copy's impact using power phrases, benefit translation, branding, and all the rest.

But, as long as you began your idea "backwards," it will actually be hard for you to not make some money from it.

(I know that it's made me a millionaire twice, and it's proving itself again, now on the web.)

Dale Armin Miller

[Part of the Creating Value section of the Internet Marketing Success Arsenal! (sm),  
<http://successarsenal.com>

Feel free to pass this along or post it anywhere -- as long as it is the entire strategy, including this bracketed comment.]

\* \* \*

## **Message #2**

Delivery: Day 2

Flash! \$NAME Sees Future, Makes Killing Online

Hello, \$NAME

Below is the next power strategy you requested.

Next time, you'll discover a simple method for coming up with your own PROFITABLE Internet products and services, along with examples of how to apply it in real life.

Be sure to look for it. It will have the subject "\$NAME Invents Information SuperProfits!"

My best wishes for your prosperity and fulfillment,

Dale

Dale Armin Miller

Internet Marketing Success Arsenal! [sm]  
What Works Online ... guaranteed

===== Success Strategy #2 =====

How You Can Make A Killing  
Online By Knowing The Future!

Mystery

I've got an idea: Let's all get on the Internet -- the money will just roll in, and we'll all get rich.

So I did. (Apparently you did too.)

I even got an email account. But nobody sent me their orders.

Then one day I got the idea, "Why don't \*I\* send an email message to someone"

So I wrote to my brother. (I think it went, "Can you see this") Still nothing ... not even from my brother.

Then some guy came up with web pages. BIG print. Colors. Some use for pictures other than in newsgroups. I knew this was the answer.

I made my first web page. And this time I didn't wait: I wrote my brother immediately. (I think it went, "Can you see this"

[http://dip.stick.awol.com/Dale943567792/look@me/sendme\\$.htm](http://dip.stick.awol.com/Dale943567792/look@me/sendme$.htm)")

I'm not sure my brother really likes me. I thought, "Just to be safe, maybe I need to tell somebody else about my brilliant web page."

Eventually I got around to trying free online classified ads. And ya know what? They worked. People came to my web page. Except for my brother ... or maybe he's still waiting for it to finish downloading.

More importantly, people gave me money at my web page!

(Well, not at my first page ... but that's another story. Yes, Virginia, there *is* a point to this story.)

So I posted more classified ads. And more people came.

More classified ad sites sprang up. Then more and more. So many that I found it worth the \$20 to send off for Mr. E's "Top 50 Free Classified Ad Sites" list. And that worked so well that I finally contacted Mr. E --not his real name-- about buying the rights to his list.

At this point, in 1998, there are 12 zillion classified sites [Zillion's Notta Word e-zine, Oct. '98]. So I thought I'd have a field day selling Mr. E's list. But ...

#### A Funny Thing Happened On The Way To The Cash Hose

I had taken several months off from posting, to refine --and sell!-- an approach to another kind of lead source. Because I had stopped paying attention to classified sites, another test of Mr. E's list was in order; I wanted to advertise up-to-date results.

But the response rate was off. Down. Way down.

I did another test with a valuable freebie, and compared the results to other advertising. The Top 50 Free Classified Ad Sites, my next big money-making project ... sucked. No way could I ask people to pay money for that.

What had happened? (And how can you profit from this?)

I'd done something I vow to never repeat. This is *\*Internet\**

marketing. With so many people coming online for the first time every day, old patterns quickly break down. And I, "I had stopped paying attention" to an online marketing method.

Still, all I had to do was remember what was going on just before I stopped paying attention: "More classified ad sites sprang up. Then more and more." Now that I was thinking about it, what would happen next was obvious:

Software that helps people post ads faster will be invented and/or become popular. More and more people will use it. Competition will spring up, forcing the price down, which will increase the numbers using it...

I didn't need to look to see if that was going to happen, I only needed to see if it happened \*yet.\* (And my test results already told me it had.)

#### How To See The Future For Fun And Profit

This is especially simple while the Internet's growth rate stays high:

Whenever you notice more and more people doing something online, you can be sure there will soon be software to make that easier. So just imagine what things will be like when large numbers of people are using that software.

Now you can see the future.

Next, look around in that future for marketing opportunities.

Now you know what's going to happen and you can be ready to take advantage of it! (Isn't that what you've always wanted')

Got it'

Give you an example'

Funny you should ask. I just happen to be finishing up a story that does exactly that.

To recap: People in my target market --online entrepreneurs-- used to go to classified sites to post their ads, where they

would see my ad. But now fewer and fewer of them were even seeing the classified sites. So I needed to change that strategy.

Question: Is there something that more and more of them *\*are\** doing? Yes, posting to classified sites automatically. Is there a way to take advantage of that? How can I advertise to them as a result of their automated posting? (What do they want more and more of?)

One answer is to have a free-classified site of my own. (Why stop at one?) And when someone posts an ad to it, my auto-responder sends them an email confirmation ... along with my order-pulling, power-word-packed killer ad copy: "Can you see this?"

Now, I've been talking about free classifieds. I needn't have been, though. If you go back and replace "classifieds" with "links page," or "search engine," for instance, everything still holds. But those are just examples; don't get lost in the details.

Get it? Let's see:

#### TAKE-HOME QUIZ (that can make you money!)

- 1) [5 points] More and more people are now getting their own free-classifieds site. Come up with at least one marketing opportunity that will result from the existence of software that makes it even easier for them to do that.
- 2) [95 points] Notice something else that more and more people are doing online. Come up with at least one marketing opportunity that will result from the existence (and falling price) of software that makes it easier for them to do that.
- 3) [extra credit] Send me the resulting profits.

Dale Armin Miller

[Part of the Creating Value section of the Internet Marketing  
Success Arsenal! (sm),  
<http://successarsenal.com>

Feel free to pass this along or post it anywhere -- as long as  
it is the entire strategy, including this bracketed comment.]

\* \* \*

**Message #3**

Delivery: Day 3

\$NAME Invents Information SuperProfits!

Hi, \$NAME

Here's the next power strategy you requested.

Next time, you'll uncover hidden resources already within you  
that will compel people to give you their money. Watch for the  
email subject "\$NAME--Your Marketing pH Factor."

Dream without limits,

Dale

Dale Armin Miller

Internet Marketing Success Arsenal! [sm]  
What Works Online ... guaranteed

===== Success Strategy #3 =====

3 Examples Of Profiting From  
The Information Superhighway

A number of articles tout the benefits of selling your own  
products. (You get all the profits!)



There's a lot written about how your product should somehow be "information." (This being the Information Superhighway, that's why people are here, and all that. Besides information is cheap to reproduce and can often be delivered immediately.)

Yet there are few attempts to explain just how to come up with your own information product.

Some of those point out how you should identify what you are already interested in; I agree with that.

And there's (the adaptation of) Thomas Edison's formula: Find a large audience with whom you can have easy, cheap, frequent contact; find out what they are in fact buying; then sell them a better and/or less expensive version of that.

That, I think, is essential.

However, I have not seen any attempts to explain exactly what steps you can take to develop your own information product.

I think maybe part of the reason for that is ... it's impossible! (Stay with me, here.)

Everybody's different, with different interests, and every information product came about differently. So it's probably not possible to explain what steps \*you\* should take to develop your own information product.

But you can learn how other people developed their information products. In fact, I know exactly how I came up with mine. Maybe that's the next best thing. Wouldn't you find it instructive to know how someone else did it?

That should serve at least to indicate what steps you can take. Maybe that's all that's possible. (In any case, it's all you're gonna get.)

And for all the details, just send \$19.95 before midnight tonight. (Sorry -- I couldn't resist.)

Actually you don't want all the gory details. Just a way to come up with a saleable information product. Right? Maybe a couple examples.

## Bookmarking For Dollars

The last three products I developed are somewhat dissimilar in their format, yet their origination followed a similar path. And you'll be glad to hear that you're probably already following that path yourself!

To make sense of it, I have to mention what I was involved in.

Now, this may be different than what you're involved in. But you are doing something similar! ... just on different subjects, perhaps. I know because you use the World Wide Web and, as a person, you have interests. (And it is important to realize that no matter how bizarre they may be, there are others who share those interests.)

To start, I was led to believe that a million people had already bought something.

Being modest, I thought, "Great, then --unless the market is saturated-- I ought to be able to sell a million of these myself!" (Keeping your ego out of business decisions is the subject of a separate article.)

Now, it turns out that a million units had been sold ... but mostly to suckers, um "Supervisors," like myself, and hardly any had actually been sold to end users.

But I didn't know that at the time. (Any similarity to the Lifetime Reminder Service is purely coincidental.)

So I was trying more and more strategies to get more and more people to my website. People would come, but they wouldn't buy. So I'd study more about website design, then change the site. Then I ran out visitors, so I'd have to find a new way to attract people. Round and round.

"I must be doing something wrong," I thought, "after all, a million people have already bought this." So I kept at it, harder and longer than I would have without the "million people" part.

I had been bookmarking helpful sites all along the way. Hundreds. Some good, some bad, some offering good-sounding advice that didn't work, many saying the same thing, most worthless. I kept dividing them up into categories, sorting,

resorting.

Wouldn't you pay me money for that list: marketing sites collected for over a year, filtered, sorted, categorized'

You are doing something like that right now!

Aren't you collecting favorite places, bookmarking a lot of sites' Sure, many are unrelated: stock quotes for Amazon Books, The DAM (Mothers Against Dyslexia) Homepage, and alt.erotica.iguanas don't match up.

But you have a special interest represented by a lot of links that \*are\* related. Skateboarding, nudism, accounting, nude accountants skateboarding, ... I don't know what. But \*something.\*

Whatever it is, other people have that same interest. I promise. There are five billion of us -- that's five thousand million to you Brits. Somebody has the same interests you do. And some of the ones online are actually willing to send you money in order to avoid going through what you went through to accumulate all those bookmarks.

I have bought more than one list of webpages, myself. Indeed, I see that as a trend; in many ways, search engines just don't cut it any more.

Also, you probably learned some things about your special interest as a result of reading all those websites ... and had some knowledge even before you started. Write that up into a report. Just start writing; you can edit later.

And don't let that word "write" scare you. It seems that as soon as someone starts to consider writing something, they are overwhelmed by the ghosts of everyone from Shakespeare to this year's Pulitzer Prize winner. True, style is very important in fiction and poetry. But you're not writing fiction or poetry; you're just revealing facts. And all you need be able to do is explain things in such a way that people know what you're talking about.

You don't need to come up with "What light through yonder window breaks;" you only need "I did this and it worked better for me."

I probably too-often get silly; perhaps you wish to retain

your dignity. Just use whatever style comes naturally. But WRITE. (Then sell it!)

You can also combine links and a report. That's what I did. I took my links, added commentary and advice (like what you're reading right now) and software, ending up with a whole website: the Internet Marketing Success Arsenal!. I sold hundreds in just the first couple months.

Another example from the same time:

I was unhappy with my online credit-card processor. I found another one, one which also paid commissions. I promoted it. Eventually, competitors sprang up. As I found them, I bookmarked their sites. When I had half a dozen, I wondered which I should promote. Then it occurred to me, "Why not promote them all!" I came up with a few more resources and this became the free website GetPaidOnline.[tm] But, as at least one writer insisted, the information could have been packaged instead as a report; \$19.95 was suggested.

Finally (actually, this was the first of the three): I had joined a couple hundred email discussion groups that allow free ads from members. I slowly whittled them down to about 100 productive ones. Along with free updates for a year, I sold that list for about \$50. Just a list. I set a limit of 40 sales; it sold out in a week or two. (And judging from the results I get from that list, I am now convinced I sold it too cheap!)

My three examples relate to marketing. That's because it's one of my passions; it's what I do, and have been doing most of my life.

But it doesn't matter what the subject is. It could have been herbal gardening, cooking recipes, graphics software, or any of the multitude of interests and obsessions that fascinate the human mind.

As long as you explore your passion and bookmark the best sites you come across (Aren't you already doing this?), you can create your own information product. As long as you can find other people who share your passion, **YOU WILL MAKE MONEY** with that information.

Do it!

Dale Armin Miller

[Part of the Creating Value section of the Internet Marketing  
Success Arsenal! (sm),  
<http://successarsenal.com>

Feel free to pass this along or post it anywhere -- as long as  
it is the entire strategy, including this bracketed comment.]

=====

"We've been using the Success Arsenal! for quite some time, and  
we've yet to see a bigger, or better, collection of free online  
advertising tools in one place. Software, links, articles, and  
so much more!"

--Kim Skinner, author,  
Internet Marketing Techniques That Your  
Competition Does Not Want You To Know!  
[unrequested reaction]

=====

\* \* \*

**Message #4**

Delivery: Day 5

\$NAME--Your Marketing pH Factor:

Hi, \$NAME

Here's the next power strategy you requested.

Next time, watch for "\$NAME--A Real Success 'Secret'."

Dream without limits,

Dale

Dale Armin Miller

Internet Marketing Success Arsenal! [sm]  
What Works Online ... guaranteed

===== Success Strategy #4 =====

Why The Internet Is Not Fulfilling  
Your Wildest Fantasies ... and  
How You Can Change That Right Now!

You can shout your message from the roof tops if you have to.  
Or write it on a picket sign. Or mumble it while nailed to a  
cross. And it will produce results \*if\* your message is  
compelling enough.

If not, it won't matter much that it occupies all the  
advertising spaces in all the newspapers, television stations,  
and websites in the world.

But don't worry: you --yes, even you-- can deliver  
compelling messages. So read on.

Now don't confuse "message" with "product" or "service."

If you want to get downright unethical about it, there are a lot  
of people with high incomes who offer no product or service at  
all. You don't have to look far for them on the Internet. But  
they do deliver compelling messages. We call these people con  
artists ... or politicians.

Here's an example of why the distinction between message and  
product is important. I'll pick on myself for a moment.

Many people are paying money to gain access to the Internet  
Marketing Success Arsenal![sm] Chances are they think they are  
paying for what is actually \*in\* the Arsenal!. Yet I can easily  
disprove that: They pay \*before\* they ever see anything in the

Arsenal!

[Well, that was true before this series of reports.]

You may object that they \*know\* what is in the Arsenal! before they join. But I ask you to consider that they only "know" what I wrote! [That's why there's a money-back guarantee.]

So I assert something rather different: that my message engendered in them a reasonable belief that their lives would be more-favorably enhanced if they gave me money than if they did not.

That's an important sentence. No -- more than that, it's crucial to marketing.

But it's a mouthful. So let me strip it down a bit.

### Your Marketing pH Factor

Consider any successful message. A message is being persuasive if it is ...

"engendering in you a reasonable belief that your life will be more-favorably enhanced if you \_\_\_\_\_ than if you do not."

It seems to me that what's between the quotation marks is the essence of persuasion -- it's heart.

(In the common picture of them, hypnotic and subliminal methods are not ways of persuading. Rather, those are ways of commanding.)

There's a blank in the persuasion's-heart quotation. (I'll just abbreviate it "pH.") When the blank pH is filled with "vote for me," it becomes this: "Engendering in you a reasonable belief that your life will be more-favorably enhanced if you vote for me than if you do not." We call this situation a successful political campaign.

If the pH blank is "go on a date with me," we call it a successful pick-up line. (If it worked, please contact me.)

If the blank is "believe what I say," we call it a successful

religion or philosophy.

If the blank is "gimme candy," parents call it begging.

If the blank is "give me money," we call it a successful marketing campaign or solicitation.

Of course, it's successful solicitation that interests you. So we'll consider the Marketing pH.

Marketing pH: "engendering in you a reasonable belief that your life will be more-favorably enhanced if you give me money than if you do not."

But I want you to see that it's only a subtle variation of  
A TECHNIQUE YOU ALREADY MASTERED ... before you could even talk!

Sometimes your very life depended on your artful manipulation  
--oops, I mean persuasion-- of your parents and other adults.

(I know you \*feel\* you rarely got your way. Consult with your parents about this; if you are now a parent yourself, the truth may begin to dawn on you.)

For example, you're two months old. It's 3 o'clock in the morning. You're making this gawd-awful noise at the top of your lungs. You engender in your parents a reasonable belief that their lives will be more-favorably enhanced if they feed you than if they do not. So you got milk.

You brat.

I promise that you are a master at it. Or dead (in which case I will be very interested in learning where you are reading this).

Now, if you're like most of us, you have two problems translating that mastery into "marketing" mastery.

One problem is in even recognizing that marketing is just like getting Mom to give you milk, getting to stay up past your bedtime, getting candy before supper, getting Dad to let you use the car, and so on.

Marketing is only a game we made up so we could get paid for the same stuff we used to get yelled at about. Just like movie



stars, politicians, and comedians.

The second problem has to do with translating that mastery into words.

I mentioned "a technique you already mastered before you could even talk." Well, talking is a game parents made up because they don't want any more years with you like the first year. Teaching you to talk returned to your parents some measure of control in

their lives. Being the persuasion genius that you are, you turned it against them. Still, you never quite recovered.

So the coaching I am about to offer is not so much telling you something you don't already know. Rather it is to get you to apply it to something that you --if you're like most web marketers-- do not apply it to.

A message is probably any sensory impression you cause anyone to have. However, because you are interested in the Internet, because I am using words, and because my favorite TV show is about to start, we will only consider verbal messages. Words. As in classified ads, webpages, email, banners, and phrases in links.

Even if it's only a yawn, all messages engender some sort of reaction.

So any attempt will automatically fulfill the first couple words of the Marketing pH, "engendering in you a reasonable belief that your life will be more-favorably enhanced if you give me money than if you do not."

So only two considerations remain. 1) Life enhancement and 2) reasonable belief.

It's not too much of an exaggeration of my experience of Internet entrepreneurs to claim this: 1 is widely misunderstood and 2 is totally ignored altogether.

### 1) Life Enhancement

It's easier to start with what life enhancement is not.

It's probably not whatever you're selling. I'll get back to

that in a moment. First, this may bother you even more: It's not money, either. People are not really after money. Not even you!

"What' Are you nuts'!"

Yes \*and\* I can prove you don't really want money: Somewhere near you there's a store or a bank or some place where there's a pile of it. Maybe where you work. Go get it. (You watch TV, so you know how.) I'll wait.

"Well, I don't want it \*that\* way. I don't want to go to jail. I don't want to go into hiding. I don't want \_\_\_\_ ."

That's the end of my proof.

But I also want to ask if it is safe to say that you would like money in a way that is ... more life enhancing'

It's life enhancement you're after, and either you do or do not see money as a means to life enhancement. They are not the same thing.

I am not, of course, saying that money doesn't have an appeal. I am saying that if you're relying on that appeal you are missing the boat ... and attracting sharks.

Maybe you're not relying on the appeal of money. Your product has its own appeal. Like hamburgers do.

We Americans (sorry, Canada) love our burgers. And that's why the McDonald's song goes --come on, sing along-- "You deserve a burger today."

Of course, that's not how it goes, which is why they're still in business. You can buy a hamburger at McDonald's, but they don't \*sell\* them (except during price wars). They sell life enhancement: "You deserve a break today."

And that's exactly what the 8-year-old marketing genius inside you said to your mother. Or something just like it. (I know because the kids who never got beyond "I wanna hamburger" died off.)

How would you --or, rather, the 8-year-old marketing genius inside you-- get your parents to buy whatever you are now

selling'

\*That's\* what your message should be. And don't forget the enthusiasm --the excitement!-- the 8-year-old marketing genius would put into whatever the answer is.

That's what will bring you results.

By the way, if you are not sincerely excited about your product or service, you'll probably never get good results trying to sell it. Besides, if you're not excited by your product or service --not the message, but the actual product or service-- why are you trying to sell it in the first place? No matter how much money you're making, you'll never feel like your dreams are coming true if you're not excited by what you're doing. Find something that excites you. Life is too short.

## 2) Reasonable Belief

I imagine people scratching their heads wondering why customers aren't jumping through the computer monitor to take advantage of "Make \$12,000,000 in 10 minutes."

Chances are \*your\* claim is less outrageous. Maybe it's, "Get your life enhanced now!" Maybe it's only, "The best cricket uniforms in Nottinghamshire."

Whatever your claim is, that's all it is to us readers and viewers: A claim. And we readers usually realize that you can claim anything you can think up.

This is more important than words about life enhancement. It doesn't matter what you say or show if your audience doesn't believe it.

You won't get far wondering, "Well, why shouldn't they believe it?" I suggest you will be much better off wondering, "Why \*should\* they believe it?" Wonder about that before you write a single word, before you dream about page layout.

Everything else is secondary. In fact, if they don't believe you, everything else is irrelevant.

After you learned that "I'll hold my breath until I turn blue" does not work, what did you do to get your parents to believe

you' And, later on, friends, schoolmates, dates, etc. Use \*that\* in your message.

The first million webpages projected so much of their authors' personalities and interests that it was hard to figure out why you would be interested in looking at them. In fact, usually there \*was\* no reason to look. But those sites exuded personality. And we never questioned an author's claim about having three cats and a Volvo.

Now the pendulum has swung so far in the opposite direction that websites --and ads and the rest-- are often cold, lifeless, unbelievable.

Put \*you\* into your message. You are, after all, the one constructing it.

Tell the truth. Try "I'm sitting here at my computer in my boxer shorts."

A few paragraphs ago, I wrote, "If the pH blank is 'go on a date with me,' we call it a successful pick-up line. (If it worked, please contact me.)" Why did I write the comment between the parentheses'

I hoped you might smile. And deep down I really do hope some woman in my vicinity contacts me. But mostly I want to make sure you don't think this is computer generated. So you know I'm a person. So you can relate to me better. So maybe you will believe me.

"Of course it's not computer generated," you may exclaim.

But move your head back an inch or two; re-focus your eyes. What (unless you have WebTV) are you actually looking at'

Dale Armin Miller

[Part of the Power Messages section of the Internet Marketing Success Arsenal! (sm),  
<http://successarsenal.com>

Feel free to pass this along or post it anywhere -- as long as it is the entire strategy, including this bracketed comment.]

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"All I can say is, 'Wow!' I am enjoying every minute I am reading your Success Arsenal! of great articles and advice. I want to thank you for your great coverage of all subjects a webmaster and business owner MUST know to make it in the shark-infested waters of the Net. There are so many BAD products and lousy books out there that I was pleasantly surprised with yours."

--Lynne Schlumpf, author,  
The Little Website That Could« [unrequested reaction]

=====

Start your Internet success story right now at

<http://successarsenal.com>

\* \* \*

**Message #5**  
Delivery: Day 7

\$NAME--A Real Success 'Secret'

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"I've found the Internet Marketing Success Arsenal! to be one of the best investments I've made in my online marketing efforts. It consistently delivers above and beyond what its own advertising promises; and Dale Armin Miller (the Arsenal's proprietor) has proven himself to be an individual of indisputable integrity, creativity, and professionalism. Highly recommended!"

-- Woodrow V. Sherman, founding publisher,

## Opportunity Update

=====

Hi, \$NAME

Here's an additional, bonus, success strategy. (So you'll actually get six, instead of the five you were promised.)

I didn't list this one partly because I always like to give more than what's expected.

But partly because it's not really a marketing strategy; it's just a strategy for ... success!

My best wishes for your  
prosperity and fulfillment,

Dale

Dale Armin Miller

Internet Marketing Success Arsenal! [sm]  
What Works Online ... guaranteed

P.S.  
Next time, watch for  
"\$NAME--How To Never Want For Money Again!"

===== Success Strategy #5 =====

A Real 'Secret' Of Success: Self-Sabotage Awareness

Here's something that will thrust you a whole lot nearer your goals than submitting to 12 million links pages, classified sites, and search engines.

### Example

It says this immediately before Arsenal's Affiliate application (in bold type):

"Automated notices of your sales and your new Affiliates will be sent to the email address you enter; if it is incorrect or an autoresponder, your account will be terminated."

So, a portion of Affiliates enter an autoresponder address.

And at least a few-percent of Affiliates --and Members-- enter an incorrect email address. (In case you're thinking, "Well, email addresses can be hard," the 'mail' part of 'hotmail.com' is frequently misspelled.)

A new Affiliate recently wrote to ask if I would review the Arsenal! link she put on her webpage to see if it broke any rules ... and if I could make any suggestions about what might maximize her sales.

The last thing I suggested is that the Arsenal! link actually lead somewhere.

Which is easier: Clicking on a link ... or opening your email program and composing a message to me'

A hard thing to do, a typo in a link' Of course not.

But which is better: Losing sales ... or just clicking on a link, or testing the URL in an ad, to see if it works'

### The Hidden Power

Am I suggesting that you be perfect'

Not at all. (Even if I knew what that meant, I don't think anyone can do it. I know that I don't limit myself just to simple typos -- I can identify at least three varieties of dyslexia when I type.)

It might seem I am talking about bad work habits since, well, I am.

But what I am trying to get at is what's lurking BEHIND those, and a thousand other, 'bad work habits.'

I could be eating a pizza and watching a video right now. But I'm not. I'm writing this.

Is that because I love writing? Because I hate myself? Because I was trained with good work habits?

No. It's simply because I've been rich and I've been poor, and I prefer being rich.

But there's a cost. For example, right now I am not eating a pizza (which I like a lot) nor watching a video (which I would find a whole lot more interesting than staring at my blank word processor!).

I just finished reading Trading Tactics of The Pros.

Don't worry: This *is* about you (and not about trading).

There's a couple dozen pages by a man who was a floor trader for 30 years, owner of his own brokerage firm, and Chairman of The Chicago Board of Trade.

The Chicago Board of Trade is to commodity futures what the smaller New York Stock Exchange is to corporate stocks. (I'm afraid you may not take my word for this, so I'm hoping you'll take his.)

He writes about the fear of success:

"This fear is related to entitlement -- which is our internal system for what we feel we deserve .... This accounts for the surprising fear you may have felt in the past when achieving personal goals that carry a large reward -- either job achievement, a large promotion affording a wealthier lifestyle, or the



accomplishment of actually taking off 50 pounds .... a trader [entrepreneur] is only going to 'allow' himself as much money as he feels he is entitled to

-- REGARDLESS OF HIS CONSCIOUS INTENTIONS."

I am not suggesting that you be perfect.

If I could tell you how, I might suggest you overcome your unconscious fear of success.

What I am suggesting is that you become CONSCIOUS of where you --Yes, even you!-- tend to sabotage yourself, of where your unconscious fear of success tends to express itself.

Because most of the POWER of your unconscious fear of success depends on it being hidden, unconscious.

#### Notice

So I suggest you notice where you tend to sabotage yourself:

Is it entering email addresses incorrectly' Not even testing links' Procrastinating about implementing your plans' Procrastinating about even making any plans' Eating pizza and watching videos when you should be writing an article' NOT eating pizza and watching videos when you are just too tired to adjust that nuclear reactor' Driving when you're drunk' Actually marrying that woman all my friends warned me about --oops!, I mean "your friends warned you about"

Becoming conscious of how you tend to sabotage yourself does not in itself overcome your unconscious fear of success.

(Although it may become less a source of tragedy and more a source of humor.)

But being aware does allow you to notice when and where you tend to sabotage yourself.

And it allows you opportunities to STOP.

In my experience, stopping self sabotage takes you a very long

way toward success, toward getting what you want!

And "stopping" is no more complicated than copying 'n' pasting your email address (if that is a way your unconscious fear of success tends to express itself). Or sticking to a well-thought-out schedule of daily activities (if procrastination is a problem). Or setting firm goals (if misdirection is a problem). Or heeding your friends' advice about mate candidates (if ignoring that advice usually results in your unhappiness). And so on.

Where do you tend to sabotage yourself'

Taking safeguards against just one self-defeating habit will bring you a whole lot closer to your goals than submitting to 12 million links pages, classified sites, and search engines.  
Dale Armin Miller

[From the ebook "Real 'Secrets' Of Success" at the Internet Marketing Success Arsenal!(sm),  
<http://successarsenal.com>

Feel free to pass this along or post it anywhere -- as long as it is the entire strategy, including this bracketed comment.]

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"The very BEST site of it kind ANYWHERE, and quite renowned for their reliability and excellent customer service and support... I keep coming back for more all the time. The site is a masterpiece. Well organized and focused. I love it. Very good from a psychological point of view. I think that they have the absolutely best program out there."

--Dr. Moseeta M. Penickphillips-Cermak, president,  
Association of Certified Internet Business Consultants  
[unrequested reaction]

=====

Start your Internet success story right now at

<http://successarsenal.com>

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## Message #6

Delivery: Day 9

\$NAME--How To Never Want For Money Again!

=====

"For two years we have sought the 'real thing' in Internet marketing advice and tools. We spent at least ú600/\$1,000 chasing up blind alleys, buying 'tips and tricks,' 'sure fire avenues to success,' 'snake oil sold here' supposed resources. Your collection of rock-solid advice, truly worthwhile (free) tools, and rapid support has opened our eyes."

-- Fiona Nevile & Dan Carey,  
UK & International e-business resources  
[unrequested reaction]

=====

Hi, \$NAME

Below is the next success strategy you requested.

By the way, the Arsenal! has literally thousands of free tactics, tips, tricks, sources, strategies, and software available to members.

These are just some of the SECTIONS:

- \* Affiliate Programs
- \* Autoresponders
- \* Banner & Exchanges
- \* CGI
- \* Classified-Ads Pages
- \* Creating Value
- \* Credibility

- \* E-commerce
- \* Email Accounts
- \* Ezines
- \* Get Help
- \* Links Pages
- \* Mass Email
- \* Networking
- \* Power Messages
- \* Power Strategies
- \* Press Releases
- \* Search Engines
- \* Submission Services
- \* Submission Software
- \* Webhosts
- \* Webpage Creation
- \* Website Enhancement

Join today ...  
<http://successarsenal.com>

My best wishes for your  
 prosperity and fulfillment,

Dale

Dale Armin Miller

Internet Marketing Success Arsenal! [sm]  
 What Works Online ... guaranteed

===== Success Strategy #6 =====

How To Never Want For Money Again!

I was just watching a movie about one of the co-founders of  
 America. I don't mean Thomas Jefferson or any of those guys.

Perhaps I should have said a co-founder of American \*culture.\*

Phineas Taylor Barnum.

("Why? Did he invent something I don't know about? What did he ever do?" Well, here's the last two lines of the movie; you have to picture Burt Lancaster --the actor portraying P.T. Barnum-- saying this: "Why, I invented the audience. I invented ... you.")

An event in the movie provides an example of something that can change your life:

Jenny Lind was a singer, very famous in Europe. She was so beloved in London that audience members tried to unhitch her horses so they themselves might have the honor of pulling her carriage. Yet, when she finally made her first visit to America, she happily allowed Barnum to keep 70% of all proceeds.

Why?

Because she realized how important is publicity, advertising, public relations, marketing.

I took over a company that sold business trusts. By the seventh month, the company had more income in one MONTH than it had in its previous 12 YEARS COMBINED! What do I know about trusts' Well, I can spell it.

But I know some things about marketing!

I don't know much about life insurance, either; I've never even had a life-insurance policy. But I did help popularize something now called Universal Life Insurance. Out of what insurance companies paid me, I had to pay tiers of District Managing Agents, General Agents, Agents, and sub-Agents. Yet, I still had enough left over to make me wealthy. Why? Because for every policy sold, the insurance company paid me an amount equal to almost 15 months of premium payments -- in advance! Why? Because they realize that marketing is everything.

People have successfully sold the most plentiful items on Earth:

- \* Stones -- the Pet Rock, for example.
- \* Air -- I had a friend whose machines successfully sell compressed air at gas stations.

\* Water -- you may have bought some yourself at the grocery store recently.

The Coca Cola Company spent \$1,200,000,000 (no, I don't have too many zeros!) on marketing. Why? It's not easy keeping most of the world convinced that flavored water adds more zest to life.

Salesmen of leisure-suits proved that you can successfully market things that shouldn't even be allowed to exist. Con artists prove that you can successfully market things that don't exist in the first place.

I am not saying that what is being marketed is unimportant. I'm saying that what *\*you\** are marketing is irrelevant until *\*you\** are so good at marketing that it doesn't matter what the product is.

Once you are so good at marketing that it doesn't matter what the product is, THEN go out and find or invent a product or service -- the best damn one you can! I promise you that there are already far more excellent products and services than there are good marketers.

Don't waste your time trying to make a few, quick bucks on chain letters or whatever the craze is this week. Instead, LEARN TO MARKET ON THE INTERNET

... then if (as it seems) the world is being Internetized, YOU'LL NEVER WANT FOR MONEY AGAIN.

Dale Armin Miller

[From the Introduction to the Internet Marketing Success Arsenal! (sm),  
<http://successarsenal.com>

Feel free to pass this along or post it anywhere -- as long as it is the entire strategy, including this bracketed comment.]

=====

"Refreshing and Exciting. Two words to describe Success Arsenal!. I am completely impressed with this site. I wanted to say that it is worth 10 times [the membership fee], but I don't think even that amount would do it justice -- perhaps 100 times. The wealth of information and resources is absolutely exciting, and the fact that I don't feel short-changed or ripped-off is completely refreshing. Thank you so much for such an incredible site. I wholeheartedly endorse this site to anyone in the market for such assistance; in fact, they should not even start without first starting here. I would surely have failed if it were not for this site. Thanks again."

-- Oliver Krug [unrequested reaction]

=====

Start your Internet success story right now at

<http://successarsenal.com>

\* \* \*

**Message #7**

Delivery: Day 15

\$NAME--Your marketing aspirin

=====

"If I had joined the Arsenal! when I first came across it, I would have sure saved one \*\*\*\* of a lot of time and money and most of all headache."

--Conrad King, CKingEnterprises [unrequested reaction]

=====

Hi, \$NAME

I hope you enjoyed this series of power strategies. Here's a few others you should take advantage of:

- \* The Simple Mistake Made By 90% Of Businesses
- \* How To Create An Endless Stream Of Prospects
- \* What Truly Successful Online Enterprises Are Doing
- \* How To Convert Website Visitors Into Customers
- \* Which Products Have Built-In Promotion
- \* How To Create An Unconscious, Positive Reaction To Your Name
- \* Why Paying To Promote To 100's Of Engines Wastes Your Money
- \* How To Get People To Trust You Enough To Give You Their Money
- \* Why Killer Headlines Don't Require Unusual Creativity
- \* How To Succeed With Email Marketing (Without Spamming)
- \* 11 Secrets For Using Search Engines
- \* How To Make An Ordinary Product/Service Irresistible
- \* Usenet Newsgroups That Accept Your Overt Advertising
- \* How To Write So That People Actually Buy
- \* Ins And Outs Of Accepting Payment Online
- \* Search-Engine Myths
- \* How To Successfully Cope With Too Many Tasks
- \* What Kinds Of Products Should You Sell Online
- \* How to Get Great Testimonials, Even If You're Just Starting
- \* Use The Four Key Words Of Successful Marketing
- \* How To Start Your Own Affiliate Program
- \* Which Email Setups Really Deliver
- \* How To Get Talked About On TV, Newspapers, & Ezines
- \* Everything There Is To Know About Website Creation
- \* The Biggest Mistake Made By Beginning Copywriters
- \* 576 Order-Pulling Power Phrases
- \* Avoid The Top 10 Mistakes in Web Design
- \* How To Advertise On Usenet, How Not To
- \* 21 Things You Need to Know Before Choosing A Webhost
- \* Email Campaign Dos And Don'ts
- \* How to Add 500 Subscribers to Your Ezine This Week
- \* Avoid The Top 10 Affiliate Mistakes
- \* How To Compel People To Respond Your Advertising
- \* Outpacing Your Competitors By Being Better-Than Risk Free
- \* How To Find Prospects That Are Already Pre-Sold

That's just a sampling of the relief available to members at

<http://successarsenal.com>



My best wishes for your  
prosperity and fulfillment,

Dale

Dale Armin Miller

Internet Marketing Success Arsenal! [sm]  
What Works Online ... guaranteed

=====  
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=

"I've tried for two years to make money on the net. Not till I  
found your site did I start to really make some money."

--Jim Heckt, O'Heckt Online [unrequested reaction]

=====

Start your Internet success story right now at

<http://successarsenal.com>

\* \* \*

Message #8  
Delivery: Day 28

\$NAME--Why are they saying that'

Hi, \$NAME

I have a question for you:

Why do you think people say these things'  
(Without even being asked!)

=====

"My business partner purchased the Success Arsenal! for us in June of 2000. We were both skeptical about what it might actually be able to do for us when he informed me of the purchase. Less than one month after I began using the Success Arsenal's awesome tutorials and mind-boggling links on our first web site, we had 17 top-ten page rankings in the largest search engine in the world out of the 21 actual pages on our site. The traffic to our site has been phenomenal, to say the least. And this is just one of the innumerable benefits we experience on a daily basis, due in large part to the insider secrets imparted to us by Mr. Dale Armin Miller and his astonishing Success Arsenal!. The Arsenal! paid for itself in the first hour of the first day that we bought it. The Arsenal! has paid for itself a thousand times over in the four short months that we have actually been using it. Every time I go back to this bottomless well of information, I come away with something that makes us more money. To any doubting Thomases out there, I can only say this: If you have to take pop bottles back to the store to round up the loose change that is necessary to purchase this product, then do it. Do it now. Saying Dale Armin Miller's Success Arsenal! is 'worth the money,' is like saying the Sistine Chapel's ceiling is 'nice to look at.' Hats off to Dale Armin Miller; thank you, sir, for changing our lives. We will never be able to repay you in kind.

--Chris Ullman, theghosthunters.net (unsolicited testimonial)

=====

<http://successarsenal.com>

=====

"I am a member of the Success Arsenal! and highly recommend it to anyone marketing a product or service online! Packed full of tools, tips, tricks, and advice that actually work, the Success Arsenal! will not only save you time but, most importantly, give you all the knowledge you need to successfully market on the Internet."

--David Seitz, Associatesearch.com (unsolicited testimonial)

=====  
"I am blown away with the information you have. I am already very, very successful selling information -- so much so I have been on [the] television show Making Money for the past 4 years as a success story. I thought I knew my stuff; just goes to show you can always learn more each day. I am so glad I found your site."

--Roger Longpre, president, Emery Marketing Group Inc.  
(unsolicited testimonial)

=====  
"Your member program is outstanding! All the necessary information in one place! I will recommend it highly!"

--Michael Cline, Coin-Shop.com (unsolicited testimonial)

=====  
<http://successarsenal.com>

=====  
"Thanks for the opportunity to take part in your fantastic Success Arsenal!. Best bucks I've spent in a long while!"

--Michael Strefford, Herbalife distributor  
(unsolicited testimonial)

=====  
"I've been a member of your wonderful Success Arsenal! for quite some time now. To say that I've been pleased with it is an understatement of the first magnitude!"

--June Roldan, Your Source Company (unsolicited testimonial)

=====  
"I am a very happy customer of the Success Arsenal! and feel it is definitely the best online collection ever assembled. There is no question in my mind that if you put these techniques to use, you will be an Internet Marketing Master!"

--Ron Leger, Instant-Results.com (unsolicited testimonial)

=====

<http://successarsenal.com>

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"I enjoy reading your articles more than any other activity I perform on the Internet. I already had a desktop full of downloads and other so-called promotional tidbits, but none of them even comes close to opening up my eyes to the Internet reality as your articles do."

--Johnnie Douglas, netrepreneur (unsolicited testimonial)

=====

"Virtually everything you need to succeed in online marketing in one place. Dale spent years collecting these resources and it's worth ten times what he charges to have access to the Arsenal!. We highly recommend the Success Arsenal!."

--Lou Fabiano, WebmasterPrograms.com (unsolicited testimonial)

=====

"I want to compliment Dale on his consistency in delivering all of the aforementioned categories [product, financial, service, timeliness]. Luckily, his was one of the first 'success' sites I found. He is ever-helpful, ever-respectful of his members, his site is updated with faithful regularity, and I've always found something new and exciting to read or try each time I've checked in. And, last, but certainly not least, even though I've never met him nor even spoken to him 'live', seems to me there's always at least the 'hint' of a smile in his expression. I don't know how many times I've told him, but I'd like to tell him again, thanks Dale."

--Bonnie Anderson, Internet marketer (unsolicited testimonial)

=====

<http://successarsenal.com>

=====  
"The resources you offer are what I and all Internet marketers need, but don't have the time and resources to find and research ....I think you're doing a great job of doing this for us and making it available."

--Larry Bright, Bright Advertising Specialties  
(unsolicited testimonial)

=====  
"I've been marketing on the Internet for over two years, and this is the most comprehensive site I've found .... I'm trying to do my own web site, but keep going to yours for more information! Thanks for all the great ideas you have in the Success Arsenal!. It has really helped me."

--Georgia Stewart, WealthStyle.com (unsolicited testimonial)

=====  
"I have seen a lot of classes available, marketing sites, etc. But what you are doing is very cool, and I thank you."

-- Steve Sigman, Internet marketer (unsolicited testimonial)

=====  
<http://successarsenal.com>

=====  
"My wife and I have owned our own business for the past 20 years, until I was forced to retire for medical reasons. Our personal motto has always been 'Promise the best...and then deliver a little more.' We are new to the world of cyber-business so we have had to rely on the promises of others for the first time in many years. After the first read-through of the Success Arsenal!, it's obvious to both of us that we have discovered someone who has expanded our motto to read 'Promise the best...and then deliver A WHOLE LOT MORE.' We couldn't be happier with the Success Arsenal!."

--Fred & Gayle Hoffman, fredandgayle.com  
(unsolicited testimonial)

=====  
"The great thing about this is that it not only prepares you to make money with this site, but with any site. I cannot say enough about your gift. I must say gift because the minimal amount that is paid for all of this information is truly a gift, with a free web site to boot. Thank you."

-- A.E.Randall, entrepreneur (unsolicited testimonial)

=====  
"Who wouldn't want what you have to offer for the small price you ask'! I just want you to know you are offering a wonderful resource to Internet marketers like myself....Thanks! I'm going to tell others about you in my Jackpot Marketer Newsletter. More people need to know about you."

--Elaine Kneeland, publisher, Jackpot Marketer  
Newsletter (unsolicited testimonial)

=====  
Start your Internet success story right now at

<http://successarsenal.com>

\* \* \*

**Message #9**

Delivery: Day 48

\$NAME's Ultimate Success Strategy:

Hi, \$NAME

You requested some success strategies for empowering your life.

Here's the final one: Make a simple choice.

Either,

- 1) continue along as you have been, or
- 2) join the thousands of entrepreneurs in 44 countries on all six inhabited continents who are using the Internet Marketing Success Arsenal! to propel their dreams into reality ... GUARANTEED.

My best wishes for your  
prosperity and fulfillment,

Dale

Dale Armin Miller

Internet Marketing Success Arsenal! [sm]  
What Works Online ... guaranteed

<http://successarsenal.com>

=====

"The Presidential Award is our highest award, and is given to a website or business that it is determined has contributed to

- (a) the growth of the internet,
- (b) to the development of ethical behavior in internet business,
- (c) to the development of business relationships on the internet,
- (d) to the development of individual marketing skills, and
- (e) is a shining example of the fundamental values, beliefs, and ideals of the ACIBC.

The process is a laborious one. A given website is observed and evaluated for no less than three months, all the way to a full year. This year's Presidential Award is given to Dale Armin Miller and the Success Arsenal!... This site is the epitome of everything for which we should all strive."

-- Association of Certified Internet Business Consultants  
[unapplied-for award]

=====

"If it wasn't for your techniques and advice, I would have had to go back to a real job. I'm forever grateful."

--David Blangger, escaped Regional Vice President  
[unrequested reaction]

=====

"My title is going to be something along the lines of How To Save \$7,400 Marketing On The Internet, or How To Avoid This \$7,400 Mistake. The reason is I figured out I have spent over that amount in the past 10 years to learn from some people and be taken by others. Almost all the marketing information I spent money and time to learn is available in the Arsenal!"

--Mark Howell, Interad Concepts [unrequested reaction]

=====



## Sam Robbins

CashFlowMarketing.com is one of the many companies owned by Cash Flow Global Enterprises, LLC. On the Net since late 1996. An initial small 5-page web site first designed by the CEO of the company, Sam Robbins, has now turned into a conglomerate of different web business and corporations both on and off the Internet.

Our corporate status has grown so much... in such a short time that by January 2001 he should be going public on NASDAQ (stock symbol CFGE).

Sam has written ad copy for some of the top web sites you see all over the Net. His clients read like a who's who of direct marketing so study his examples carefully.

His web site is:

<http://www.cashflowmarketing.com>

This autoresponder series is a sequence of lessons sent to prospects when they register for a free report.

\* \* \*

**Message #1**

Delivery: Instant

Subject: %%firstname%% - Part 1 Of Your FREE Cash Flow E-Mail Marketing Course

-----  
Hi %%firstname%%,

I wanted to thank you for taking the time for registering for our free marketing report entitled:

=====  
Microsoft, Viagra & The 4 Best Kept Secrets  
For Having Total and Complete Business Success!  
=====

As you read at our web site  
<http://www.cashflowmarketing.com/reporter/index.cgi?11535>  
, this report  
has received rave reviews by almost every top Internet marketer!  
The only "complaint" we've received about it is that 'it's too long'.

So, knowing how busy you are, we've divided the report into 3 separate mailings... each one spaced out 48 hours apart. This way, you won't be overwhelmed by too much information and you'll be able to digest and understand all the marketing tactics so you'll be able to make full use of them.

Additionally, we've added other subjects and topics to this free marketing course... not to mention, FREE duplication rights to one of our ebooks. But we'll cover this topic later on.

The first part of the report will arrive in your email-box within 24 hours. If you have any questions, please feel free to contact us at <http://www.cashflowmarketing.com/contact.shtml>.

FREE RESOURCE CENTER

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In the meantime, make sure you check out our FREE Resource center located at <http://www.cashflowmarketing.com/frc/> and get your hands on some other free "stuff" ... like software programs, scripts, articles, etc.

Give Us Your Comments & WIN!

-----

Oh, one last thing, if you have any ideas or comments regarding our free report or newsletter, please "Give Us Your Comments & Win".

If you go to <http://www.cashflowmarketing.com/newsletter/feedback.shtml> and tell us what you liked or didn't like... or any new marketing tactics you'd like us to discuss in an upcoming issue, you'll have the opportunity to choose ANY product or service at our site - FOR FREE (This is a \$500 value)!

The above URL will give you more information.

Okay, that's all I've to say for now.

Thanks again!

Warmest Regards,

Sam Robbins

---

==> NO Inventory - NO Employees - NO Products - NO Hassle! <==

Join the highest paid AFFILIATE program ... \$104.00+ commission!

\*FREE\* duplication and marketing rights to 9+ software programs!

\*FREE\* web hosting and 15+ professionally created Web pages!

\*FREE\* article reveals Microsoft's foolproof recipe for home based business and Internet success!

Anything and everything you've ever wanted to know on how to start and expand a business! Click below for FREE access!  
<http://start.cashflowmarketing.com/>

---

\* \* \*

## Message #2

Delivery: Day 2

Subject: %%firstname%% - Part 2 Of Your FREE Cash Flow E-Mail Marketing Course

-----  
Hi %%firstname%%,

Yesterday you had signed up for our free marketing report entitled:

=====  
Microsoft, Viagra & The 4 Best Kept Secrets  
For Having Total and Complete Business Success!  
=====

And as promised, here's part 1 of 3 (you may want to print it out for easier reading!):

=====  
It's been estimated that over 82% of all new businesses fail within the first 3 years! And the remaining businesses that are "making it" are only breaking even. If that isn't bad enough, only 3-4% of new businesses actually make a sizeable profit after 5 years! Why'

Why do so many businesses fail and so little succeed'

From all the years of consulting, from small home-businesses to Fortune 500 companies, I've learned that virtually every single failed business lacked one or more (usually all) of the essential key ingredients needed for total business success.

-----  
The Main Way You'll Make Money  
-----

Whether you presently have a business or you're thinking of starting one soon, the main way you're going to make money is by selling, distributing or producing a service or product. Regardless of whether your business is on the Internet or off, there are specific reasons why businesses

fail and succeed.

Get out a pen and paper and start taking some notes because I'm about to reveal the **FOUR ESSENTIAL AND KEY ELEMENTS** needed to have a successful business by selling, distributing or producing a service or product.

Use these elements as a checklist for all present and future products.

If you've ever had a product that's failed, I can guarantee that it lacked one or more of these key elements. Even if you don't have a product, I'll reveal a few money-making secrets in a minute!

Okay, let's get started with element number one:

=====  
1) Look for a market that already exists.  
=====

There is an old saying that says the "first one through the door has all the arrows in his back." (I don't remember exactly how the saying goes, but that's close enough.) This means that the first one to "pave the road" does all the work and hence - **SPENDS ALL THE MONEY, TIME AND EFFORT!**

It's much easier to sell a product if it already has "public awareness".

For example, a couple years ago everybody was selling some type of abdominal machine for toning the stomach muscles (heck, the abdominal 'rave' is back on again!).

Names like "The Ab Roller" or "The Ab Sculptor" dominated all the infomercials on TV.

I consulted on a couple of these infomercials and here's the real scoop; the **FIRST** "ab machine" infomercial didn't do too well (it sucked big time), but all the ones **AFTER** that original infomercial did **MILLIONS OF DOLLARS** in pure profit! Why'...

Because you and I were now "aware" of abdominal machines, we had gained a certain familiarity and therefore we trusted

the idea of "Losing 3 inches in 10 days!"

- 1) Trust is BIG factor!
- 2) Familiarity is an even BIGGER factor because familiarity naturally converts into trust without any extra work.

That's why competition is a GREAT thing! But I'll get to that in a minute.

In the mean time, remember that when choosing a successful product to market, make sure a successful MARKET for it already exists and the road has already been "paved" for it or you'll end up spending (and wasting) much of your time and money trying to CONVINCE people of your product.

-----  
Here's Proof!  
-----

Okay, let's change subjects for a second and let me ask you a question. Do you use deodorant?

Come on, be honest. "Most of the time," you say. But definitely this morning right? Good, so did I (as I sneak a sniff of my armpits) and I bet most people do too.

So, it's safe to say that there is a fairly large market for deodorant products, right?....

Well, did you know it took OVER 25 years and MILLIONS OF DOLLARS for deodorant companies to condition and create "public awareness" regarding the daily use of deodorants and anti-perspirants! I don't know about you, but I sure as heck don't have 25 years to "test" a marketing idea hoping it'll go well.

It's too risky! Especially for the small entrepreneur trying to make it on a small budget.

Don't waste your time or money creating a NEW market for your product. Find a successful market FIRST, then create a product for it!!!!!!!!!!!!!!

-----

## How To Find "Money-Makers"!

-----

Okay, so how do you find existing and successful markets' Simple!...

Go to the library and get 3-5 past issues of a particular magazine, newspaper or newsletter having to do with your market and look at all the ads. Look at the full-page and display ads, as well as the classifieds.

You can easily do this with the online newsletters and ezines as well, or banner ads at the top search engines. See which affiliate programs are hot. Go to message boards and see what the "hot topics" are'

(In a later issue I'll even show you how to spy on your completion, see what markets are making money and which ones aren't all for FREE. But that's for later.)

Anyway, let's continue...

If you see the same ad for a particular product or market being advertised week after week, and month after month, you can be certain that the product is selling well (Most people will not place ads for long durations if they are not making money.)

## ----- Other Great Places To Find Money! -----

Another fantastic place to look and find potential money-making ideas would be television and your own cable channels.

Watch the Home Shopping Channel or QVC and see what is being sold. See how fast the items are being sold. This is a dead give-away to see which products are doing well and which are bombing big time. (If the telephone lines light up like crazy, then it's a winning product!)

If your looking for software ideas, go to <http://www.download.com> and check out the "Top" downloaded software programs (or their "most popular" downloads). Chances are, the more often an item or software has been downloaded, the more "in-demand" it is and hence, the BIGGER

the market!

Another place to go is <http://www.pcmag.com>. Check out their "Top 100 Web Sites". I'm sure you'll begin to see a trend for "winning" products and Web sites.

You should also see what's hot at the auction sites like <http://ebay.com>. Both Yahoo.com and Amazon.com also have great auction sites.

+++++

NOTE: For some, even when they find the right market, it's still very difficult for them to create the product for it. Don't worry, I'll show you how to get one PRE-MADE for you at the end of this article!!!

+++++

Okay, now you've got your product and you know there is a market for it, so now what do you do'

===>> Improve it! <<===

Don't reinvent the wheel, just make it BETTER and faster!

Let's go back to the abdominal machine example. I'm sure many of you have seen the Tony Little infomercials from a couple years ago (he's the guy who's got long blond hair and is jumping around all over the place with tons of fantastic energy).

Well, just when everybody thought the abmachine infomercials were dying down and becoming too saturated, Tony blew everyone away and created a new record on QVC for selling the most products in one day.

(By the way, he sold 58 semi-eighteen-wheeler truckloads of his ab machine in just ONE day. I want you to picture 18 semi's driving down a road filled to the gills with his product - that's an awesome site!)

Do you want to know the secret to Tony's success... how he sold so much in just one day'



-----  
Here's Tony's Million-Dollar Secret:  
-----

It's actually real easy! While all the other infomercials were concentrating on the benefit of strengthening your abdominal muscles, Tony took it a step further and said (and showed) how his "new" abmachine will ALSO strengthen your neck and back muscles and help relieve low back pain.

Now, let me ask you a question - how many people do you know have some type of back pain? Chances are a WHOLE BUNCH!

Tony opened up and expanded on a market that ALREADY existed. Not only did he get all the people with stomach problems to identify with his product, but he also got another huge portion of the population with back problems.

Is he a genius? Probably not. Is he creative? ... DEFINITELY!

=====  
Summary:  
=====

So, once you find the product with an existing market, improve it and make it better. Offer a better guarantee or more bonuses. Brainstorm on the benefits and open the market up to more people who can identify with your product.

-----  
My Own PROVEN Success Secret...  
-----

In fact, this is precisely the reason for the huge success of my Cash Flow Reporter Software Package (for both myself, as well as my customers and affiliates!)  
<http://www.cashflowmarketing.com/reporter/index.cgi?11535>

We took a product idea that's been around for hundreds of years (and has a proven and guaranteed track record for success!) and improved the content, as well as the delivery of it (perfect for the Internet!) That's why it's been a winner right from the start... for both me, as well as my customers!

It's awesome and so simple.

Anyway, there you have it. The first element of success.

In a couple days I'll send you part 2 of this article where I'll reveal how to keep your profit margins to OVER 95% so you have almost NO RISK and how to find products selling for over 10,000% HIGHER than their cost.

Until next time... have a great day!

Warmest Regards,

Sam Robbins

P.S. At the end of the part 3, I'll show you how to pick up your FREE reprint rights to this report and how to make money off of it.

P.P.S. Don't forget to go to our web site and discover exactly how my Cash Flow Report become such an over night success for 3 years running on the Net and you can copy and same PROVEN tactic for YOURSELF!

(NOTE: We have constantly improved the idea of it over the past few years... but you'll notice that we never change the basic foundation that's been around for hundreds of years!!!)

Check it out by clicking on the below link right NOW!

==>>

<http://www.cashflowmarketing.com>

\* \* \*

### **Message #3**

Delivery: Day 5

Subject: %%firstname%% - Part 3 Of Your FREE Cash Flow E-Mail Marketing Course

Send out 3 days after last mailing.

-----

Hi %%firstname%%,

A couple days ago I sent you the first part of our free report entitled:

=====

Microsoft, Viagra & The 4 Best Kept Secrets  
For Having Total and Complete Business Success!

=====

Below we will continue with part 2 and in a couple days, I'll send you the final part 3.

+++++++  
Refresher  
+++++++

As a fresher, part one discussed how most new business fail and the biggest reasons for it. We started with element #1: Look for a market that already exists. I went on to reveal to you that you should FIRST find a profitable and successful market BEFORE you begin to find the "ultimate" product.

It's much easier to sell a product to a LARGE market that WANTS it and already exists.

I also discussed how you shouldn't reinvent the wheel and that you should find a product that has proven itself with a successful track record and then IMPROVE it.

And I finished off with a brief outline of my own success story using "Element #1" with our super successful Cash Flow Reporter article -  
<http://www.cashflowmarketing.com/reporter/index.cgi?11535>

Now, let's proceed with success secret "Element #2"...

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2) Know your margins, or go broke!

=====

Okay, so what are margins? Basically, the difference/ratio between the COST of your product and the SELLING PRICE of

your product. For example, if your product costs you \$10, and you sell it for \$30, then your margin is 3-to-1 (3:1).

Now, listen carefully... The MINIMUM margin you must have for a successful product is 4:1. Anything below that and you're probably going to lose money.

-----  
Why You Lose Money!  
-----

Too many people come to me (AFTER their business has failed) and ask why their product didn't work. "What were your margins," I ask. Usually they don't even know their margins, but if they do, the answer is usually something like, "it cost me \$50 and I sold it for \$99,... that's a profit of almost \$50 Sam... that's pretty good isn't it"

NO it's not and let me show you why.

-----  
Increase Your NET Profit By 20x!  
-----

Let's say your product costs you \$50. After you factor in ad costs, order taking services, cost of getting your initial customers, returns, rent, employees and other miscellaneous expenses - your total cost for your product will be between \$85-\$95. After all is said and done, your net profit will be only \$5. Not much, is it'

Now, if you had the minimum 4:1 margin as I recommend, your net profit will be over \$100! That's a huge difference! By simply doubling your margins, you increased your NET profit by twenty! (For all of you who can't find your calculators, he increased his net profit 20 times by going from \$5 to \$100 profit - 5 times 20 equals 100.)

Have you ever wondered why some people know nothing about marketing, yet their business makes tons of cash' Well, wonder no more because it all has to do with margins.

-----  
Screw Up & Still Make Money  
-----

When your margins are high (like information - books, audio, video, and software) you can screw up big time with your marketing and still make a decent profit. (Again, this is another BIG reason for my huge success... almost all of our products at my Web sites are completely digital. Either via a download or a "private" site. So, our profit margins are almost 100%!!!)

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### Super High Margin/High Profit Products

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So, what's a good margin? Well, the minimum is a 4:1 and the maximum is what pharmaceutical companies charge you and me for our prescriptions. (A bottle of growth hormone has a 1000:1 margin!... yes, that's one thousand.)

Another high margin product is sunglasses. Most sunglasses have such high margins that the manufacturer buys and sells them by the POUND, rather than individually!

Other super fantastic products are information and information sold as software. (I'll show you how to do this all on your own in a few minutes.)

Take a look at Microsoft, most of what they sell is information. Whether they're selling books or CD-ROMs, their maximum cost is roughly \$1.50 (including packaging, disk and book) and they sell their programs for \$75-\$700 each.

Heck, there are TONS of software companies on the net that don't even send you or sell you a hard version. It's all downloadable which means NET PROFIT!!!

Just take a look at that markup, it's massive and it's all pure profit. (This doesn't even factor in all the upgrades sold year after year with these companies.)

With those types of margins, large companies like Microsoft can waste money on poor advertising (which they already do) and still become filthy rich (which they already have done).

====>> Exceptions To The Rule <<=====

Now, there are exceptions to this rule. The only time you

can have low margins (and break even) is to have lots of back-end products and up-sells, or to have some type of a consumable/repeat product.

Actually, I like to tell my clients to combine the best of both worlds and have a high margin, "repeatable" product.

-----  
"Repeatable" Products... That's The Key!  
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For example, are you going bald? If yes, chances are you've bought one of the many high margin "repeatable" products on the market.

Take a look at Rogaine. They used to charge \$75 for a two-ounce bottle of water, rubbing alcohol and 0.05% Minoxidil solution. Their total cost was less than a buck! And here's the best part - it's a product that must be taken EVERY SINGLE MONTH.

Or what about Propecia... same idea... take a pill everyday, week after week, month after month... and it'll cost you \$60 a month for 30 little pills (which NO insurance will cover!).

Basically, you have repeat customers without any extra cost - pure profit!

This is also why vitamin supplements and herbal remedy companies do so well. Not only are the margins super high for vitamins and herbs, the REPEAT selling - week after week, month after month - keeps bringing in the cash.

=====  
Summary:  
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We just reviewed and discovered one of the biggest reasons almost any and all business become super profitable - HIGH MARGINS.

Keeping your margins higher than 4:1 will almost guarantee you great profits... and this is AFTER subtracting all of your expenses. High margins allow you to screw up on advertising

and still become successful.

-----  
Product Recommendations - Top 3 List  
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So, what products are great for sales and profits? Here's a few of the top ones that come to mind:

1) Software (especially downloadable versions)

Example:

<http://cashflowmarketing.com/reporter/freereport/>

2) Information (in the form of private sites, ebooks, CD-ROM's, video/audio are awesome!)

Example:

<http://cashflowmarketing.com/adcopytips/freereport/>

3) Consumable products (such as vitamins and herbs, prescription drugs, cosmetics, etc.). This can also be in the form of a monthly service such as Internet access, hosting, etc.

Example:

<http://ecommerce.cashflowmarketing.com/>

<http://hosting.cashflowmarketing.com/>

There are others... but these are the PROVEN money-makers that you can start with little or no money. And you don't have to wait weeks or months to get started. Read the above articles and discover how people like YOU are doing this everyday.

In fact, you can join FREE affiliate programs at the above links and start your own business or web site... withOUT even having a site!

Now it's your turn!

=====

### The Final Segment - Part 3

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The final segment - part 3 - of my article will discuss

1) how to save TONS of time when starting your new business venture (one of the biggest reasons for failure... lack of time!) and...

2) how most people are always looking in the wrong places and speaking to the wrong people when it comes to making money. I'll show you how to... and WHERE to go to communicate with the right people for FREE!

Until then... live life to the fullest!

Warmest Regards,

Sam

\* \* \*

### **Message #4**

Delivery: Day 9

Subject: %%firstname%% - Part 4 Of Your FREE Cash Flow E-Mail Marketing Course

-----  
Hi %%firstname%%,

Well... we're ready to finish up with the final installment of our report -

=====

Microsoft, Viagra & The 4 Best Kept Secrets  
For Having Total and Complete Business Success!

=====

Review For Part 1

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In part one we discussed the importance of looking for a market that already exists BEFORE you spend time and money on creating your product or service. And I also told you



that you shouldn't reinvent the wheel and the real secret to product development is to find a product/service that has proven itself over the years and your only goal should be to IMPROVE the product.

## Review For Part 2

-----

In part two, I spoke about margins and that the minimum you should have is a 4:1 ratio. Anything lower than that, and you'll lose money (remember, you have expenses such as advertising, marketing, office, misc., etc.).

Having a high margin product allows you to screw up in your advertising, and still make a nice profit. And don't forget, having a consumable "repeat" product (like vitamins) is another added bonus. A few of my favorite "high margin" products are software, information, and consumable products.

Now we'll move onto element number 3...

=====

3) Make the solution immediate and easy.

=====

I love supplement and pharmaceutical companies because they have a firm understanding that PEOPLE ARE LAZY!!! ... and we all want a solution to our problems RIGHT NOW!

For example: "Lose 7 pounds in 7 days simply by taking this new, patented weight loss pill once a day!" The solution to a very BIG problem happens in "only 7 days" as opposed to 3-4 months - so it's IMMEDIATE. And all you do is take a "special" pill once a day - it's super EASY!

Do you play the Lottery'

-----

Chances are if you're like most people, you've bought a Lottery ticket at least once in your life. Guess what, the Lottery is another "solution" to people's financial problems that is both immediate and easy.

Most people lose when playing the Lottery. The odds of winning are millions to one. Yet, most people play and the

Lottery "people" make millions and billions of dollars in pure profit off you and me playing the Lottery hoping for a "quick fix" to our money dilemmas!

Use The "Secret"!...

-----  
So, how can you take advantage of this? Simple, use headlines that convey a message of immediacy and ease.

Headlines like, "Stop baldness simply by taking one pill a day!" or "Clear credit card debts in 24 hours with a simple phone call!"

SUMMARY: Solve common problems quickly and easily.

=====

NOTE: For more information on how to write proven and effective ad/web copy, please visit my site at <http://www.cashflowmarketing.com/reporter/index.cgi?11535>

Why Internet & Software Companies Kick Butt!

-----  
This is also why software products sell so well (especially on the Internet). Besides the fact the margins are extremely high, a quick download, a simple click here and there and "all your problems" are solved!

(Again, this is why myself, as well as my associates and customers are having so much success on the Internet... our products are ALL digital. No shipping, no inventory, no costs... and all profit! As you know, I discuss this in detail in my "How To Start A Business" article located at <http://start.cashflowmarketing.com/>)

Software really is great, but I'd like to reveal to you an EVEN BETTER product... one that has been around since the beginning of time and one that solves problems super fast and easy (yet, it also creates some of the greatest problems super fast and easy).

Products that you and I have taken and probably take on a

regular basis. Are you ready for the answer'... Well, here it is:

====>> DRUGS! <<====

Whether it's pharmaceutical or "street" drugs, these substances are well known for their ability to quickly and easily "fix" any ailment you may have (mental or physical). Now, please don't send me any hate mail because I'm not condoning the use of drugs. This is just an obvious observation I have made due to my medical background.

Whether you agree with me or not you can't deny the fact the pharmaceutical companies make billions of dollars every single year in pure profit simply by following one of the fundamental rules in business: make solutions immediate and easy.

=====  
4) Solve a problem rather than prevent one.  
=====

It's easier to sell a book on HOW to erase credit card debt, than a book on how to PREVENT credit card debt. People are more interested in how to lose weight, rather than how to prevent it from coming on in the first place.

Our society and government easily spends billions of dollars on trying to solve and find a cure for diseases, cancers and other ailments, but refuses to spend minimal amounts of money on preventing these problems.

Solve It Immediately!  
-----

It's much easier to sell someone a car or house alarm AFTER they have been robbed, rather than before. Why? Because by selling the alarm after the theft, you're solving an immediate problem. The person who has recently been robbed, feels very vulnerable and wants you to solve his problem by selling him a "state-of-the-art" alarm system.

But the person who has never been robbed doesn't worry about these things. And why should he'... It's never happened to him

and chances are, it never will. Trying to sell him an alarm system will be very difficult because he simply doesn't see any need for it.

### The Perfect Product!

-----

Before I finish off this report, I'd like to reveal to you one product that is currently being sold, which contains all four elements needed for a successful product. A product that sells faster than it's being made and its projected rate of growth, world wide, for the next 12 months is over 500%! It's a drug and its name is...

====>> Viagra - the anti-impotence pill! <<====

Let's do a quick dissection of this "miracle" pill and see why it's such an incredible product to sell.

First: There is already a huge market for people who want better sex or have sexual dysfunction problems.

Second: The margins for this product are massive - pennies to produce and sold for \$10-\$15 each pill (going for as high as \$300 a pill in Japan!).

Third: The solution is immediate and super easy. Take one pill, wait 30 minutes and... instant gratification. To top it off, it's a consumable product - which means repeat sales!

Lastly: It solves a problem rather than prevents one.

Do you think Viagra would do as well if it prevented impotency instead of solving it? Believe me, guys that don't have that problem... don't think it will happen to them! And here is the best part, not only are they expanding world wide, but they're expanding the market to women (that's another extra 50% of the population)!

An amazing product, to say the least.

=====

Summary:

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Now, you don't have to be a big pharmaceutical company to produce a product that contains all four essential elements. But just make sure that in your next project, product or service you try to...

- 1) solve common problems rather than prevent them...
- 2) make the solution immediate and easy...
- 3) keep your margins high and...
- 4) make sure a market already exists before you blow your savings on it!

Follow this simple checklist for success and your product will sell almost as good as Viagra!

Well, there you have it... the 4 elements of success to any business - on or off the Internet.

Of course, there are other "macro" elements, tips and secrets to all of this, but this definitely is a start! You can read our more advanced articles at our site:

How To Start & Expand A Business  
<http://start.cashflowmarketing.com>

How To Promote, Advertise & Market ANY Business  
<http://www.cashflowmarketing.com/reporter/index.cgi?11535>

If you have any questions or comments, please let us know by going to  
<http://cashflowmarketing.com/contact.shtml>

Warmest Regards,

Sam

P.S. In the coming weeks, I'll reveal to you even more marketing tips and ideas that will allow you to make money with less effort and time.

P.P.S. I almost forgot... I'll be sending you the reprint rights and ebook in a following email. Don't want to overload your system with too much information. =)

\* \* \*

**Message #5**

Delivery: Day 14

Subject: %%firstname%% - Part 5 Of Your FREE Cash Flow E-Mail Marketing Course

-----  
Hi %%firstname%%,

We've created a downloadable page for the "Microsoft/Viagra" report. For your convenience, you can read it all at one place or just print out one long copy of everything.

Anyway, here's all the details:

=====  
Microsoft, Viagra & The 4 Best Kept Secrets  
For Having Total and Complete Business Success!  
=====

You can view your free report in either ebook format or text by going to:

<http://www.cashflowmarketing.com/reporter/index.cgi?11535>

All the instructions, downloads and copyright info can be found at the above page.

Thank you in advance!

Warmest Regards,

Sam

P.S. We also have an ebook version where you can customize it with your own information!

\* \* \*

## Message #6

Delivery: Day 21

Subject: %%firstname%% - Part 6 Of Your FREE Cash Flow E-Mail Marketing Course

-----  
Hi %%firstname%%,

I hope you've enjoyed the free marketing report we sent you the past couple weeks. One of most frequently asked questions/topics that we receive daily has to do with "E-Commerce". And it's not just us because all day long, all you hear in the news, on TV, the radio and obviously on the Internet is "E-Commerce"!

It's everywhere and at times, it can become very confusing. Because of this major confusion and due to the overwhelming email questions and requests, we've designed one the of the Internet's most comprehensive, step-by-step E-Commerce tutorials.

We discuss everything...

- 1) A brief introduction to e-commerce including WHY you would and would NOT need to be involved with e-commerce.

Remember, not everyone has to go "e-commerce" crazy!

- 2) How to get setup and started. What you should look for and a complete checklist of "do's" and "don'ts".

This is very important. You don't want to get ripped off like we have! We'll show you the fastest and cheapest ways of getting started.

- 3) We'll also discuss miscellaneous topics and items... such as what and how a secure server works (and if you even need one) and how to automate the entire e-commerce solution so you don't have to do any work! (I love this part!!!)

====>>> VERY IMPORTANT <<<=====

- 4) Next comes one of the most important sections and it deals completely with FAQ's from our customers. REAL world questions and solutions.

Actually, the most important part about this section is we will reveal to you who the top and most trustworthy and reputable companies are... and which ones to AVOID!

- 5) We will also discuss alternative e-commerce solutions. Things like online checks, pay-by-phone, etc.

===>> FREE AFFILIATE PROGRAM <<===

- 6) The final section deals with how you can make money, even if you don't have a web site, don't care about e-commerce or any of that stuff.

It has to do with one of the best affiliate programs on the net that one of our customers revealed to me just a few weeks ago. It kicks butt... it's a TWO TIER program that pays out up to \$250.00 per referral!

Anyway, that says it all. As you can see, it's very comprehensive.

Please check it out today by going to  
<http://ecommerce.cashflowmarketing.com>

At the very least, make sure you read the "Making Money" section by going to  
<http://ecommerce.cashflowmarketing.com/makingmoney.shtml>

Have a great day!

Warmest Regards,

Sam



\* \* \*

**Message #7**

Delivery: Day 28

Subject: %%firstname%% - Part 7 Of Your FREE Cash Flow E-Mail Marketing Course

-----  
Hi %%firstname%%,

I hope you enjoyed our FREE marketing course on E-Commerce. If you haven't had a chance to check it out yet, please do so now by going to <http://ecommerce.cashflowmarketing.com/>

=====  
New Money-Making Article  
=====

Anyway, I just wanted to let you know that I've written a new article and it's entitled, "How You Can Turn \$60 Into \$7,200.00 ... In Less Than 6 Days!"

It's great, short and sweet! Check it now by go to <http://cashflowmarketing.com/dr/>

Warmest Regards,

Sam

P.S. Don't forget to also check out our testimonials page... over 100 new ones every month!  
<http://cashflowmarketing.com/testimonials/>

\* \* \*

## Message #8

Delivery: Day 35

Subject: %%firstname%% - Part 8 Of Your FREE Cash Flow E-Mail Marketing Course

-----  
Hi %%firstname%%,

As stated in one of my last emails to you, one of the most frequently asked questions at our site has to do with E-Commerce. If you haven't had the chance to read our online FREE marketing course on ecommerce, please do so now by going to <http://ecommerce.cashflowmarketing.com/>

Don't forget to also check out the "Making-Money" section on how you can make money even if you don't have a web site, don't need an ecommerce solution or don't even have a business on the Net. And the best part is that it's FREE. You can read all about it by going to <http://ecommerce.cashflowmarketing.com/makingmoney.shtml>

=====  
Second Biggest FAQ  
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Now, with all of the money-making opportunities that our site provides for everyone, the next biggest question we receive is "how do I get a web site... I need to get a URL, get hosting and other stuff related to starting a web business and I'm totally confused".

The truth is that it would be a lot easier to make money on the Internet if there wasn't so much information everywhere. And the worst part is that most of the information is totally wrong.

Because of this, I've been ripped off numerous times and so have lots of my customers, subscribers and marketing associates. We have all wasted thousands of dollars and

countless hours - and at the end, we were even more frustrated than when we first started.

Anyway, to help you, my subscribers and MYSELF out, my staff and I decided to do tons of research and test out the different hosting companies to see who's hot and who's not! In the process, I wrote up an entire article regarding hosting... what you need, don't need, who's bad and who's good.

I also found a company that will give YOU residual commissions for life and it costs you nothing to join. It's actually a cool system.

Okay, enough 'chit-chat'... let's get this rolling. Please go to  
<http://hosting.cashflowmarketing.com/>  
and read all about it.

At the very least, sign-up for the life-time commissions affiliate program.

Warmest Regards,

Sam

\* \* \*

**Message #9**

Delivery: Day 42

Subject: %%firstname%% - Part 9 Of Your FREE Cash Flow E-Mail Marketing Course

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Hi %%firstname%%,

Just wanted to see if you have read our more recent issue of the Cash Flow Chronicles' If not, please go to <http://cashflowmarketing.com/newsletter/>.

Have a great day!

Warmest Regards,

Sam

P.S. Don't forget to check out are newly updated Free Resource Center located at <http://cashflowmarketing.com/frc/>

## Joe Schroeder

Joe Schroeder started his career as a street magician all over America and lived hand to mouth. He has pictures of himself in Las Vegas with Lance Burton, Jeff McBride, Monticup and with Siegfried & Roy.

But disillusioned with the bright lights and the stage make-up, Joe gave up his stint as a big time magic act and opted to sell meat and seafood door-to-door for almost ten years.

During that time he studied every marketing book he could get his hands on. Then in 1995 everything changed, Joe went from average to fortune and now is one of the most sought after and most visible entrepreneurs on the Internet and in Network Marketing.

His main web site is:

<http://www.mlmbigfish.com>

Here is a copy of his 'boot camp' that he uses to send to prospects. It is a brilliant follow up example because of the way he really 'talks' to his prospective customers. Here's what Joe told me:

I JUICE the letters with WEIRD "paradigm shifting" stuff like

- \*\* Call me PERSONALLY to place order----MY cell is
- \*\* WEIGHT is 7.2 pounds and earn \$450 with 5 sales = \$90 each = visual
- \*\* My letters are hypnotic, plain and simple---I know the CODE to do so.
- \*\* My LIST RETENTION is 78% retention----22% LEAVE
- \*\* 20-25% of ALL of my LIST buys something-----documented
- \*\* NO ADS-----Pure value
- \*\* the MOST MIS-SPELLED grammatically WRONG letter on the net

You can learn a lot from his examples coming right up!

\* \* \*

## Message #1

Delivery: Instant

Hello Subscriber and Welcome To  
Joe Schroeder's on-line Newsletter

=====

As an affiliate you can re-sell  
Chaos To Cash = \$14.95 and Pays \$10

=====

-----Two tapes + Booklet + report: Mailed US Postal

The Second Item is...

SPEED ENROLLERS = \$197 and Pays \$90

=====

- \*\*EIGHT (8) Hours of audio tapes
- \*\* 112 page manual
- \*\* Custom personalized fax-on-demand
- \*\* Custom personalized sales letter 8X11 for OFF line
- \*\* Re-seller affiliate rights. Earn \$90 per sale.

Below is your first 7 page newsletter. I will be  
detailing how [you] can use special "quick Link" ads to  
build any MLM-----a true thesaurus of "how tos."

First though.....a simple ONE TIME ONLY Offer.

[today only]

I want to see if you can be BRIBED. But I'll play fair.  
(in other words, I am writing this offer with one hand  
tied behind my back)

Okay-----here is my ethical-bribe.

Normally, "Chaos To Cash" is \$14.95 and  
you get two (2) audio tapes, an eighteen page booklet  
and my report. All re-sellers earn \$10 fast-pay.

Sixty-Day (60) "You Love it" 100% Money-Back policy.  
Full refund if not utterly blown away.

-----3-4 little sales per day and you clear \$30-\$40.

As I said, this is an unusual bribe. Actually, I am testing this "free Ebook" offer. And it looks like this:

If you can make a "snap" decision right now...

-----Buy Chaos today for \$14.95 + \$3 = \$17.95  
[here is the TODAY ONLY BRIBE!]

I will personally e-mail you my NEW 44 page Ebook.

\*\*\* How build mega-downlines. I've built two whoppers.  
\*\*\* How you can enroll 100's as I have.  
\*\*\* The secret of cash-on-demand "Mini-Sites!"  
\*\*\* How to make (minimum) \$50 to \$80 daily on-line!  
-----All in my FREE 44 page "Ebook on steroids!"

Here is why I am willing to give-up this \$27 Ebook.  
That's right, this sells NOW at MLMbigfish.com or \$27.  
Normally, my e-book sells for \$27. All day.

1) I want to reward you NOW with my instant download because I want to cater to people who can act on a good idea. Plus.....

2) You can be studying my 44 page ebook NOW.

So all in all you'd get.

Two (2) Audio Tapes = 2 hours in total  
FREE 44 page Ebook  
Eight (8) page report  
DEALER rights to re-sell this package and earn \$10  
Booklet that is 18 pages thick

=====  
Only \$17.95 for CHAOS TO CASH

\*\* Live operators 24/7---Visa and Mastercard  
\*\* 201-439-3147  
\*\* or order now on-line at  
<http://www.mlmbigfish.com>

Here's the catch. It's TODAY only...

and you MUST e-mail me and say....

"FREE EBOOK, Joe I took your darn BRIBE...."

Make it EZ: Just put in the comment box on the order form..

"Joe, I took the darn bribe. Gimme the Ebook!"

-----Just put that in the "comment" box when you order.

See, I know you JUST opted into my newsletter.

I also know most people want my FREE Ebook as an advance study course----BEFORE your tapes arrive.

ORDER with live operators.....201-439-3147

I will mail you two (2) audio tapes. To your home.

I will mail you my 18 page booklet and report.

I will immediately e-mail you my 44 page "whopper" [FREE BONUS]

The E-book is FREE so waive the \$27 e-book price.

Everything-----\$14.95 + \$3 shipping = \$17.95

We are talking seventeen dollars and 95 cents.

NOT \$50 or \$75.

Just seventeen dollars and 95 cents.

Okay, now for today's lesson and my newsletter.....

>>>>>>Here is a NEW Idea <<<

=====

If MLM only works for few.....and,

MOST people can not build a sales force in MLM...

Why invest most of your time trying to SELL one'

I do NOT sell MLM. I cross-market to the MLM industry. Then, as a back end, I take my customers that I cross market to, and I enroll them into MLM.

\*\*\*\*Dayle Maloney Does that.

\*\*\*\*Russell Paley and Robert Blackman do that.



\*\*\*Big Al and Randy Gage do that.

Here is what the typical networker does...

They sell something that ONLY works for a few...

"Join my straight line downline."

THAT is the selling of MLM and a downline.

"Cool 2X2....join now and cycle by noon!"

THAT is the selling of MLM and of downlines.

I do not do that and MOST pro's do not either.

----SIDE BAR-----

People will NOT do what they can not see themselves  
succeeding at. MOST networkers experience PAIN  
while trying to build a downline sales force.  
SO why BOTHER selling what they can't relate to'

=====

My entire web-site is dedicated to CROSS MARKETING.

If you click on "products and pay plan" you will see  
a whole treasure chest of my ads, letters I have used...

[www.MLMbigfish.com](http://www.MLMbigfish.com)  
is PACKED with USABLE things for  
anyone to start USING right away.

- 1) I teach people how to engage into a SALES PROCESS.
- 2) I then teach them how to make CASH FLOW via sales...
- 3) I then teach them how to THEN show their customers MLM.

THAT is CROSS marketing.

----SIDE BAR-----

CROSS MARKETING is taking a customer base  
and selling them and re-selling them over

and over again.

When you are on a DISNEY cruise and they capture you on-deck and ask you if they can take your family photo... with MICKEY MOUSE in the back ground....

THAT is CROSS MARKETING.

AFTER you shop at BJ's wholesale club or at COSTCO's... and they ask you, "would you like to use our wholesale eyeware outlet.....or, would you like a VISA CARD..... through us.....

THAT is CROSS MARKETING....

CROSS MARKETING is the slicing and dicing of similar products and re-selling to the same audience.

In Multi-Level, after years and years of trying to sell MLM, I gave up.

MLM simply didn't work for me.

Basically, what I did, for eight years of failure...

was teach and preach the concept of DUPLICATION.

Well, it fell on deaf ears.

"Downlines" and MLM turned people off.

My local friends called it a "pyramid" and other Networkers would say to me...

"I am already in a deal. SHOO-FLY!"

Then I discovered the idea of CROSS MARKETING.

Today, I sell and I sell and I sell over and over again INFORMATION products to people INSIDE of MLM and to folks out-side of this industry.

\*\*\*Tapes and booklets.

\*\*\*Services.....

\*\*\*Video's and home study courses....

And that makes you cash.

That is how I teach you to pay yourself.

Imagine earning \$500 to \$2,000 per week selling  
information and then CROSS MARKETING everyone into  
your MLM!

Admit it.

THAT is pretty cool!

And that is what  
[www.MLMbigfish.com](http://www.MLMbigfish.com)  
is all about.

=====

NEW SUBJECT and NEW IDEA #2

=====

How do you enroll 3-10 NEW people every month'

I have used this formula for five years now and it has worked  
with tremendous results. I have enrolled over 400 people  
and today I do over \$5,200,000 in annual sales.

1) I have "bait" everywhere. One major key that I rely on  
is that I work within a target market. I do NOT make the  
mistake of trying to be all things to all people. My  
market is people like me and you=====Network Marketers.

\*\*\*NICHE MARKET\*\*\*

2) Everywhere you look, I am looking for people to  
raise their hands and say, "Joe, I am inside of your  
market. Joe, what do you have to show me"

So what I am doing, is I am using marketing in a vast  
way in order to BRING MY MARKET \*\*\*\*\*TO ME\*\*\*\*\*

=====

Downlines Are Everywhere

=====

Learn How To Make Them Walk Over To You and Ask To Join You

=====

I use full-page ads.....I use 2X3 display ads....I use  
this newsletter.....yes, there is plenty of bait  
in this series of newsletters of mine.....I use  
the internet, I use radio, TV.....  
\*\*\*\*I market in such a way people \*\*\*\*RAISE Their Hands\*\*\*\*

=====

Amateur Networkers CHASE DOWN 2-3-4-5-6 People Per Month

=====

MLM Big-Fish Funnell 1,000's through their sales process

=====

Amateurs Beg People and Harrass Others and ROPE people into MLM

=====

==

MLM Big-Fish collect EAGER new enrollee's through the "system"

=====

==

One of my top priorities is to SELL THINGS to People.  
I always recruit harder and better if I have sold  
something \*\*\*\*\*FIRST\*\*\*\*\*to the person.

In a sales transaction, if a person BUYS from you they...  
\*\*\*\*Learn to trust you...  
\*\*\*\*That prospect turns into a CUSTOMER...  
\*\*\*Customers turn into allies....  
\*\*\*\*Customers become FRIENDS.....

And you.....if what you sell is valuable and  
you bend over backwards for your BUYERS.....

You can literally BECOME A RESOURCE to people.

Even if you a new dealer and re-seller and in P/T  
hours you are selling information to people here in the net...

If you really \*\*\*\*LOVE\*\*\*\*your buyers...  
If you \*\*\*WORK\*\*\*\*for your buyers....  
If you \*\*\*CATER\*\*\*\*to your buyers.....

They will SEE that in you and they many times..  
will begin to SEE YOU as valuable. As a resource.

Here's a "goody" worth remembering.....

"It's EASIER to sponsor a customer that it is trying to rope a stranger into your MLM."

And that's what my courses teach you how to do.  
How to sell information and how to turn  
BUYERS of information into RESOURCES and how to  
back-end them \*\*\*\*GRACEFULLY\*\*\*\*into Multi-Level.

=====

Two Tapes + 44 Page Ebook + Booklet Only \$14.95  
CHAOS TO CASH and we take Visa and Master-card

60 Day "Love it or send back" 100% money-back guarantee  
=====

\*\*\*\*You need a hot product to sell.  
\*\*\*\*Use my products at  
<http://www.mlmbigfish.com>  
or use yours.  
\*\*\*\*You need to CATER to your buyers.  
\*\*\*\*Be available to them. Look after them...

I will show you more about advertising and more about  
\*\*MARKETING\*\*than anyone else you have ever encountered.

I know, I know, that may sounds like I am tooting my  
own horn.

(smiling) ONLY BECAUSE I am.

There are fabulous marketers  
here on the internet. And I'd bet you that you are  
on many of their newsletters and maybe even purchased some  
of their information products.

What they CAN NOT TEACH is MLM related advertising.

They can't. Because they do not do MLM.

Look, it's GREAT to know and fun to learn how to  
market effectively. I love that and I know you do too.

For now though, I am COMMITED in teaching you  
Step-By-Beautiful-Step how to advertise in the  
multi-level marketing arena!

And let me tell you, it's not the same market as the general "marketing" market.

And if you CONFUSE the two different markets here on the web you will fail.

The "MARKETING" market is a DIFFERENT breed than the.. "Network Marketing" bunch. People like me and you.....

And as such, I will cater to \*\*\*\*YOU\*\*\*\*and teach you exactly how to market effectively to other networkers.

BELOW YOU now is a campaign I have used over and over. Read the below piece. It has made me a ton of money and I offer it to you now, as an \*\*\*\*EXAMPLE\*\*\*\*\*

of what I teach and how I teach.....

YOU can CHANGE your life in MLM.

But not until you know how to build one.

=====

How I Turned a Cheap Newspaper  
Classified into \$200 a DAY and  
enrolled 300+ people.

THAT COMPLETE system is detailed NOW

=====

You'll need a voice-mail box from any  
good carrier to also use the system.

=====

Okay, onward.

What I am about to teach you is how  
I turned a \$200 USA TODAY classified into  
over \$800 dollars of RAW CASH.

Not to mention 16 NEW enrollee's.

---Side-Bar---

My intent here is to PROVE to you just

how easily you can find NEW recruits for your MLM-----and how to make CASH FLOW all at the same time.

Let's move ahead and EXPLORE THIS!

A TON of people (still) think the only way they can build a hefty downline is using the old fashioned way.

God bless them. I DID NOT. I used very NEW and un-orthodox measures. As I will show you now!

Step #1: I secured LIVE operators to take my orders. I was STILL going door-to-door with my food truck. This was back in 1995.

Step #2: I had "cut" TWO audio tapes.

Step #3: I had to come up with \$200 dollars to place my USA today classified ad.

Step#4: I had to secure a 1-800 line that I could make a 3 minute out-going message.

Step #5: I had to secure a 30 MINUTE out-going message via voice mail.....that COST me about \$170 to set up.....

Mind, you, this was a LOAD of leg work.

\*\*\*Tapes....

\*\*\*TWO different voice-mail set-ups..

\*\*\*LIVE operators...

\*\*\*Merchant accounts..

---Side-bar---

This is a FACT. If you want to make a TON of money, you have to start assuming MORE responsibility. Those that make BIG DOUGH have DECIDED to HARNESS a LOT of responsibility.

THINK ABOUT THAT-----It's IMPORTANT TO YOU:

=====

Let's scoot ahead.....

Now.....HOW ON EARTH did I USE

all of this technology and "STUFF" to turn a \$200 ad into a HUGE business'

FOOT-NOTE: What you are NOW reading was my FIRST real USE of AUTO-MATED ENROLLING.....

And, my first real venture into making at least \$100 a day selling home-made how-to books and tapes!

Keep reading. You'll SEE what I mean in a second...

Okay, so the SYSTEM was in place.  
And.....I was BROKE!

So, I took money off some highway money clipper (store) of about \$4,000.

I KNEW I was CLOSE to my jack-pot and I needed seed money. Plus, (1995) I was also selling MOPS at flea markets on weekends.

You got it!

I was DESPERATE.

The FOOD TRUCK was making me "beans" and I simply would NOT BE DENIED.

I literally did ANYTHING and EVERYTHING to make what I SAW IN MY MIND all come true.

LOADS of HARD work.  
TEARS even.  
DISTRACTIONS everywhere.  
Almost NO ONE believed in me.  
My WIFE was FURIOUS at me.

"You fool...what are you doing'....YOU are jeopardizing our children's future with your cockamamie marketing stuff."

Yes, my "dear" wife did NOT believe in me.

(I sure showed her though!----Bless her heart!)

The CLASSIFIED SAID THIS



=====

Dead Downlines Don't Lie!  
Names mentioned and scams revealed.  
FREE audio tape.  
1-800-555-buckwheat.

=====

How could I AFFORD a 1-800 line'

I COULD NOT!

So, here is how I got people to  
call my 1-800 line and then how I got  
them to SWITCH over to a toll 201-line!

""""How Did I Do That""""""""

Gimmick #1: THAT 1-800 line only was a  
3 MINUTE message. Telling the caller  
what was ABOUT to HAPPEN

What that 3 MINUTE line did was say, "I will  
change your life. FOR FREE. GIVE ME 30 minutes  
of your life.

\*\*\*Go to my 201-tel-a-seminar  
\*\*\*Here is the other number.  
\*\*\*I will TRAIN you for 30 MINUTES.  
\*\*\*NO charge.  
\*\*\*Your FREE tape is THERE.

"HANG up NOW and go to my --201--NJ  
phone that is a 30 minute training call."

They called the 1-800 line.  
They heard my "deal" and that lasted 3 minutes.  
Then they hung up and called  
MY 30 minute training line...

YES, they ACTUALLY DID THAT!!!!!!!!!!!!!!!!!!!!!!

Gimmick #2: THEY paid for the call via their  
REGULAR long distance charge. I would have been  
NUTS to sit there for over 50,000 minutes  
and train all these folks on some 1-800 line!

Gimmick #3: MOST everyone clicked over to the 201-NJ line. I had SUCCESSFULLY baited them. They wanted the FREE tape. They WANTED the 30 minute TRAINING. I hosted their desires.

Gimmick #4: When they went to my second line, the 201--NJ 30 minute recording of me training them, in the FIRST five minutes I told them about my \$15 TRAINING kit....the GIMMICK was that I KNEW they wanted the FREE tape and the TRAINING.

For FREE.

I also knew that I could sell them my \$15 course and they would NOT hang up. The GIMMICK is that I made them JUMP from hoop-to-hoop. I made them COMMIT to me.

Now---I had them.

So, for the first five minutes I told them...

On the 201-NJ line.....

\*\*\*Enjoy this half hour call.  
\*\*\*If you like it...buy my \$14.95 course.  
\*\*\*Live operators at so and so line.  
\*\*\*Visa and mastercard...  
\*\*\*TWO (2) FREE tapes (tape #3) ADDED to package  
\*\*\*EXTRA FREE 22 page report.  
\*\*\*All of this only \$14.95.  
\*\*\*Hear me NOW for 30 minutes.  
\*\*If I stink....HANG UP.  
\*\*\*If you like my training: BUY the \$15 course.

---Side-bar---

TRY doing the above system  
and sell junk and you'll lose a fortune in  
time and money. The fundamental reason this worked  
and WHY the people HUNG with me, through all of these  
hoops, was because they could SMELL VALUE.  
Sell junk and you never win. SELL PURE VALUE and  
over-deliver----and you can make a bloody fortune.

=====

Okay, back to the system and WHAT was the RESULT'

>>>I sold well over \$800 dollars of tapes.  
>>>People LOVED the 30 minute call.  
>>>I ERASED my \$200 ad cost @ USA TODAY  
>>>I had NEW FUTURE RECRUITS to enroll.  
>>>I was CASH FLOW HAPPY.  
>>>All of this happened BEHIND MY BACK.  
>>>I had a TRUE "machine" making me money!

And the rest, as they say, "is history."

Now, get this NEXT lesson: THIS is important.

Oh, before I forget.

Most people like THIS training report....  
.....So PLEASE e-mail THIS newsletter to 2-3 people  
that you know. Because I know and you know that  
what I just shared with you and the system....

A TON of people you know would really like to  
read. So COPY and PASTE to those that would  
appreciate YOU for giving them THIS training letter.

Okay, last lesson:

What I learned is what I HOPE you have learned in  
this newsletters. THINK about this:

1) ALL MLM networking does NOT have to be  
traditional. YOU can go "outside" the box  
and use really cool marketing like I do.

2) It's easier to build an MLM downline and  
make boo-koo bucks if you can make 10-20  
sales a day....and then BACK-END those BUYERS  
into your downline.

It really helps when you have an extra \$100 to \$500  
a week streaming in. For me it did.

3) YES! You can do traditional MLM. I do.

I also use MACHINES to..

>>>Do presentations for me.  
>>>Machines sell and SPEAK for me.  
>>>I can do 1,000 MLM demo's a day.

Whoops. Cancel that. I CAN NOT.

My machines do!

>>>You can use my web site @  
www.MLMbigfish.com

>>>YOU can use my sales letters.FREE.  
>>>You can use my merchant account.FREE.  
>>>Use my OFF-LINE sales letters.  
>>>Use my affiliate dealer software. FREE! (of course!)

And on and on....TAKE ADVANTAGE of THE MACHINES!

OH, here is an EXAMPLE of me training  
on one of my 100% generic  
voice-mail systems.

It's just shy of 15 minutes.  
It's recorded and you can call  
anytime----24 hours a day.

=====  
CALL NOW!!!! And HEAR ME TRAIN!!!!  
716-420-4323.....  
=====

YOU CAN RECORD the call too and "bootleg"  
a JOE audio TAPE even.....(I don't mind.)

:)

Well, I hope this letter has inspired you.

I also hope it has shown you the POWER of  
marketing and I pray this has  
RAISED your level of awareness as to  
HOW TO OUT-MARKET and by  
TWISTING your THINKING around.....

Just a teensey-weensey bit.....  
You can make all of your dreams come true.  
Use better marketing.  
TOUCH and GET to more people.  
USE this to make you CASH FLOW and  
build yourself a downline that will  
feed your family for generations to come!

I did. Twice! And you can too!

My NEXT letter to you will come in exactly  
three (3) days. That too will excite you and  
give you even MORE proven examples...of how  
to go from "CHAOS to CASH!"

- 1) SEND this letter now to at least one (1) GOOD buddy.
- 2) SHARE with those that you care about.
- 3) Give and it will given to you.
- 4) Stop back at my web site and study.
- 5) There is a TON of useable DOABLE stuff to use  
at my site....USE IT to make CASH FLOW..

Thanks, and I'll visit with you again in 3 days...

Respectfully, Joe Schroeder

E-Mail.....MLMbigfishcom@aol.com

FAX-ON-DEMAND  
703-904-1818 Doc# 208

Joe Schroeder  
PO Box 410  
Rockaway, NJ 0786

FREE 44 page Ebook and FREE Ezines TODAY ONLY

Double PSS: My two hour video sells-on-site for \$67.  
Ask for it now with your chaos to cash order and I'll  
let you have it as a "thank you for only \$7 extra."

Yes-----a 87 minute BONUS VIDEO only seven dollars!

In the COMMENT BOX in the order form on-line put.....

"Joe, I also want the video for only \$7 dollars."

If you DO NOT want the video.....  
when you order on-line today in the comment box put...

"Joe, I took the darn bribe, gimme my 44 page FREE Ebook!"

Thanks again,

Most sincerely, JOE SCHROEDER

oh and...for live orders 24 Hours per day: 201-439-3147

Visa and Mastercard-----Chaos to Cash, Only \$14.95!  
Guaranteed with a 100% refund policy for 60 days.

HOPE you enjoyed this jammed packed newsletter.

The end. Copyrights 2000 Schroeder Publishing

\* \* \*

## **Message #2**

Delivery: Day 3

Joe Schroeder  
<http://www.mlmbigfish.com>

=====

Copyrights, 2000

E-Mail  
Address.....Joe@MLMbigfish.com

Live Operators at 201-439-3147 (24--7)

=====

CHAOS To Cash II only \$14.95.....Pays affiliates \$10

=====

\$197 MLM Course pays \$90

=====

Okay, let's tackle some business:

One of my marketing gimmicks I use it this:

\*\*\*I market the SAME message using different language.

\*\*\*I market on-line.

[www.MLMbigfish.com](http://www.MLMbigfish.com)

\*\*\*I market with fax-on-demand: 703-904-1818 Doc# 208

\*\*\*I market via tel-a-seminar: (24 Hrs) 716-420-4323

\*\*\*I market using audio tapes

Listen and listen close Amigo...

People who are TACTILE NEED to run their hands through my 10 page fax-on-demand. THEY need to relax and lay down and TOUCH the information....

So, they NEED my 10 page fax-on-demand

\*\*\*\*Tactile\*\*\*means touchy-feelly.

SOME people are AUDIBLY-easily-induced...

They RUN to the phone to HEAR me sell them...

YES, they actually NEED to HEAR "a voice."

If you want to virtually DOUBLE your sales and you want to DOUBLE the ENROLLING you do.....

TOUCH PEOPLE through MULTIPLE SENSORS.

\*\*\*Internet they READ you.

\*\*\*Recorded Phone Lines they HEAR you.

\*\*\*Fax-on-demand they FEEL (touch) you.

\*\*\*Audio tapes they LIVE with you and "own" you.

The POWER of AUDIO tapes is that they will LISTEN to your offer 2-3-4-5 times----in their cars.

Listen, I am BEGGINGGGGGG you....

whatever MLM you are doing, CREATE a system that is MULTI-SENSORY, ie., "quick link."

In my course I will teach you step-by-easy-step not only how to create this yourself.....

But I will also let you use MY SYSTEM!

ONCE you learn and once you know what I know...

\*\*\*\*About how to write primo little ads..

\*\*\*\*About how to have prospects on parade...

My Friend, seriously, if you are not making  
\$2,000 to \$5,000 per month in MLM.....

If you are NOT earning \$2,000 to \$5,000 per month  
SELLING information.....THINK CROSS MARKETING!

"Oh, Boy!"

YOU NEED TO!

I hope you spend some time at...

<http://www.mlmbigfish.com>  
and STUDY! I put a TON of  
my marketing know-how and marketing muscle there  
for you to have INSTANT access to.

"Joe, where exactly on your site is the cool  
training stuff"

Good question.

Click on the "Tiger" on the home page.  
<http://www.mlmbigfish.com>

Hey-----

\*\*\*\*\*

Here is Something That NoBody Else has Shown You

\*\*\*\*\*

It's called \*\*\*\*\* CONTINUITY \*\*\*\*\*

"Continuity" is anytime the CLOSE is in the  
retail selling of whatever you are selling.

Continuity is BRILLIANT because if what you are  
selling also includes a logical presentation



about your MLM.....

People turn into Buyers and then turn into enrollee's into your MLM.

I must confess though, CONTINUITY is easier said than done. That is why it's important to know exactly what continuity is.....so you can \*\*\*\* SEE IT \*\*\*\* in your better sales systems on the net and STUDY it.

Here is the ultimate goal:

=====

The Goal is to get the market to raise their hand.  
The goal is to get 100's of people to say, "include me."  
The goal is to sell them something and make cash-flow.

And \*\*\*\*IN THAT SALES PROCESS\*\*\*\*\*to be showing them your MLM without shoving it down their throats.

And if you accomplish that correctly.....

The MLM program you are working BECOMES an IMPORTANT feature of the ENTIRE sales process.

And the prospects see that and they say.....

"Well, I suppose if I want access to this really cool system, I guess I better Join their MLM."

That is what Gerry Carson (great site!) does at [www.Sixfigureincome.com](http://www.Sixfigureincome.com)

That is what I do at <http://www.mlmbigfish.com>

FIRST you market in such a way that attracts MLM'ers to you. That is \*\*\*\*\*JOB #1\*\*\*\*\*

Second, You sell a really "hot" product or information product that people \*\*\*\*\*WANT\*\*\*\*\*  
That is \*\*\*\*JOB #2\*\*\*\*\*

Thirdly, You tie the MLM presentation \*\*\*\*LOOSELY\*\*\*\*  
into that sales process.

If you SHOVE (tight) your MLM at people...  
that is DEFENSE.

If you (yawn) LOOSLEY inter-twine your MLM message..  
If you LOOSLEY advertise your MLM program....

THRU-OUT your \*\*\*\*\*sales process\*\*\*\*\*

The market and the people say.....

"Wow, this is a really cool system. I really think'  
this web-site is cool. You sell really cool  
products.....what MLM did you say you were doing'"

That is called \*\*\*\*\* CONTINUITY \*\*\*\*\*

=====  
AND NO ONE EVER TOLD YOU ABOUT THAT BEFORE  
=====

Now, what do you think I could teach you if you  
gave me 2-3 HOURS in your car and we drove 500 miles  
and I spent hours and hours downloading my brain  
for you and teaching you everything I know....  
Then what'.....(Hint: Think audio tapes)

HINT: Chaos To Cash = \$14.95.....201-439-3147 (24 Hrs)

TWO hours of audio tapes  
One booklet + report + toss-ins.

Not ordering' You're FREAKIN NUTS!  
-----loony.

I know it's tough. You think you'll lose  
if you part with your seventeen-95.

Really tough. I know. However, in 30 days from now  
guess what' I'll still know my Million dollar formula  
and you won't.

You'll still be putzing around losing money on-line.  
And all because you couldn't justify a seventeen dollar

courses with audio tapes that was 60 day money-back guaranteed.

Now who's looney' And it ain't me.

NO-----don't be a know-it-all.

Okay, onward:

Listen to me okay....

You are \*\*\*\*\*NOT\*\*\*\*\*going to earn \$10,000 per month in MLM because of your pay plan....

You are \*\*\*\*\*NOT\*\*\*\*\*goign to earn \$10,000 per month in MLM because you joined some "lead" program or some hot affiliate program.....

THOSE are system FEATURES. They are NOT "business."

Pay plans and "leads" and "affiliate" sites are FEATURES of systems.....they are not.....

BUSINESS.

"Business" is making money. Foolish people on the internet have tried to make technology their business and have not made a penny.

That was profound. But wait, this is even better, look...

Just as net-heads have failed to make "technology" a business and they have failed at turning a profit.....

Networkers, who got into "Networking" have turned into "MLMers."

What I mean is this, if what you are doing is not making you money, you have an expensive hobby.

NOT a "business."

MLMbigfish.com is not [your] business, it's a tool.

"Lead" (MLM) programs are not a business. That's "MLM" and if it isn't making you wads of money, at least \$500 to \$2,000

per month----it's a dollar dance, not business.

BUSINESS is  $X + Y = \$$

Money.....and you are not making any, or even enough here...  
the reason is that you are doing things that simply  
are not geared to bark-back-dollars and sense.

For example.....

=====

If you are going to place an ad, of any proportion, why not..

\*\*\* Offer a free tape and tel-a-seminar

\*\*\* Offer your web-site and also a fax-on-demand

\*\*\* Start with a "I can't say no" low price.

\*\* Why place any ad that doesn't and does not.....

Hurl people into your sales process. However, 9 out of 10  
MLM ads have none of the above. ---Like, duh!

As I have said, I do not sell anything. I sell "a way."

I sell a system, a methodology.

And the mind-blower is this.....if you can  
hold people in your ad copy and you can extend their  
experience of your offer.....

\*\*\* Take them to a tel-a-seminar

\*\*\* Offer them an auto-responder, etc....

\*\*\* Fax-on-demand or FREE tape...

THAT.....THAT.....that \*\*\* EXTENDS \*\*\* your  
sales offer and forces the market to experience your  
and your offer long after they have stopped actually  
reading the ad.

Profound isn't the word. Try----abyss.

"No Joe, I do not want to sit with you in my car



Gosh, how blessed we are to be able to "see" 10,000 people a day-----and show them our proposals.

10,000 or 5,000 or whatever.

Cripes, what did we do back in the 70's and 80's....

"Hey, wanna grab some soda pop and watch my new MLM join-me-please-huh-video!"

Or we were like-----

"Lose weight-now-don't-ask-me-how-cuz-I-ain't-makin-bacon!"

{smiling).....Now look at us and "continuity."

PRAISE GOD for "auto-ship" and MLM.

Want more'

Okay----do this:

1) Go to  
<http://www.mlmbigfish.com>

2) Order.....Chaos To Cash...Only \$14.95

\*\*\*\*\* Live operators 24 X 7 X 365 @ 201-439-3147

\*\*\*\*\* Faxed checks to 973-328-6486.....\$17.95 shipped.

Thanks and I will see you soon.

In your car!

(HINT: think audio tapes)

Peace and God Bless,

JOE SCHROEDER  
201-439-3147.....24 Hours // Visa and Master-Card

LIVE OPERATORS

201-439-3147.....24 Hours.....Visa/Master-Card

Respectfully, Joe Schroeder

To hear me over the phone....12 min. recording...  
716-420-4323

The AK-47 is a pass-code  
protected area of MLMbigfish.com.  
It's a \$47 product that pays re-sellers \$25.  
Over 100 pages INSTANTLY accessed after you buy.  
-----SECONDS after you order AK-47.

Plus, AK-47 comes with three audio tapes.

Chaos to Cash is seventeen 95 (pays re-sellers \$10)  
AK-47 is forty-seven (pays re-sellers \$25)  
SPEED is \$197 and pays re-sellers \$90.

Order Now! You can't afford not to know what I do.

later, Mr. Joe

\* \* \*

### **Message #3**

Delivery: Day 5

Training Letter #3  
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[Http://www.mlmbigfish.com](http://www.mlmbigfish.com)

-----  
Magazine Ads. Worth It'  
-----

Sometimes the truth is stranger than fiction.

From 1989 to 1991, I was irresistibly obsessed with earning  
money through mail-order. In my first campaign, in 1991:

- 1) My first manual (78 pages and 8x11) took 4 months to write.
- 2) \$600 to pay to have edited and re-written.
- 3) No PC, I typed it and paid \$600 to make it look professional.

- 4) I placed three classified ads that cost me about \$400.
- 5) I sold 32 courses at \$34.95.
- 6) THAT entire thing took 9 months roll out and to collect the sales.
- 7)  $\$34.95 \times 32 = \$1104$

I made \$100 dollars and I was ready to lynch myself. I was crushed.

All of that gut-busting work for only \$100 in profits'

But I didn't give up. Then, I ran into Jay Abraham and Jeff Paul. Stunning marketing geniuses and that INVESTMENT cost over \$3,000. Paul had a course for \$600 and to get Jay Abraham tapes and books are very pricey.

All told their courses were the best. I studied them feverishly for a few years. I mean I DISSECTED them. I was literally OBSESSED.

WHAT I LEARNED from those two, more than anything else, and Lord knows I could give you a laundry list of at least 20 "MUSTS" to make income like I do, in marketing. But the WAY the money is earned.

The "WAY" the money BUILDS up-----there is a formula. Naturally you place ads and sell this and that and blah, blah, blah.

But you DO NOT earn \$250,000 in one year hawking information products because you lay-di-dah-dum placed some crazy ads.

THERE is a FORMULA, ie, a SET of steps.

Ah-----And those two gents "nailed" it for me. They TAUGHT me the lessons that OTHER people never even eluded to.

Not only that, but if you spy anyone "big" making revenue in marketing, anyone who is really worth their salt, HERE is the MONEY FORMULA we use.

[the money formula I learned from Abraham and Jeff Paul]

- \*\* Ads everywhere that offer a low-end product. Like \$15 to \$50 dollars.
- \*\* Loads of FREE "take a peek" stuff.
- \*\* Let people [prospects] study at the web-site.
- \*\* FREE reports for FUTURE buyers to latch on to, etc, etc.
- \*\* THAT BREEDS the initial sale, i.e., "the front end" of \$15 to \$50 dollars.
- \*\* THAT PROPELLS a back-end \$200 to \$500 sales.
- \*\* GET people on some sort monthly purchase of some kind.

THAT is why I like MLM, it breeds a perpetual back-end sale.



FACT: Over 20% of anyone who BUYS anything from MLMbigfish comes back and buys my \$197 SPEED ENROLLERS course.

FACT: Over 25% who opt-into my newsletter (ezine) winds up caving in and parting with their money. They buy one of my programs.

>>>>>>>>>  
FINE-POINT  
>>>>>>>>>

The game where the BIG long lasting money is, the game that will pay you well and feed your GRANKIDS, the "big whopper" is ending up with:

\*\* You have 100+ PEOPLE on some sort of monthly re-order plan.  
\*\*Your "system" is harvesting NEW leads for you daily.  
\*\*Your "system" is pumping you CASH FLOW daily.

UGLY as SIN  
>>>>>>>>>

I feel bad for the good souls, the sincere and REALLY well intentioned folks who think that MULTI-LEVEL is "the" game. When in fact, if they were "really" smart, after their pathetic first year in MLM they'd realize, "oops, maybe this isn't THE WAY to make an XTRA \$25,000 this year.

FACT: Over 90% in MLM never enroll anyone.  
FACT: Leaders build downlines, NOT "average" people.

The art of "sales" and persuasion is not an average persons skill.  
It takes major SKILL to sell the concept and VISION of MLM.

MLM is beautiful. It's capitalism personified! MLM is in my VEINS!

Cut me and I'd bleed a downline. It's in my blood. Probably you too.

FACT: MLM is hard and can easily suck (your life) your money from you.  
FACT: Of the 10% who DO "build," it's LESS than a group of 20 people.  
FACT: Only 1-2%, if that, earn \$5,000 or MORE in MLM.

Okay, now what' First off, know this. I LOVE MLM and I make a pretty darn awesome bag-o-money with it. At last head count I had over 3,000 ACTIVE in my lines. Imagine the SHEAR SIZE of that''''''''''''''''

Imagine making \$10 on each of those 3,000 people month in and month out!

However, I don't "DO" MLM, rather, I market.

THIS WAY I can make money UP-FRONT before the downline shows up.

I AM an entrepreneur, I am NOT a "Networker." I have business models that create an asset portfolio for myself and my family.

- \*\* Meat and seafood company
- \*\* Internet programs
- \*\* MLM programs
- \*\* Consulting service
- \*\* Seminars

Now-----lets consider you. Why don't you?

YOU should try to make \$2,000 per month BEFORE your downline shows up'  
WHY

NOT get paid when people say NO to your MLM'

- \*\* Your NO people end up buying from you at MLMbigfish.com
- \*\* Your NO people may want to join your support "lead" club MLM.

[Hint: That's where MLMbigfish.com came from]

WARNING: I am not saying, "use MLMbigfish to build a HUGE downline." I am also NOT saying, "all you have to do is market and place ads to build a downline and get rich.

Nope, I didn't say that.

What I am saying is this:

....

I know how to TEACH anyone (quick, find a mirror and salute yourself because I am speaking about you! ) HOW-TO:

- \*\* Make \$50-\$100 per day MARKETING and selling.
- \*\* ADD 10-100 leads to their own in-house name-lead list.
- \*\*USE those sales and leads to BUILD a downline.

MIX the formula I will show you over the next 30 days and ADD all of the TRADITIONAL belly-to-belly MLM that also is important, and à..

"Katy bar the door Margaret, we're going F/T!"

(wink!)

Okay, go back in your head to when THIS LETTER started.

THINK BACK to when.

I was telling you about my ads and how I worked my bum off for nine months, spent over \$1,000 to EARN about \$1,000. THAT little dance with frustration was in the early 90's.

By 1996 I was the "King" of FULL-PAGE ads. For you who have purchased either

Chaos to Cash or AK-47 from me, in the packet of information and training that we (also) mail you, you WILL SEE some of my full-page ads.

EXAMPLE:

<<<>>>>

Back in 1996, I placed my FIRST "big boy" expensive FULL-PAGE ad.

COST was \$500 exactly and was in BIG AL's Networker magazine.

SALES were 62 people who whipped out \$62 to buy my courses.

I was offering three (3) tapes and a manual with all of my ads.

MOST people can't write good ads, so people gobble up anything that even HINTS of, "I'll show you all of my better ads."

62 X's \$59.95 = \$3,716 dollars. AD cost me \$500. Made over three grand!!! And..and..and..I can't remember exactly how many, but at least ten of those BUYERS also wound up enrolling with me in my MLM.

Ah-----ain't life large!

Quickie: ANY paid ad that you place should reap at least 80% of it's cost back to you. So if an ad costs \$100 and it brings back \$68 you tanked. But if it bread you at least \$80 (80%) you are CLOSE.

Quickie: AFTER you get to a DIRECT RESPONSE back of 80% or better, even if you "rang the bell" at a return of 100% to 500%, you can also TEST and make your ad better.

I don't care if you are using a full-pager, a dinky 1X1 incher, whatever.

Quickie: When testing you TEST VARIABLES. A variable is the headline or the PRICE or the guarantee or say, the bonuses. Taking an ad you are TESTING and

RE-TESTING, it's not cool to tweak MORE than one variable at a time.

TEST JUST a new headline or, JUST a price point. Never test multiple variables at the same time. If you did, how would you be able to decide what change was responsible for your higher response'

ABOUT HEADLINES:

=====

I like NEGATIVE headlines.

So does the National Enquirer, people who run for President who place ads on TV and also, all of your SIX-O-CLOCK news uses negative headlines.

"Child dies in river while rolling off the highway!"  
News at SIX.-----

WHY NEGATIVE Headlines P\*U\*L\*L like mad!!

1) Man hates change and is dominated by his own ego. The EGO likes things to be "just so" and comfortable. Rattle a mans comfort zone and that man will walk over coat coals to reverse the problem.

2) People will do MORE to avoid pain than to gain pleasure, as was taught by Sigmund Fraud (sp).

3) NEGATIVE headlines CHALLENGE people's SECURITY levels.

Example Headlines of Mine:

Are YOU being screwed by your Upline'

If you are not earning \$50 to \$100 per day on the internet you haven't even begun to use your computer. Learn how:

MLM doesn't have to be something you do in private!

The Anatomy of a Bad Idea:

"I just advertised my MLM!"

Now, those are some "negative headlines" and people scramble to read the body copy that surrounds them. Know why'

TO RELIEVE the anxiety that the headline forecasts.

Yeah, that's "deep" and it's all VERY TRUE

Meanwhile, most of the ads that I see are NOT based on IMPULSING human beings' natural instinctual mechanism of self protection.

EARN \$500 per day, here's how-----who cares, one big yawn!

PAYS daily and Joe's latest MLM course-----double yawn!

EARN \$900 with only TWO people, "so what, I already have an MLM!"

See the difference' MOST ads try to "sell" and people LOATHE to be sold. Whereas my ad formula plays into people's GENETIC CODE of survival.

PRINT this out if you can, because if you care to, you can print out my INCUBATOR letters, keep them and BIND them and re-read them.

I am teaching you gold my friend. PLEASE respect the fact that "getting here" took me years and years and well over \$5,000.

PLEASE love YOURSELF enough to relax, give yourself room to breathe, to grow and to absorb all of this. I really, really HONOR you. Because like me, I KNOW you yearn to grow your own home-based business.

I KNOW you believe in capitalism and in YOURSELF, or you wouldn't be here. So please, DO NOT rush this.

CELEBRATE!! Why-----because you found me, who is a resource and waterfall of good ideas and home-grown money making ideas. NO fluff, no training letters with bogus ADS in them. Me and you.

Just ME and YOU .nothing hokum-smokum. Just down and dirty-roll-up-your-sleeves-lets-get-busy TRAINING and better ideas.

TO HELP you GROW and to ADD to your life forever.

Don' be "too big" or "too busy" to send me a testimonial. Hey----it MIGHT

just do you some good to WRITE me a letter!!!!

\*\* How did you come upon MLMbigfish.com'

\*\* What was your FIRST reaction'

\*\* What made you decide to train under my mentor program'

\*\* WHO are you and WHERE are you going'

\*\* A testimony about how this course is IMPACTING your life'

What would that take' A paragraph or two and 10 minutes'

I care. ABOUT you! That is why I did NOT sell you some "on-line" back-stage LOGIN secured training program. I did, but I also added.

AUDIO TAPES: so we could train and hang out while you are IN YOUR CAR and when you are at the gym---audio tapes. THE Xtra mile!

INCUBATOR LETTERS: I added this to be able to be NEAR you all the time over a 30 day time period.

- \*\* Back-stage insider AK-47 training site
- \*\* Incubator training letters via e-mail
- \*\* Training audio tapes for OFF line training.
- \*\* Conference calls
- \*\* Affiliate site with HUGE \$25 PAYS DAILY and...
- \*\* \$90 paid to you as a re-seller of SPEED Enrollers.
- \*\* Simple \$14.95 Chaos to Cash and earn \$10 per sale!
- \*\* Constant support and daily training.
- \*\* MLMbigfish.com----our middle name says it all!

I am COMMITTED to this project and to you and I KNOW you can see that in me. And for that-----THANK YOU!!

Very Much.(wink)

See you in a day or three.

DON'T forget about my "live" phone tela- classes!  
[Http://www.mlmbigfish.com/telaclass.htm](http://www.mlmbigfish.com/telaclass.htm)

Take Care, Your Brother in FREEDOMMMMMM!!!!

Most Sincerely, Joe Schroeder

PS: You should INVEST \$100 per month with some sort of small classified campaign. There are AD IDEAS all over all of my courses.

HINT: MORE people will opt-into an auto-responder FASTER than they will go to your web-site. For instance, on a POST-CARD or in your ads.

POINT and have a Dot.com LINK advertised. YES!  
POINT and have a Tel-a-seminar advertised. They get MORE info-  
POINT and have a fax-on-demand. REALLY dumb NOT to.

BUT, ADDING a "tag" about a FREE report will RAIN TRAFFIC into your auto-responder system. Like this..ADD this KIND of "tag" to all of your ads.

-----

-----

#### FREE REPORT

"Learn why better than 95% of everyone who tries MLM for over one year fails and fails badly. Now you will learn and know why."

Send a blank e-mail to:

Yourname@infogeneratorpro.com

People REALLY know VERY little about MARKETING.

And as such, their PERCEPTION of a "free report" is that a FREE report is a FREE report. Meanwhile, it's really a FRONT for whatever it is you are selling!-----It's not obvious and a FREE report does NOT scream "I m trying to sell you."

HEADLINE to dot.com SMELLS like a set-up.

Headline to dot.com to FREE report ala an auto-responder looks like a selfless promotion. Big difference.

The end.

Information NO ONE else ever told you. But Joe Schroeder did!

\* \* \*

## **Message #4**

Delivery: Day 9

DIGITAL SOLDIER is \$47 and pays \$25  
Joe Schroeder copyrights 2000  
[Http://www.mlmbigfish.com](http://www.mlmbigfish.com)

-----

## CREATING OPT-INS

-----

### Set Up

- 1) You pay \$19.95 per month for an auto-responder
- 2) You load it with cool training articles
- 3) You bait people to opt-in (they subscribe)
- 4) You create your own list

My auto-responder is  
<http://mdxsamohtresearch22.permaworldgroup.com/members.shtml>

If you need an auto-responder, go there.

When I first started, a guy who was used to earning \$200,000  
whispered this in my ear.

"Joe, get your list to at least 1,000 people and you can sell and  
re-sell them at will over and over and over and make money  
like it's going out-of-style."

He was right!

Remember, I don't sell. I sell "away." In other words, while  
most people layer their ezines with blatant ads, while  
most people show their "cards" to quick

I don't. I treat my subscribers with respect.

I buy them dinner first, THEN I go for first base!



#1) The FASTER you show your MLM the faster they will leave.. I hide my MLM. I train and I over-deliver. I entertain (ever read my newsletters') and I don't forecast my intent. In other words, I "slip" in links that sell or me.

Lesson: Leave your "offers" of "join my MLM" as an after-thought. DON'T lead with it.

#2) Try this. STOP advertising a web-site. It's easier to get some one to OPT INTO a report of something that is getting them to go to a web-site.

SAY "web-site" they HEAR, "I am being sold."

However, if you offer a FREE report they HEAR:

REPORT = INFORMATION.

Here's a cool classified.

HEAVY HITTER UNLEASHES ACID:  
Names mentioned and people unglued.  
STOP BEING STRIPPED NUDE by  
Your upline-----send for report.  
Mailto:  
[yourauto-responder@info.com](mailto:yourauto-responder@info.com)

Pretty slick huh. Now THAT is marketing!!!

THEN in your FIRST auto-responder letter  
you train and you DELIVER what the ad says  
it will deliver.

AT the bottom of that letter, DO NOT sell.  
JUST show the link to your affiliate site.

IN your SECOND letter, sent 2-3 days later..  
OFFER a free tape. Why'

So you can CAPTURE their (opt-ins)  
actual home address. How valuable is that'

THEN, after you have been satisfied

- \*\* They opted in
- \*\* You pushed them to STICK to your letters
- \*\* You showed your affiliate links
- \*\* You offered a FREE tape
- \*\* You (maybe) got their address

NOW, in your 3rd letter you show your MLM!

It's just logical. Isn't it.

MARKETING doesn't sell. Marketing INVITES and excites. YOU do not "sell" the system sells.

I know, I know-----

"How do you get their address?"

EZ---in the "free tape" letter say this:

I have a really cool tape, it's called, XYZ.  
If you would like a copy send me an e-mail with your address and name.

DO NOT also include your PHONE#.  
I do not "call" people. But my tape is el-superb-ay. It's also FREE!

So send your info to  
Joedokes@dot.com

THAT is marketing.

THAT is a better way.

Be a DIGITAL SOLDIER.

Soldiers hunt. "MLMers" sell.

Sincerely, Joe Schroeder

PS: After you gather an opt-in list of at least 200 people who can

>> Show them various MLMs.  
>> Always show them a new product you sell.  
>> Show them a cool affiliate program  
>> Make money up-selling them.

Just like Disney. There is always something new to sell to your customer. It's actually quite honorable.

\* \* \*

### **Message #5**

Delivery: Day 12

Joe Schroeder  
[Http://www.mlmbigfish.com](http://www.mlmbigfish.com)

A new genre popping up on the (MLM) net is "90 day training."

You opt in and for \$15 to \$30 per month you get treated like a child, they rub your head.. they play "MLM Know it all Guru" and yet.....

Not once, not even a smidgen, on any of these sites does it say, "you can learn from an acclaimed and bonafide HEAVY-HITTER."

It's 99.9% of the time one big bogus "run down."

Cancel that, Blackman (Robert) is different. Here's a bloke (I am practicing my slang from England to sound cool) that has recruited 500 in a month and he has tapes and books and has BEEN HERE for five freakin years....

Actually, doing it and doing it and doing it.

He's cool. But what wrinkles my skirt is this:

You guys fall for this!!!-----Live and learn.  
You fall for the un-documented who want your money!

Now I'm not sour grapes. I'm not. But what makes

me peeved is so many of you are truly "new" and you are sincerely searching for "systems" and training.

Don't hold your breathe though. Because most MLM sites are

\*\*Run and written by magazine publishers. Guys who have never built a downline. But, they are charismatic writers who pontificate well. Gimme a break.

\*\* Joint-ventures between 2-3 dudes who have never done much in MLM, but they write cool ad copy so they design a site that...

\*\* Builds your downline for you----how pathetic. (lock the door, there goes everyone's work ethic down the drain)

\*\* "Train you." On what' -----

Then you have Dale Calvert. DC doesn't haven't an affiliate site like me, however, DC is a bona-fide know it all. This guys has a cool site and.....

\*\* Built a downline of 80,000

\*\* Has boxes and boxes of tapes and books.

\*\* He's also my teacher. Genius.

OOps, Blackman's site is  
<http://www.FreeMLMnewsletter.com>

Robert is Gold.

And Dales site is  
<http://www.MLMhelp.com>

I love Dale, FYI.

Big Al (Tom Shrieder) Rocks too. This Gent is "Royalty" in this nut-so-takes-your-money industry. His site is at  
<http://www.Fortunenow.com>  
-----brilliant!

Anyone else' Upline.com is cool. I doubt any of those Hemmingways have ever built a downline bigger than

a Kindergarten class, however, what they have done is they have written about guys like me (Nov, 1995 pages 10-15) and they are kind-of-like the "People" magazine of MLM.

UPLINE.com is worthy. Very.

Here's the bottom line guys, and I think you know my position on this...

"if you haven't done it yourself then shut the %& \*\*# and sit down!" -----That simple!

Now.....about MLMbigshot. I mean Bigfish.

When I designed this program I had three things in mind:

1) Hard products, NOT ebooks, that you could re-sell and make some julep (nice/big/) coin with.

Chaos to Cash is \$14.95 and pays \$10-----generous. ----two(2) tapes and a booklet

Digital Soldier is \$47 and pays \$25 daily. (yawning) ----back-stage area + 3 tapes and 24 page "Joe's way" report.

"Pays me daily," that's right, pays daily!!!

How come everyone can't pay you net-heads D\*A\*I\*LY' ----Talk about out-maneuvering your competitors' And I think that is worth noting. What Marlon is saying is what my #2 idea is all about.

I am not here to "just grab some re-sellers." I work my touk-us off writing newsletters and training not just the affiliates of MLMbigfish.com, but anyone and everyone on my list!

-----YES, even the people who are \*\*NOT\*\* my affiliates.

THAT is what I wanted. To share and to share big. Plus, I don't take "advertising." So my 21 day Bootcamp letters (this e-mail newsletter for example) isn't stuffed with others people's lose-money-fast ads.

And lastly, #3, I wanted a site that could deliver hard goods with same day shipment. Which most sites

can not.

Guaranteed you guys take this for granted, only because you don't know how hard it is, but to sell hard goods (tapes and books) and to be able to

- \*\* Ship same day anywhere in the world
- \*\* Pay commissions daily
- \*\* Name brand products
- \*\* 50% or more commissions
- \*\* Loaded site chock-full of 100% generic info...
- \*\* Wicked cool affiliate soft-ware by Corey Rudl...
- \*\* Famous Guru's doing live tel-a-classes (see 1/29/01)

IS A B\*I\*G deal. Most can't do that.

Read your business magazines. Companies close and/or get crushed because although they might sing a good tune, they can not ship on time and actually fulfil their obligation to delivery what they are selling.

BTW, my next seminar is tonight Wednesday, the 24th in Pompton Plains, NJ at 7:30.

E-mail if you are coming. Also, we have added a back-stage secured training section to MLMbigfish.com.

Login required and "members" only. Much of my vast library is there. Most of my letters and boat-loads of my training war-chests are (finally) on display.

THAT product is called, "Digital Soldier."

[Http://www.mlmbigfish.com](http://www.mlmbigfish.com)

Okay----now, how about a FREE BONUS for anyone who orders today Wednesday 1/24/01.

How about not.

How about MLMbigfish.com is already a "bonus" and out-performs and can and does do what virtually no one else can or.....is willing to do.

- \*\* Digital Soldier pays daily.

- \*\* FREE affiliate site
- \*\* No one gets hurt low-end \$14.95 product that pays \$10
- \*\* Big-Shot \$197 course that pays \$90 already!
- \*\* Slam-freakin dunk!

From my heart....

I care enough about you and have enough self-esteem to be myself, say it like is and not pander to you.

No politics here.

MUCH of MLM is cult-bogus-BS and they treat you like some zombie follower. They bend over backwards kissing your butt, they talk about the weather on conf. calls, they fawn over you.....

How nauseating, excuse me while I puke!

Do they act that way in the real world? No.

[no wonder MLM has a bad-rap]

Time to get real guys. It's time to stop wasting years and years and it's time to demand...

(you) that you receive and get the real deal.

I wrote this from my heart. It's not easy to say and do what you feel. Most don't because they

fear what others will say about them.

Most hide behind a false mask.

"Love me" is not my agenda.

My agenda is to be Joe Schroeder. The original MLM buckwheat-nerd-truck driver who virtually beat this industry at it's own "game."

Marlon Sanders is doing a LIVE training call over the phone Monday 1/29/01 at 10 PM eastern.

To receive your space go to...  
[Http://www.mlmbigfish.com/dealer2.htm](http://www.mlmbigfish.com/dealer2.htm)

You'll see a link to join the call. There are conditions to be invited onto the call so read where it says, "The Marlon Sanders" call. -----you're flat out nuts if you miss this~

I've said allot here.

Most Sincerely, Joe Schroeder

PS: Our "product" menu is at  
<http://www.MLMbigfishcom/dealer2.htm>  
---see you there!

Live operators to order anything. 24 Hours per day  
201-439-3147

SCHROEDER PUBLISHING  
P.O. Box 410  
Rockaway, NJ 07866  
716-420-4323

The Beginning.

\* \* \*

**Message #6**  
Delivery: Day 16

JOE SCHROEDER  
<http://www.mlmbigfish.com>

716-420-4323

Dear Entrepreneur and Fellow Digital Soldier,

AS a "thank you" for visiting our 100% generic MLM training site, we would like to offer you a FREE 44 page EBOOK.

Most sites charge \$25 to \$50 for an Ebook. We don't.



The REASON we give-it-a-way is to INDUCE sales. Sure we are "nice" and want to pamper you, but we are also aware of this one simple fact.

When people learn how easily Joe Schroeder created monster sized downlines USING "Quick Link" marketing muscle, they decide to order the courses.

Face it, most people don't know how to build downlines and I've built two big ones with really cool ads, follow letters and really unorthodox measures. (to be candid)

So that's the reason we are "so generous."

All we ask in return is to "X" the survey box that most relates to you.

- 1) Check off the boxes that describe you best.
- 2) E-mail that back to us. Takes FOUR SECONDS
- 3) We will send back the EBOOK "pass code"
- 4) YOU can then VIEW the 44 page "HIDDEN MLM SECRETS
- 5) You'll probably pop-o-cork, come back and order one of our courses!

And we will say, "HERE COMES MORE MONEY!"

You will say, "I JUST hit the jackpot!!"

[people want to know what I know]

Here is your FOUR SECOND [site] SURVEY

( ) I loved MLMbigfish.com and will BUY a course today  
-----it was all basically irresistible to be frank with you.

( ) I thought the site was confusing. Not impressed. Give it up.

( ) Joe Schroeder is a boob. Dumb site.

( ) INTENSE ideas and I really liked the affiliate pay plan.  
-----It's generic and a good site to make money with.

( ) Please leave me alone, don't e-mail me again.

PLEASE "X" the boxes that are MOST YOU  
And send back to

Joe@MLMbigfish.com

.

Your FREE 44 page Ebook will be sent back to you!!!

Thanks and BEST regards

Joe Schroeder, age 40 BUT "Kid Wonder!"

PS: HERE is EXACTLY how MLMbigfish.com works

\*\* You grab a FREE affiliate site  
-----SEE home page TOP left for link.

\*\* You advertise that "LINK" or add it to your marketing  
\*\*Your traffic then comes to MLMbigfish  
\*\* They enjoy the fun training PLUS it's a generic site  
\*\*People who buy our courses makes you commissions  
\*\* THAT is what people like about MLMbigfish

>> You can only earn commissions  
from courses that you also bought.

For instance, after you order lets say, "AK-47," you are  
VESTED for life. It's a \$47 course and you earn \$25  
anytime one of your visitors buys it.

Chaos to Cash is \$14.95 and pays affiliates \$10.  
-----two tapes and booklet mailed to you.

MOST people go for the AK-47 course at \$47.

\*\* Pays \$25 DAILY  
\*\* IMMEDIATE access to over 100 pages of training.  
\*\* HUGE on-line training pass-code protected area.  
\*\* THREE tapes and report mailed to you.

FYI. I thought you needed to know about all of this.

Thanks and get us back your survey!!

FREE 44 page EBOOK!

The END

JS



## **Yanik Silver**

You've already seen Yanik's autoresponders for the doctor's product. Now, you'll see how he gives away his free mini courses on the 7 secrets to direct mail for prospects visiting his Instant Sales Letters site.

His web sites include:

**<http://www.morepatients.com>**

**<http://www.instantsalesletters.com>**

**<http://www.instantinternetprofits.com>**

\* \* \*

## Message #1

Delivery: Instant

[[firstname]] - Your Free Direct Mail ?Mini-Course?

Hi [[firstname]]

Thank you for requesting the free ?mini-course?... "7 Direct Mail Secrets Guaranteed To Create A Stampede of New Business!"

Let me start out this free report by sharing a critical fact it's important to remember: Even in this digital age of email and the Internet everyone still has a real mailbox. According to "Direct Marketing" magazine, over \$36 billion was spent last year on direct mail, eclipsing both print and broadcast.

However, the majority of small businesses still do not use direct mail as effectively as their larger counterparts.

You see, dollar-for-dollar, nothing provides a better return on investment than direct mail and it doesn't matter what product or service you sell.

Think about it. A sales letter is the most powerful employee you could ever hire. For about the price of a cup of coffee - it will relentlessly go out and deliver your message perfectly, every time. It will never call in sick. It will never complain. And it will never quit on you. Simply put, a powerful sales letter is like having a little automatic, money-making robot working for you, tirelessly...day and night.

And inside this report you'll discover the secrets to creating that winning sales letter. So let's get started...

=====  
"7 Direct Mail Secrets Guaranteed  
To Create A Stampede Of New Business"

By Yanik Silver

=====

If you think "junk-mail" doesn't work...you're absolutely right!  
However using highly targeted direct mail will almost always work.

Maybe you've heard that 1% or 2% is the industry standard - well I'll show you how you can multiply that figure many times over.

A common story I hear from my clients is how they mail out thousands of glossy, beautiful brochures with pretty pictures, flowery text and everything looking absolutely gorgeous, but they get ZERO response.

So they mistakenly believe direct mail does not work. What could be the problem?

You see direct mail when done wrong is almost always a huge waste of money. But when it's done right you can expect tremendous results and profits. That's why doing right only means only one thing in my book - getting RESULTS!

Direct mail can become the most predictable and consistent way to generate more customers, yet most businesses are guilty of doing it wrong simply because they've never been taught these jealously-guarded secrets.

With these 7 secrets your next mailing campaign will be a massive success.

=====

Secret #1:

Your List Is The First And Foremost

=====

Your mailing list is essential to your success. Let's say you were selling snow tires - you wouldn't want to send out your offer to people in Phoenix, right?

Well as silly as this sounds, many people will make this same mistake. You cannot just pick a random resident list of nearby Zip codes to your office. What you need to do is consider who your ideal customer would be and then find a way to target your message directly to them.

With direct mail, you're given the opportunity to use laser-beam, pinpoint accuracy to specifically target your message. And thanks to the growing direct marketing industry, privacy is dead in America.

So if you told me your ideal customer is a man age 45-55, who drives a Chevy Chevette, who lives with his parents, who watches Pro Wrestling, and who goes bowling once a week - I can get you

that list. It might not be that big of a list, but it is available.  
Now you probably don't need to be as specific as this but you can.

**\*\*There are two major types of lists available.\*\***

1. The first kind of list is simply compiled information, taken from directories, phone books, motor vehicle records, etc.

Probably the most common way of using a compiled list is to buy a geographic list, like all the residents around a 5 mile radius of your office. Usually this will not yield the greatest results.

Another way is to segment a compiled list is by demographics (that's the fancy term for age, sex, income, whatever). This is a little better way to target. For example you could specify you only want females, age 50-65, who earn \$75k and above.

But there is an even better way is to combine them using "Geo/Demo" characteristics.

You can pick certain geographic areas and certain demographic characteristics that you desire. Think of your ideal prospect, the more you know about them the better targeted lists you can purchase.

For most people a good starting point is to comb through your customer records to find common characteristics, like region, age, etc. Or if you sell business to business then you should try to look for common industries or SIC (Standard Industrial Classification) codes that a majority of your business comes from. Your goal is try to \*clone\* your best customers!

2. The second type (and much more valuable) is called a direct response list. These are lists of people who have bought or responded to direct marketing.

In some cases it will make more sense for you to buy a mail order list. The people on this list have bought something from direct response methods (mail, print ads, infomercials, etc.).

This kind of list is the most specific you can get. To get an idea of what I'm talking about go down to your local Library and ask the librarian for the SRDS (The Standard Rate and Data Services) Direct Mail List Source Directory, usually in the reference section. Or you can get more information at:  
<http://www.srds.com>

.

The SRDS is a huge, 4" thick reference book with nearly every public list available for rental -- it's the bible for direct mailers.

Just glancing through this book you can find lists of buyers of almost anything that has some affinity to what you're selling. The best part about these lists is that you know these people have a high interest in whatever they bought. So if you're an Accountant, you could rent a list of people who bought tax planning information by mail.

Or maybe you're a dentist, what better list could you find for a teeth whitening offer than someone who just bought a tooth whitening product from an infomercial?

What you want is a "starving crowd," somebody who has expressed an interest in looking better. Somebody who has paid money. And that's exactly who you can find using direct response lists.

But there's one more list that almost everyone forgets. It's literally a gold-mine lying at your feet. And that's your \*own\* list!

If you have not put all your customer's names and addresses into a database you're overlooking an incredible source of added business. This list will be the most powerful list and responsive list you can use for any offers because these people already trust you and like doing business with you.

This is critically important. Especially if you're in a business that typically doesn't keep their customer names and addresses because you're missing an incredible amount of money. Maybe you're a retailer or a restaurant owner -- make it a habit for your staff to collect customer names!

It is absolutely critical! I cannot stress this enough.

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Secret #2:  
How To Get Your Letter Opened and  
Most Importantly, Read

=====

The first thing you need to do is to get your letter delivered. I know this sounds silly, but it's more difficult than you think. Many consultants will tell you to save money by using 'bulk-mail'

postage or as its now called 'standard rate'. Bulk rate is the dumpster rate. After taking the proper steps to get the best list, don't blow it by being cheap on the postage.

In fact, the Post Office freely admits that 20%-30% of all bulk mail gets thrown out for various reasons. The reason is simple; when your mailman's sack gets heavy, which letters do you think he would dare not deliver? That's right - bulk mail. So if something looks like it's junk mail it is more likely to get tossed.

So in order to get your mailings respected (by the post office and your recipient) all your mailings should go out first class and use a real "live" stamp. That also means don't use mailing labels or even worse than that, is a "postage indicia".

All these smack of "junk mail". The closer you can make your envelope look like personal correspondence the better since people sort their mail over the trash can. That means you only have only a split-second for them to decide if they'll open your letter or not.

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~~~~~  
"Stop Writing Sales Letters The Hard Way!  
In Only 2 Minutes You Can Quickly and  
Easily Create A Sales Letter Guaranteed To  
Sell Your Product Or Service Without Writing!"

Looking To Increase Your Business?  
Just Fill In A Few Blanks And PRESTO!  
Create your next winning sales letter online RIGHT NOW!  
Practically every sales letter you'll need for your business  
is already written for you!

Plus you get 3 FREE Bonuses worth more than double your investment.  
You'll get Yanik's new digital book "Surefire Sales Letter Secrets:  
How To Create A Fortune In Your Business Using Direct Mail"  
absolutely free!

Plus, you'll get a powerful tool for quickly and easily analyzing  
all your direct mail results: "Surefire Direct Mail Profit  
Worksheet(tm)"

And (probably the best bonus of all) the "Ultimate Sales Letter  
Toolbox: All The Openings, Bullets, Copy-Connectors, Selling Words,



Phrases, Guarantees, Closes, and P.S.s You'll Ever Need To Create Killer Sales Letters.

Click NOW =====>

<http://www.instantsalesletters.com>

Here's what one member had to say about Instant Sales Letters:

"I've been looking for something like this for years. I have tons of material that I have spent literally thousands of dollars on and still find writing sales letters a chore because everything is all scattered and in different formats...

I hope you don't mind my saying so, Yanik, but the Ultimate Sales Letter Toolbox alone is worth 10 times the price of the entire system! you've pulled together a one-of-a-kind resource that contains so many powerful and useful tools. The copy transitions and connectors...I've NEVER seen all of these put together in one place. And the guarantees, closings and P.S.s sections are terrific, too. This is one e-book that underpromises and overdelivers in spades! Thanks for an excellent product."

Barry Rutten  
The Arbor Group

\*\*\*\*\*

Create Your Own Powerful Sales Letters Right Now!

=====>

<http://www.instantsalesletters.com>

\*\*\*\*\*

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Just by using these first 2 secrets you'll be way ahead of any of competitors...but wait, there's still more!

NEXT -- Emailed to you on [[date day+2]] will be ?Part II? of this special ?mini-course? on direct mail. Find out:

Secret#3 - What you need to create ACTION! Unless you know how to motivate people to respond right away your letter may be headed straight for the circular file.

Secret#4 - How To Create An Irresistible Offer. With no offer your letter is doomed -- find out how to create a powerful

offer that makes customers practically line-up and beg you to take their money!

=====  
And Still Coming Up on [[date day+4]]:  
=====

Secret#5 - How To Create Double-Digit Returns With Your Direct Mail. Discover the secret to never suffering measly 1% or 2% response rates ever, ever again.

Secret#6 - Why Testing Can Dramatically Boost Your Bottom Line. Testing allows you to increase your profits, lower your risk and increase your returns. don't miss this secret!

Secret#7 - How To Track Your Results. Most people have no idea what advertising or marketing is bringing in business. Follow this secret and you'll know to the penny what your direct mail is bringing in.

See you on [[date day+2]] for part II!

All the best,  
Yanik Silver

<http://www.instantsalesletters.com>

<mailto:yanik@instantsalesletters.com>

P.S. Would like information on the Instant Sales Letters affiliate program? Click here ==>  
<http://www.instantsalesletters.com/affiliate/>

It pays a full 45% commission! See why Marty Foley named it to his "best of the best"!  
<http://AffiliateProfitInfo.com/programs/best.htm>

\* \* \*

**Message #2**  
Delivery: Day 3

[[firstname]] - Here's Part II Of Your Direct Mail ?Mini-Course?

Hello Again [[firstname]]

It's time for Part II of the ?mini-course? on direct mail...  
"7 Direct Mail Secrets Guaranteed To Create A Stampede Of New Business!"

I hope that you have been considering how to use the first few secrets you were presented in the first installment.

And now let's keep going...

=====

Secret # 3:  
A Letter Means Action

=====

Brochures and self-mailers do not work. What do you do when you get a brochure in the mail? Most people will either toss it out or file it away. Hardly anyone gives it more than just a casual glance on the way to the circular file.

What you need is an action device, and that's what a letter will give you. You need to take advantage of the greatest benefit direct mail has for you - personalized, intimate conversations.

A letter allows you to "talk" one-on-one to your prospect. That means you should use "I" and "me" and "you" freely in your letter. Don't use the corporate sounding "we".

Remember just one person is reading your letter at once. So don't write in the plural, even if your mailing is going out to thousands and thousands of people. Just sit down and write the same way you'd talk to a friend over dinner explaining the advantages and benefits of the product or service you're offering.

Start your letter with a compelling, benefit-driven headline. Prospects will decide to continue reading by the headline. If your headline fails to capture their attention and keep them engaged, your letter will quickly end up in the trash.

The most common mistake you can make is to put your company name, big and bold on top of the letter. This is the worst thing you can possibly do. You see, every person is concerned with one thing: \*What's in it for me?\*

Your company name does not show what, if any, benefits, the prospect will get from your letter. So put your company name at the bottom of the page where it belongs.

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Secret #4:  
No offer = No Response  
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Without an offer, your letter is doomed. It is not enough just to send out a mailing hoping people will call if they're interested. You've got to tell people exactly what next step they should take, and if you don't, your mailing has failed.

The best type of offer is something that is non-threatening and completely irresistible. If you can offer anything for free this works best. Such as a free educational report, tape, seminar, consultation, service, etc. Try to come up with such an irresistible offer that anyone would be foolish not to take advantage of it. Plus by making a compelling offer you can then keep track of how many people responded to your mailing.

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Secret #5:  
Continuous Mailings  
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Why do people believe they can send out one mailing, one time, and all of a sudden become bombarded with new customers?

It's ridiculous to believe any one shot mailing is going to uncover \*everybody\* interested in your service or product.

Think about your own life. You've probably received some offers that you were interested in but you never acted on. Perhaps you put it aside for a phone call or maybe one of your kids came running in and distracted you, or any number of other reasons. Your prospects are the same way.

To overcome this, you've got to create a plan for multiple contacts. Also, this way you can take advantage of the "moving parade of life". You are not selling to a standing army, but rather a moving parade of prospects. People will move in and out of different needs and wants as they go through changes in their life.

Here's an example: Let's say you're an owner of a furniture store

and you sent me an offer for deeply discounted furniture. Well, you probably wouldn't have much luck because my house is full of furniture. But what if when your second (or third or fourth) offer came, my fiancée had left me and taken with her all our furniture. Now, all of a sudden, I'm a \*very\* eager customer. That's why using multiple mailings often leads to double-digit returns.

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~~~~~  
"Stop Writing Sales Letters The Hard Way!  
In Only 2 Minutes You Can Quickly and  
Easily Create A Sales Letter Guaranteed To  
Sell Your Product Or Service Without Writing!"

Looking To Increase Your Business?  
Just Fill In A Few Blanks And PRESTO!  
Create your next winning sales letter online RIGHT NOW!  
Practically every sales letter you'll need for your business  
is already written for you!

Plus you get 3 FREE Bonuses worth more than double your investment.  
You'll get Yanik's new digital book "Surefire Sales Letter Secrets:  
How To Create A Fortune In Your Business Using Direct Mail"  
absolutely free!

Plus, you'll get a powerful tool for quickly and easily analyzing  
all your direct mail results: "Surefire Direct Mail Profit  
Worksheet(tm)"

And (probably the best bonus of all) the "Ultimate Sales Letter  
Toolbox: All The Openings, Bullets, Copy-Connectors, Selling Words,  
Phrases, Guarantees, Closes, and P.S.s You'll Ever Need To Create  
Killer Sales Letters.

Click NOW =====>  
<http://www.instantsalesletters.com>

Here's what one member had to say about Instant Sales Letters:

"I bought your "Instant Sales Letters" package just yesterday  
and I had to drop you a line to say "Wow!". Just as I was  
wrestling with a copy upgrade on one of my sites you come along  
and save me. I added two little words to my subscription  
pop-up and within 12 hours signups increased over 400%.  
Thanks for a fantastic product!"

Scot Dantzer  
Philadelphia, PA

\*\*\*\*\*

Create Your Own Powerful Sales Letters Right Now!

=====>

<http://www.instantsalesletters.com>

\*\*\*\*\*

NEXT -- On [[date day+2]] You'll receive ?Part  
III? (the final part)  
of this ?mini-course? on direct mail. Find out:

Secret#6 - Why Testing Can Dramatically Boost Your Bottom Line.  
Testing allows you to increase your profits, lower your risk and  
increase your returns. Don't miss this secret!

Secret#7 - How To Track Your Results. Most people have no idea  
what advertising or marketing is bringing in business. Follow this  
secret and you'll know to the penny what your direct mail is  
bringing in.

See you then,

Yanik Silver  
<http://www.instantsalesletters.com>

<mailto:yanik@instantsalesletters.com>

P.S. Would like information on the Instant Sales Letters  
affiliate program? Click here ==>  
<http://www.instantsalesletters.com/affiliate/>

It pays a full 45% commission! See why Marty Foley  
named it to his "best of the best!"  
<http://AffiliateProfitInfo.com/programs/best.htm>

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\* \* \*

### Message #3

Delivery: Day 5

[[firstname]] - Your Final Lesson

Hi [[firstname]]

Welcome back. It's time for Part III of the ?mini-course? on direct mail... "7 Direct Mail Secrets Guaranteed to Create A Stampede Of New Business!"

This is your last lesson on direct mail (but not the last time you hear from me - I'll tell you all the details at the end of this message).

Now, onto the final secrets...

=====  
Secret #6:  
Testing  
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With direct mail you have the precision to test any offer on a small group before mailing on a massive scale. Even if you think you have the greatest idea in the world for a letter, you can still test it to a few names, instead of mailing to 50,000 people.

Then if you get a good response you can move on to mail a higher number of pieces because with a high probability you know it will work again.

A reasonable test is about 2,000 to 3,000 names, depending on how many names you have on your list. You can even test with as little as a few hundred -- but you won't get a statistically valid response. However, you will get an indication of the letter's success.

But don't make the crippling mistake of mailing out tens of thousands of pieces unless you can afford to lose everything.

Once you've created a letter that works well this is called your "control" and now you can use testing to see if you can do better.

Here's how:

On your next mailing you change only one element like the headline, offer, pricing, etc. and then you split your list in half. One half gets letter#1 (your control) and the other half gets letter#2 (the test) then see which one does better.

And I guarantee you will see changes in results once you start testing.

However, in order to accurately measure your test you've got to follow secret#7...

=====  
Secret #7:  
Tracking  
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John Wannamaker (and then later P.T. Barnum and William Wrigley), said that 50% of their advertising was being wasted -- but they didn't know which 50%.

But now each letter campaign you send out gives you the ability to precisely track what your return on investment is. This way you know to the penny if your marketing is working or not. Unlike many other forms of advertising you do to just get your "name out", direct mail gives you an easy way to track your returns.

Subtracting your expenses (cost of postage, printing, and list rental) from how much business your direct mail campaign brought you gives you your profits.

You must keep track of each and every prospect calling from your letter and responding to your specific offer (secret # 4).

That's why you'll want to assign unique priority codes, extension numbers or fake employee names for each promotion. Each letter you send should have a unique code. Then you will be able to credit that letter with the inquiry or sale. So you know what works and what does not.

Many times I'll use a priority code at the top of the letter. When prospects call in your staff should be trained to ask for the priority code. Or you can use extension numbers like this: Call 301-555-1234 xF00. This way you know this code (the extension #) stands for an offer you made F (February) 00 (2000).

Or if you do face-to-face business, an easy way is require people to bring the letter with them/or present it to your staff in order to get the special offer.



Tracking is critical or else you'll still be flying blind. Now you can track your revenues and results from each mailing. Plus, you get a clear handle on where your business is coming from and which promotions are working.

Adding direct mail to your marketing is a surefire way to produce immediate results for your business. And by applying these seven little-known secrets, your next mailing can't help but be more profitable and successful.

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"Stop Writing Sales Letters The Hard Way!  
In Only 2 Minutes You Can Quickly and  
Easily Create A Sales Letter Guaranteed To  
Sell Your Product Or Service Without Writing!"

Looking To Increase Your Business?  
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You'll get Yanik's new digital book "Surefire Sales Letter Secrets:  
How To Create A Fortune In Your Business Using Direct Mail"  
absolutely free!

Plus, you'll get a powerful tool for quickly and easily analyzing  
all your direct mail results: "Surefire Direct Mail Profit  
Worksheet(tm)"

And (probably the best bonus of all) the "Ultimate Sales Letter  
Toolbox: All The Openings, Bullets, Copy-Connectors, Selling Words,  
Phrases, Guarantees, Closes, and P.S.s You'll Ever Need To Create  
Killer Sales Letters.

Click NOW =====>  
<http://www.instantsalesletters.com>

Here's what one member had to say about Instant Sales Letters:

"Anyone even considering writing a sales letter should  
buy this incredible product. It's one of the most impressive

products I've come across. If you are at all serious about increasing your sales then you can't afford to do without it. It is easy to read, gives excellent information and takes the reader step-by-step through the entire process of creating a order-pulling sales letter."

Larry Dotson  
<http://www.ldpublishing.com>

\*\*\*\*\*

Create Your Own Powerful Sales Letters Right Now!

=====>

<http://www.instantsalesletters.com>

\*\*\*\*\*

That wraps up your ?mini-course? on direct mail. By knowing and applying these little-known secrets you'll be 99% ahead of any competitor.

I hope you've enjoyed it.

To your marketing success,

Yanik Silver  
<http://www.instantsalesletters.com>

[yanik@instantsalesletters.com](mailto:yanik@instantsalesletters.com)

P.S. In a few days you'll be getting your first issue of our "Surefire Marketing Secrets Ezine". If you don't want to receive it or any other follow up messages there are simple instructions for unsubscribing at the end of this message. Just a little warning: If you unsubscribe you'll missing some of the Net's most \*original\* and profitable articles and information coming your way.

Trust me, after reading a few of the comments below from subscribers I know you won't want to miss a single issue.

Here's what current subscribers have to say:

"I just wanted to say that you did it again! \*Yet another\* great issue of "Surefire Marketing Secrets" was dropped directly on my door-step with \*yet another\* power packed, detailed, step-by-step guide to producing kick-butt direct response sales literature.

You really ripped the guts out of this last letter and put it all

out onto the table so that I could actually \*see\* what the hell you were talking about! A daily dose of this and I'm higher than most coffee addicts! ;~)

Thanks again, Yanik. Keep the newsletters coming."

Chayden A. Bates  
Author, Ebook Marketing Explained  
<http://www.MarketingEffect.Com>

\* \* \*

"Yanik, I gotta tell ya... your latest ezine is a KNOCKOUT! You tell it like few others can. Not even some Manuals explain copywriting this well. And you did it in a few lines. Bravo, my friend... BRAVO!!"

Darryl EJ Ruff  
Magnum Results Corp.  
Kelowna, BC, Canada

\* \* \*

See you soon!  
Yanik Silver

<http://www.instantsalesletters.com>

<mailto:yanik@instant-salesletters.com>



## Jim Daniels

Jim Daniels started his online business with just \$300. Six months later he was earning enough to quit his day job and his "web income" is now well into six figures a year.

Jim's bizweb2000 site shows others how to spin serious profits from the web, right from the comfort of their own homes.

His book, "Insider Internet Marketing," has become one of the most widely used and admired how-to books on the Internet. Over 12,000 copies are in distribution and thousands of associate dealers enthusiastically sell Daniels' book from their own web sites.

His main web site is:

<http://www.bizweb2000.com>

Here is a sample of an email follow up Jim uses after people have downloaded his free ebook.

\* \* \*

**Message #1**

Delivery: Instant

Subject: Thanks for grabbing the free book!

Hi <first name>,

Thanks for requesting our free book!

"A Beginners Guide to Starting a High-Income Business on the Internet" is just that... a tell-all guide for anyone WHO's ever considered having their own business on the web.

If you have not already downloaded the book, here's the URL where you can get it right now...

<http://www.bizweb2000.com/freebook/freebook.EXE>

If you're on a Mac or simply prefer an Adobe pdf version, no problem! Here it is...

[http://www.bizweb2000.com/www\\_bizweb2000\\_com.pdf](http://www.bizweb2000.com/www_bizweb2000_com.pdf)

Enjoy the book Daniels!

Best regards, Jim Daniels  
<http://www.bizweb2000.com>

P.S. Remember, you may offer this book to your site visitors at no charge if you wish. They'll love you for it, and they may even think you wrote it! Simply upload the freebook.EXE file to your server and create a link to it. Or, you are welcome to simply link to:

<http://www.bizweb2000.com/freebook.htm>

\* \* \*

**Message #2**

Delivery: Day 14

Subject: Hi <name>, have you seen HiRize?

Hi <name>,

It's been a few weeks since you downloaded my free book about starting a business online. I thought this may be a good time to introduce you to a few of our business-building services.

If you really wanna make big money online, your own website and domain is the first step.

You can get started cheaply and quickly with "HiRize", the point-and-click toolset that lets you create, maintain and manage your website, all through one simple interface.

Come test drive HiRize at...  
<http://www.bizweb2000.com/v>

HiRize also lets you add email addresses, web pages, autoresponders and much more, all through one simple web interface.

Come on over to  
<http://www.bizweb2000.com/v>  
and check out  
how we can help you. And if you have any questions, don't be shy.

Best regards, Jim Daniels  
<http://www.bizweb2000.com>

\* \* \*

**Message #3**

Delivery: Day 15

Subject: <name>, some more free help for you

Hi <name>,

I hope by now you've had a chance to read "A Beginners Guide to Starting a High-Income Business on the Internet", and I hope you enjoyed it.

Also <name>, you can grab some free web-business training at my main website today.

Just click to:

<http://www.bizweb2000.com/articles.htm>

<http://www.bizweb2000.com/freehelp.htm>

There you'll find important information on setting up your business online, including lots of Do's and don'ts about building an effective website, bulk email, getting ranked well in search engines and much more. It's all free and factual, as I share only my own experiences from growing my business online.

Anyway, I won't keep you today. Thanks again for coming to bizweb2000.com -- if you have any further questions about doing business on the web, don't hesitate to email me again. I've been making my living on the Net since 1996 and I'm always willing to help fellow Internet marketers succeed!

Best regards, Jim Daniels

<http://www.bizweb2000.com>

P.S. I wrote a few books for newcomers to online business and you may find them helpful. You can get special deals on them at: <<http://www.bizweb2000.com/products.htm>>



## Scott Covert

Scott is the secret weapon of the banner ad world. Scott runs campaigns that regularly beat industry average click rates by 500%, 1000% and more. He's also about as savvy as they get when it comes to converting clicks to sales - and dollars.

He's absolutely brilliant when it comes to designing banners that actually make money (gee, what a concept).

His main web site is:

**<http://www.banneradmagic.com>**

You'll notice in these samples Scott continually and religiously follows up with prospects who have asked for an excerpt from his manual "Banner Ad Magic". He's like a bull dog!



\* \* \*

**Message #1**

Delivery: Instantly

Subject: 4 banner ad success secrets

Welcome to the Banner Advertising Tips List, which you signed up for sometime within the last 5 minutes.

You will receive FREE excerpts from my book, "The Banner Advertising Traffic Machine", and lessons I've learned from over \$1,200,000 in Internet sales.

If you have no interest in Internet marketing, or if you EVER want to stop receiving these emails, please, I beg you, follow the SIMPLE unsubscribe instructions at the END of any email I send you, including this one.

On Thursday, February 15, 2001 I will email you an excerpt from Chapter 1.

But first ...

4 Things You Probably Didn't Know  
About Banner Advertising ...

(C) 2001 Scott Alan Covert, Covert Consulting Inc.

**POINT 1: Banner Advertising Works**

Most ultra-small web business owners (3 employees or less) believe that banner advertising is too expensive to use as a traffic generator, and is primarily purchased by large corporations that are into "branding" and have more money than common sense.

But there is a very small group of people who run ultra-small businesses that know the secrets of making banner advertising profitable.

One of my business partners pays over \$40,000 per year to buy banner advertising, which has led to over \$1.2 million in sales over the last two and a half years. We do it because it works for us. And our first test runs cost just \$50 and \$300.

As an example, \$60,000 spent on banner advertising to promote our sites would represent about 6,000,000 times our banners show up on highly targeted websites (we pay about one penny for each "banner impression"). If our banners average a 1% CTR (Click Through Rate), that means 60,000 highly qualified and motivated visitors to our web site. That's \$1 per visitor. A 3% CTR would bring us 180,000 visitors (which would be 33 cents per qualified visitor), and so on.

The reason banner ads don't work for most small businesses that are focussed on making immediate sales, is because their click rates are far below 1% - 3%, so their cost per visitor is way too high (\$5, \$20, even \$50+ !).

What's My Secret?

I make banners that don't look like ads. They disappear into the sites they're on and when people click on them, they sometimes don't even realize they're clicking on an ad. After all, most web surfers ignore obvious ads on websites.

I also design my banner ads to make a promise, and deliver on that promise, so that when people click on them and end up at my website, they are not upset!

The way I conceive and create banners (in 3 minutes apiece!) is fully described in my book at <http://www.banneradmagic.com>

A lot of people design banners "sort of" like I do, but they ruin it by throwing in an orange background, a border, some animation, or a photo, and boom - now the people visiting the website automatically look away because it's obviously AN AD!

POINT 2: Banners are great for niche targeting

As each year goes by, more and more niche markets can be reached on the Internet. More traffic is available, and you can target your banners at specific markets, countries, states, demographics, and in some cases you can even target specific pages within specific websites.

I look for \$10 CPM deals (\$10 cost per 1000 "impressions" of my ads.) Advertising on networks which promised to deliver me

targeted traffic used to be profitable for me. It no longer is. So I deal personally with individual websites.

I don't pay the ridiculous \$50 to \$70 CPM ad rates that some websites, especially search engines, are asking.

#### POINT 3: Banner Advertising Is Highly Scalable

With banner ads, once you have a favorable cost-per-visitor number (which is determined by what you pay for the advertising and how good your click rate is), you can simply buy as much traffic as you want to.

#### POINT 4: Banner Ads Are For "The Little Guy" Too

Banner advertising isn't just for big business. Sure, it's not free - you'll need \$500 to \$1000 minimum to get started - but even a very small business can use banner advertising. Our initial test in early 1998 was for \$50 on LinkExchange.

Start off testing at least 5 or 10 banners against each other. This way you find out what your market responds to.

Remember my own experience - under \$160,000 spent on banner advertising, resulting in over \$1 million in sales - starting with a little \$50 test back in early 1998.

So don't let anybody tell you "banner advertising doesn't work"!

-----

Scott Covert's new book "The Banner Advertising Traffic Machine" is available at  
<http://www.banneradmagic.com>

-- it teaches you how to create an entire Internet business model around banner advertising.

Scott is also available for private one-on-one banner advertising consultation and complete design services.

Phone 1-705-749-2225 or email  
[scott@banneradmagic.com](mailto:scott@banneradmagic.com)

( <mailto:scott@banneradmagic.com> )

\* \* \*

## Message #2

Delivery: Day 3

*<note this email is delivered in HTML with a graphic of his manual's cover>*

Subject: Free! - Chp 1 excerpt - "The Banner Ad Traffic Machine"

Here's your first free excerpt from the book...

### Chapter 1 Advertising My Way"

How To Make Banner Ads That Get Up To 15 Times  
(Or Higher) Today's Average Click-Through Rate

(And Bring Genuine Prospects,  
Not Just Curiosity Seekers, To Your Site)

"Throughout May (1998), users clicked on roughly 1 percent of the ads displayed Webwide, according to NetRatings Inc. (www.netratings.com). By the final week of October (1998), that click-through rate had declined to one-half of 1 percent, according to NetRatings."

Now that number is down to .15%, according to a 1999 CBS MarketWatch article, reported in eMarketer ezine, April 1999 - just one and a half people in 1000 click on any given banner ad whenever it shows up anywhere on the web. I don't know what the industry estimates are now.

Look - any "industry average" is not only going to be a rough estimate, it's also going to be a number which rolls too many things into one. It's a combination of good banners, bad banners, overexposed banners, banners on networks or specific websites, banners targeted at all types of markets, and in a lot of cases, banners which are not targeted at all.

I'm going to explain to you how to avoid being banner ad roadkill in the midst of these falling click rates. When you read about banner advertising in magazines and on websites, you can get easily confused by arguments about "branding". Every once in a while you'll hear "The banner is dead." Sounds like a political slogan ... emotional, hasty and ... meaningless.

Banner advertising deserves far more respect than it's getting, but frankly I'm happy to have the world in general totally misunderstand it. I'm concerned about making money from banners, and helping my customers and clients make money from banners. That's all. Just so long as I can buy targeted banner advertising and continue to make money from it, the rest of the world can think whatever it wants to. And before going any further I want you to know that I'm certainly no workaholic. I'm not going to describe anything intense here. You're not going to have to hire people.

When I wake up in the morning, the first thought in my head is not "Awesome, another 16 hour workday, I can't wait. First I'll spend a few hours trying to track down reliable information about how all the specific parts of my Internet business are doing. Then a few hours trying to manage relationships with affiliates and other website managers and ad departments. Then I'll force myself to learn just enough to take care of some massive crisis in one of our perl scripts because I can't find any programmers to help me. And finally, every once in a while I'll answer a couple dozen emails and voicemails, begging people to buy my products."

No way. When I wake up I think "This business is going to make my life easier and richer, or forget it, I'll go be a bartender. Or a janitor. Or whatever."

Which is why I like the banner advertising approach. Once I did a \$50 test, then a \$300 test, then hooked up with somebody selling stock trading strategies, I was off to the races. We plowed more and more money into banner advertising, and just about ignored ezine and search engine lead generation. No wrangling with changing search engine rules, newsgroups, business partners, and the like. Other Internet promotion strategies are great, in the right hands. And I can probably tell you who the leading authority is in each area. But personally, my only lead-generating expertise has involved banner ads. Which makes me an exception in the world of online marketing.

When we want our banners to show up 100,000 times (100,000 "impressions") on somebody else's website, my partner cuts a check for \$1000. (That's \$10 "CPM" or "cost per thousand"). 300,000 impressions? That's a \$3000 check. And so it's been, for over 2 years now. Somewhere between .9% and 6% of those impressions result in clicks, and people come through to our website.

This report is based on REAL banner ads that are doing well right now (late 2000). It's also based on the breakthrough techniques that had amazingly high click rates when introduced in late 1998 (sometimes

over 6%). Banner advertising is always a work in progress. Banner ads get worn out, and need to be replaced to recapture the attention of any given website's regular traffic. Right now as I type this, my main business needs about 20 new banner ads because the click rates on our existing ones have fallen off. But this is work that only needs to be done once every 3 to 6 months, in my experience.

In the next few dozen pages I'm going to tell you how to make banner ads, how to design them for a high click-through rate ("CTR"), what to link them to (hint: NOT your home page!), and where to buy your advertising.

And no matter how much I talk about high CTRs in this report, targeting and qualifying your market all the way from the banner impression through to the sale is just as important! A highly qualified 1% CTR is far more valuable to you than a poorly qualified 10% CTR!

This has been a free book excerpt from

"The Banner Advertising  
Traffic Machine"

(60 pages, \$47), the only resource you need to find out how to design and create banners, buy advertising, track everything, follow up, and get profitable.

<http://www.banneradmagic.com>

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### **Message #3**

Delivery: Day 6

Subject: The R-Rated Flames Book and BannerCalc FREE

A message from Scott Alan Covert at

<http://www.banneradmagic.com>

Until Saturday, February 17, 2001 I'm offering BannerCalc, a very small and useful piece of software which calculates banner ad and ezine ad campaign profit/loss based on your input, FREE to buyers of "The Banner Advertising Traffic Machine".

Also, until Saturday, February 17, 2001 I'm offering "The

R-Rated Flames Book", a small collection of abusive emails my partners and I have received over the years. This booklet is honest, instructive, frightening, and funny. I feel it's necessary for online marketers to understand that as they become serious email marketers, abusive emails are inevitable and are nothing to be afraid of, or surprised about. It happens to all of us, but very few "gurus" talk about it, admit it, or tell you what to do about it ... and how to protect yourself!

Order "The Banner Advertising Traffic Machine" by Saturday, February 17, 2001 at midnight and get BannerCalc and "The R-Rated Flames Book" as FREE bonuses. Click here to get it:  
<http://www.banneradmagic.com>

And now, an article about ...

#### Why Banner Ad Costs Are Falling

-----

Most people (those who don't own a copy of "The Banner Advertising Traffic Machine", especially) think of low response and high traffic-building costs when they think of banner ads.

Why is this so?

Maybe they're looking at industry averages and paying attention to what journalists and the inexperienced have to say about banner ads.

But there's another reason too ...

#### Banner Ads Are The "Madison Avenue" Of The Internet

Madison Avenue in New York has for decades been known as the place to go for expensive advertising.

Direct marketers tend to think this about Madison Avenue ad agencies ...

- they're overpriced
- they're clueless about direct selling
- they're clueless about scientific ad tracking
- they talk about "branding" which is a word we direct marketers don't like to hear
- big companies with more money than brains will always throw away millions of dollars on Madison Avenue ad agencies

By now you know that I've figured out how to make banner advertising work for "the little guy", the ultra-small online business owner with 3 employees or less and a start-up ad budget of \$5000 or less, so long as their market can be targeted online for a reasonable cost.

But look at how MOST banner advertising campaigns go ...

- banners are designed on artistic excellence (this isn't always a bad thing, but it shouldn't be your #1 criterion)
- banners are designed for "branding" 1st, direct sales 2nd
- banners are created by ad agencies
- spending money on banners is the quickest way to throw money away when a company gets a sudden influx of venture capital and suddenly has an ad budget in the \$1,000,000s

So right now it's mostly large corporations spending money on banner ads. That's not the case with other forms of Internet advertising. Look at ezine ads, email list rentals, link swaps and so on and you'll find a lot of smaller entrepreneurs.

Over the last few months venture capitalists have gotten fed up.

"The show must NOT go on! Quit wasting our money! Losing money on every sale is NOT a viable long-term business model! Bring us more traffic, for less money, and for God's sake SELL something!"

The big players with money are no longer betting on winning a dot com lottery - they want to see revenue. Less red ink, more black. And they're not seeing results with banner ads. Not the way they're doing it. Certainly not with low



click-rate banners dumping people on their home page.

Add to this the fact that more and more people are surfing the Internet, generating more and more page views which can be sold.

More supply and less demand = a buyer's market. That's you; you're the buyer. Prices fall. This is a good thing for you.

Ad managers are scrambling to deliver more functionality than ever before. Some places haven't caught up, but they will. You can buy banner advertising for specific sites of your choice on networks, specific web pages, with geographic targeting, time-of-day targeting, demographic targeting ... you name it.

So there's all this banner ad space for sale, on web sites that target YOUR market (unless you've got some really weird and obscure market). The ad managers WANT to sell the impressions to you, and believe me, it's easier than you probably think it is to get a discount and do a small initial test. If the ad manager at one site or network is stubborn, forget him and try somewhere else.

Dealing with ad managers is dealt with in more depth in "The Banner Advertising Traffic Machine" at <http://www.banneradmagic.com>

Scott

\* \* \*

#### **Message #4**

Delivery: Day 7

Subject: Internet ad success secrets interview - listen in RealAudio

A message from Scott Covert at <http://www.banneradmagic.com>

Helping the "3 employees or less" online business owner be successful with banner advertising.

Ken McCarthy recently interviewed me by phone and created an audiotape from it. Here are some clips from it (each file is about 1 meg in size so please be patient) ...

<http://www.banneradmagic.com/side1p1.rm>

<http://www.banneradmagic.com/side1p2.rm>

<http://www.banneradmagic.com/side1p3.rm>

Enjoy!

Scott Alan Covert

\* \* \*

**Message #5**

Delivery: Day 9

Subject: Banner ad design and consultation service

Custom banner ad design, creation and placement services

\$1,200,000+ in sales have been generated from my banners in the last 2 years - THEY WORK

World's Best Money-Making Banner Ads

Graphic designers won't guarantee your satisfaction like I do. I design banner ads from the perspective of an experienced MARKETER, not an artist.

I am interested ONLY in click rate, buying qualified traffic as cheaply as possible, and helping you convert that traffic to sales!

I'll make 12 to 20 banner ads for you. I guarantee that at least 4 of them will get at least 5 times today's industry average click rate of .15%. Some of my clients get click rates of 3% to 8%!

This is a 50% Money Back Guarantee, which does not apply if banners are tested on poorly targeted website(s).

I will also help you with your overall banner advertising PROCESS:

- HOW your banners should link to your web site,
- What state of mind your visitors will be in after they click your banner, and why this is important to your sales process
- How BEST to collect as many email addresses as you can, and
- How to convert those email addresses into as much money as possible.

You can pay for good banners and maximize the performance of your advertising dollars.

Or you can spend your money on advertising with lousy banners and then pay the price of getting bad click-through rates.

**Bad Click Rates Cost MORE Than  
Good Banner Design Costs!**

Let's make this really simple, with an easy example:

Let's say you want to start off with just a \$300 investment in banner ads to see what happens. It does so-so, or maybe you lose a little bit of money (some people hit a home run right off the bat). Then you tweak your website and your followup process and maybe change your banners a bit to see if you can do better, with another \$300 test. It makes money.

Next, you do the smart thing, which is to spend \$2000, \$5000 or more in banner advertising to drive even more traffic to your site and make even more money. Now -- what makes this whole thing succeed or fail? What's the first step in this whole process?

It's the BANNER ADS you use!

It amazes me when someone who wants to get serious about promoting a website "shops around" for cheap

banner design. Or maybe pays \$100 to \$250 for a banner that looks absolutely FANTASTIC but nobody has a clue how much it's actually going to be CLICKED ON.

It amazes me that they don't get their banners created by marketers with real-world experience keeping the click rates high and also, of course, experience in turning those clicks into sales.

In my case, click rates 4 to 50 times the industry average.

"Scott,

Thanks for the help! You're awesome. I not only am getting a 6%, and 1.7% on some of the banners you've made for me but I also saved 50% on my advertising costs on my first banner ad campaign just by using your suggested techniques in buying impressions! Thanks again."

- Rolf D. Rasmusson

"Scott, your clickthroughs on banners were indeed the highest for the month of November. Other advertisers would do almost anything to get their cost-per-click down to levels anywhere near to what you have achieved. Congratulations on coming up with dynamite creative."

- Cass Rhymes, Briefing.com Ad Manager

"You rock!"

- Kimberly Trupp, SmartClicks.com

"Hi Scott,

When I first tested in some general banner networks, I was getting approximately between 1 - 3% (wish I would have kept better stats)."

- Kirk VandenBerghe, HeartCore Corporation

"Dear Mr. Covert -

I would just like to say a very big thank you. I purchased the banner advertising report last night. It is fantastic, perfect, everything you said it would be. I have been making banners all day and they look great. This works brilliant for the link looking banners. Amazing, I put them on my site to test them and hey presto - They don't

look like banners. Even my own father who has never clicked on a banner since being on the Internet, clicked one. He was amazed. Once again a thousand thanks."

- Neil Groom in the UK

I charge \$1200 to design, create and email 12 to 20 banners to you.

You can test these banners against each other. If at least 4 of these banners don't do FIVE TIMES better than the industry average (.15% according to NetRatings), when placed on properly targeted websites, I'll give you 50% of your money back.

So far that hasn't happened.

(Warning: After talking to you about your online business, I may advise you to NOT USE a banner advertising strategy, if I don't think it will work for you.)

Now You Have A Choice To Make:

- use a "graphic artist" to help you advertise online (?!?!?!?!?!?!)
- follow the advice of someone who ISN'T using banner advertising to generate sales of \$20,000 to \$100,000+ per month online (like I am)
- do it yourself through trial and error, if you have lots of spare time and money to waste
- ignore banner advertising because an "expert" told you "it doesn't work"
- use me - get more clicks on your banners, make more money from your website and benefit from my experience with phone consultation

To Contact Me:

Scott Covert  
266 Charlotte Street #284  
Peterborough, Ontario  
Canada K9J 2V4

(705) 749 2225

mailto:scott@banneradmagic.com

\* \* \*

**Message #6**

Delivery: Day 12

Subject: Affiliate program: Sell "Banner Ad Traffic Machine"

"The Banner Advertising Traffic Machine"  
Affiliate Program

If you are like thousands of other online marketers, you sell a small collection of Internet marketing books from various authors. But I'll bet you're not selling any books specifically about banner advertising. Until now.

"The Banner Advertising Traffic Machine" is the first and only book of it's kind - specifically written about the solid success I've had.

No theories, no nonsense. 100% reality.

A tight 66 pages from cover to cover containing only the specific experiences I've had online, and how I've used banner advertising to generate over \$1,000,000 in online sales. This book has serious attention-getting power since most web site owners and Internet marketers and authors consider banner advertising to be nothing more than a cost-prohibitive traffic builder used mainly for "branding" big companies, but not useful for "the little guy" to generate leads and sales, and make a profit from!

Earn 25% commissions selling the product, and 10% commissions when somebody you refer to this program, sells the product. Your first level commission jumps to 43% after (and if) you sell 8 books in a one month period. Payment is biweekly (twice a month!!!). If your customer hires me for a \$1200 banner ad creation job, I will IMMEDIATELY mail you \$240 (20%).

Your participation in this affiliate program will AUTOMATICALLY include you in the sales of any new products or subscriptions I may create in future. The marketing tools are at the bottom of this page.

You can sign up and see the affiliate marketing tools and instructions at ...  
<http://www.banneradmagic.com/affiliateprogram.htm>

Choose an ID, sign up, select a text or graphic link, and simply link to banneradmagic.com using the following code, replacing xxxxxxxx with your ID. It's that simple ...

<a href=<http://secure.ibill.com/cgi-win/ccard/rscookie.exe?RevShareID=xxxxxxx&returnto=http://www.banneradmagic.com>>

Contact Heather if you have questions or need help or have questions about the affiliate program:  
[hmceachern@hotmail.com](mailto:hmceachern@hotmail.com)

705 745 5773

Sincerely,

Scott Alan Covert  
<http://www.banneradmagic.com>

\* \* \*

### **Message #7**

Delivery: Day 15

Subject: "The Banner Advertising Traffic Machine"

There is a very small group of people who run ultra-small businesses that know the secrets of making banner advertising profitable.

One of my business partners pays over \$40,000 per year to buy banner advertising, which has led to over \$1.2 million in sales over the last two and a half years. We do it because it works for us.

As an example, \$60,000 spent on banner advertising to promote our sites would represent about 6,000,000 times our banners show up on highly targeted websites (we pay

about one penny for each "banner impression"). If our banners average a 1% CTR (Click Through Rate), that means 60,000 highly qualified and motivated visitors to our web site. That's \$1 per visitor. A 3% CTR would bring us 180,000 visitors (which would be 33 cents per qualified visitor), and so on.

The reason banner ads don't work for most small businesses that are focussed on making immediate sales, is because their click rates are far below 1% - 3%, so their cost per visitor is way too high (\$5, \$20, even \$50+ !) to make a profit.

What's My Secret?

I make banners that don't look like ads. They disappear into the sites they're on and when people click on them, they sometimes don't even realize they're clicking on an ad. After all, most web surfers ignore obvious ads on websites.

I also design my banner ads to make a promise, and deliver on that promise, so that when people click on them and end up at my website, they are not upset!

The way I conceive and create banners (in 3 minutes apiece!) is fully described in my book at <http://www.banneradmagic.com>

along with dozens and dozens of example banners, some with statistical results.

A lot of people design banners "sort of" like I do, but they ruin it by throwing in an orange background, a border, some animation, or a photo, and boom - now the people visiting the website automatically look away because it's obviously AN AD!

POINT 2: Banners are great for niche targeting

As each year goes by, more and more niche markets can be reached on the Internet. More traffic is available, and you can target your banners at specific markets, countries, states, demographics, and in some cases you can even target specific pages within specific websites.

I look for \$10 CPM deals (\$10 cost per 1000 "impressions" of my ads.) Advertising on networks which promised to deliver me



targeted traffic used to be profitable for me. It no longer is.

I don't pay the ridiculous \$50 to \$70 CPM ad rates that some websites, especially search engines, are asking.

#### POINT 3: Banner Advertising Is Highly Scalable

With banner ads, once you have a favorable cost-per-visitor number (which is determined by what you pay for the advertising and how good your click rate is), you can simply buy as much traffic as you want to.

#### POINT 4: Banner Ads Are For "The Little Guy" Too

Banner advertising isn't just for big business. Sure, it's not free - you'll need \$500 to \$1000 minimum to get started - but even a very small business can use banner advertising. Our initial test in early 1998 was for \$50 on LinkExchange.

Start off testing at least 5 or 10 banners against each other. This way you find out what your market responds to.

Remember my own experience - under \$160,000 spent on banner advertising, resulting in over \$1 million in sales. So don't let anybody tell you "banner advertising doesn't work"!

-----

Scott Covert's new book "The Banner Advertising Traffic Machine" is available at  
<http://www.banneradmagic.com>

and Scott is also available for private one-on-one banner advertising consultation and complete design services. Phone 1-705-749-2225 or email  
[scott@banneradmagic.com](mailto:scott@banneradmagic.com)  
(  
<mailto:scott@banneradmagic.com>  
)

\* \* \*

#### **Message #8**

Delivery: Day 16

Subject: I only recommend "\$1 Million Experts"

A message from Scott Alan Covert at  
<http://www.banneradmagic.com>

I only decided to write "The Banner Advertising Traffic Machine" after selling over \$1,000,000 worth of products online primarily to leads generated by banner ads.

I use the same criteria at ...  
<http://www.banneradmagic.com/resources.htm>

Every book or piece of software on that page was created by somebody that I've met, had lunch with, done business with, AND I know for a fact that their hard work has generated at least \$1,000,000 in online sales (sometimes tens of millions).

If you're trying to "crack the code" about selling ANYTHING online, and have a clue about the true value of education and learning from experience, I think you should visit:  
<http://www.banneradmagic.com/resources.htm>

Sincerely,

Scott

\* \* \*

**Message #9**

Delivery: Day 18

Subject: Chp.4 free sample from The Banner Advertising Traffic Machine

Another free book excerpt from "The Banner Advertising Traffic Machine" available at  
<http://www.banneradmagic.com>

Chapter 4

Email Follow-Up

The Nearly Universal Mistake That

## Email Marketers (Not Spammers) Make Is BEING TOO TIMID

Listen - my boss came out with a \$19.95 book, after 2 years of almost exclusively selling \$577 to \$1427 packages. We announced this book about 10 different times to our list over a period of about a month. We used many different approaches. One that worked incredibly well was an email with that offered 2 audioclips describing market activity. The email linked through to a web page that had the audio links, and a big 2 page ad right below it selling the book. It sold about 200 books.

Every email we sent went to a different URL (book1.htm, book2.htm, etc.) and we tracked the individual results of each email we sent. We used different lengths, focused on different pains and pleasures. We used subject lines like "Jack's Lost His Mind", "Lessons From Trading \$200,000,000+ Of Stocks", "Volatile Market Driving You Crazy?", and "A Stock Market That Won't Go Up (But Will Let You Down)". People only read email a) with an intriguing subject line, b) with an expected subject line (eg., "Your monthly paid issue") and/or c) from somebody they know. Throw your personality into your email. Talk one-to-one! Get to the point!

All totaled, after about a month we had sold over 1500 copies of the book.

-----  
This has been a free book excerpt from "The Banner Advertising Traffic Machine" (60 pages, \$47), the only resource you need to find out how to design and create banners, buy advertising, track everything, follow up, and get profitable.  
<http://www.banneradmagic.com>

\* \* \*

### **Message #10**

Delivery: Day 21

Subject: Beating up website ad managers

A message from Scott Covert -  
<http://www.banneradmagic.com>

Today's note will be short and sweet.

I only meant the subject line to catch your attention.  
I don't want you to beat anybody up. But here's what  
I AM getting at:

- the amount of website ad space for sale is increasing
- ad reps at sites and networks are under pressure to sell it
- people who don't know how to make banner advertising profitable are getting tired of buying it
- prices are going down
- public records of ad revenue statements etc. from corporations will show you that what they ask for ad space, and what they actually accept, are 2 different things. If a site has 100,000,000 banner impressions for sale per month at a rate card price of \$35 CPM, don't believe for a second that they're actually making \$3.5 million a month in ad revenues. Check the records - it will be much less than that.

What it comes down to is this: when you're ready to start banner advertising, and you've chosen some good sites, offer the ad manager less than what they're asking. Remind them that an initial test will let you know how much it would be worth to you to keep coming back to them with your ad dollars month after month.

Ad managers salivate when they hear that phrase:  
"Month after month."

It's hard to sell advertising - they'd probably get a raise if they sold you a long term contract.

If they don't give you the rate you want to pay, move on.

Scott Alan Covert  
<http://www.banneradmagic.com>

Call me about banner ads: 705 749 2225

"The Banner Advertising Traffic Machine" - 60 pages, \$47.  
Personal banner ad design, creation, consultation available.  
<mailto:scott@banneradmagic.com>

\* \* \*

**Message #11**

Delivery: Day 27

Subject: "The Banner Advertising Traffic Machine" Affiliate Program

The Banner Advertising Traffic Machine"  
Affiliate Program

If you are like thousands of other online marketers, you sell a small collection of Internet marketing books from various authors. But I'll bet you're not selling any books specifically about banner advertising. Until now.

"The Banner Advertising Traffic Machine" is the first and only book of it's kind - specifically written about the solid success I've had. No theories, no nonsense. 100% reality. A tight 66 pages from cover to cover containing only the specific experiences I've had online, and how I've used banner advertising to generate over \$1,000,000 in online sales. This book has serious attention-getting power since most web site owners and Internet marketers and authors consider banner advertising to be nothing more than a cost-prohibitive traffic builder used mainly for "branding" big companies, but not useful for "the little guy" to generate leads and sales, and make a profit from!

Earn 25% commissions selling the product, and 10% commissions when somebody you refer to this program, sells the product. Your first level commission jumps to 43% after (and if) you sell 8 books in a one month period. Payment is biweekly (twice a month!!!). If your customer hires me for a \$1200 banner ad creation job, I will IMMEDIATELY mail you \$240 (20%).

Your participation in this affiliate program will AUTOMATICALLY include you in the sales of any new products or subscriptions I may create in future. The marketing tools are at the bottom of this page.

You can sign up and see the affiliate marketing tools and instructions at ...  
<http://www.banneradmagic.com/affiliateprogram.htm>

Choose an ID, sign up, select a text or graphic link, and simply link to banneradmagic.com using the following code, replacing xxxxxxxx with your ID. It's that simple ...

<a href=http://secure.ibill.com/cgi-win/ccard/rscookie.exe?

RevShareID=xxxxxxx&returnto=http://www.banneradmagic.com>

Contact Heather if you have questions or need help or have questions about the affiliate program:  
hmceachern@hotmail.com

705 745 5773

Sincerely,

Scott Alan Covert  
<http://www.banneradmagic.com>

\* \* \*

**Message #12**

Delivery: Day 30

Subject: Banner ad apples VS Banner ad oranges

A message from Scott Covert at  
<http://www.banneradmagic.com>

Banner ad apples VS Banner ad oranges  
-----

You can't always meaningfully compare the click rates of two different banners. Because there are a lot of different ways banners get used.

1) Your banner(s) show up on amateurish websites that belong to free banner exchange programs.

In this scenario you have no control over where your banners show up, there's tons of fraud (usually), the participants have no incentive to host banners at top-of-page, you have to host banners on your own site, the traffic quality is bad and the return on investment is terrible. In my book I mention the only free banner exchange I've ever joined, and why.

2) Your banner(s) shows up on a network of websites determined by an ad agency.

Sometimes the agency won't tell you which websites belong to the ad buy you are making. This once worked for me but not anymore, according to my recent tests. I won't tolerate not being told where my ads are going to appear. I need to know for sure that my ads are appearing on quality sites, at the top of the page, not at the bottom, thank you very much.

If the agency is at least going to tell you which websites you are buying space on, you can go check them out. If you like the sites and the CPM (cost per thousand impressions) rate is good, go for it. I don't pay over \$10 cpm. Generally the higher the CPM the higher the click rate you can expect.

3) Your banner(s) show up on a professional (high traffic) website that you hand-picked, and you dealt personally with the owner or ad manager.

This is how I usually go. It's a real struggle to get a good click rate in this scenario - but it's worth it.

Why?

Because it's where your best prospects are!

Think about it - would you want your banner for pet products to show up on amateurish pet-related websites that belong to a "Pets Web Ring"? Wouldn't it be better for your ad to be on a professional, high-traffic pets-related website?

It's like advertising in a big city newspaper instead of a high school newsletter.

4) You put your OWN banner(s) on your OWN web site.

It doesn't make a lot of sense the way I see it, but some people do this. You can't analyze the traffic-building power of a banner when the person who clicks is ALREADY on your website! If you have an almost empty web page, and the only real thing a visitor could possibly do is to click on the banner, of course the click rate will be high.

5) Your banners are being made for an affiliate program.

More and more, my personal banner design clients are having banners made for their affiliates to pick and

choose from.

What affiliates should be doing is using salesletters, web pages, advertorial content, and email endorsements to their own email lists, to promote what they're selling. But many insist on the laziest route possible, which is to plaster their own website with affiliate banners.

How important the click rate is in this scenario, is debatable. After all the people that DON'T click the banners on your own web site, are still staying on your site (where they might buy something else instead)!

It's the reverse to a "normal" banner ad campaign - you're trying to get people to click off your site instead of clicking on to it. And, you're putting the banners on your own site instead of paying to have them show up somewhere else.

For more discussion of the different ways banner ads get used, get "The Banner Advertising Traffic Machine" (60 pages, \$47) at <http://www.banneradmagic.com>

Scott

\* \* \*

**Message #13**

Delivery: Day 33

Subject: The Million Dollar Voices Of Experience

A message from Scott Alan Covert at <http://www.banneradmagic.com>

I only decided to write "The Banner Advertising Traffic Machine" after selling over \$1,000,000 worth of products online primarily to leads generated by banner ads.

I use the same criteria at ... <http://www.banneradmagic.com/resources.htm>

Every book or piece of software on that page was created



by somebody that I've met, had lunch with, done business with, AND I know for a fact that their hard work has generated at least \$1,000,000 in online sales (sometimes tens of millions).

If you're trying to "crack the code" about selling ANYTHING online, and have a clue about the true value of education and learning from experience, I think you should visit:

<http://www.banneradmagic.com/resources.htm>

Sincerely,

Scott

\* \* \*

**Message #14**

Delivery: Day 36

Subject: Banner Advertising - Hell on earth?

Ad reps are quitting or being fired by the hundreds.

Average banner ad click rates are falling. The actual amount of money a network sells 1000 banner impressions for is far less than what they publish.

The media is incredibly critical of, and pessimistic about, banner advertising.

A disappointing year for dot com revenue, especially the Christmas season.

So is this a Hell On Earth for online advertising?

I beg to differ.

Here's what I do when I promote something online:

- 1) I choose a market and a product for it.
- 2) I make my ads.
- 3) I test my ads and fix them until they work.
- 4) If I can't make money I move on.
- 5) If it makes money, I pour on the promotion.

6) If it stops working, stop promoting.

Nowhere in this formula do I give a damn about what anybody else is doing or saying about the state of ecommerce. I could listen to commentary all day on CNBC, read magazine and newspaper articles about Internet stocks, startups, earnings, trends, and whatever.

What a waste of time that would be.

In the midst of massive pessimism, from early 1998 to present, I have just done what worked and watched it turn a profit.

This is the only rational way to behave. General commentary is useless to you. Get empowered with information from optimists who find ways to sell, sell, sell while ignoring the cynics.

Scott Covert  
705 749 2225

<http://www.banneradmagic.com>

"The Banner Advertising Traffic Machine"  
You could be reading this book 5 minutes from now ...

\* \* \*

**Message #15**

Delivery: Day 39

Subject: I'll make banner ads that increase your profits

A message from Scott Alan Covert at  
<http://www.banneradmagic.com>

World's Best Money-Making Banner Ads

Graphic designers won't guarantee your satisfaction like I do. I design banner ads from the perspective of an experienced MARKETER, not an artist.

I am interested ONLY in click rate, buying

qualified traffic as cheaply as possible, and helping you convert that traffic to sales!

I'll make 12 to 20 banner ads for you. I guarantee that at least 4 of them will get at least 5 times today's industry average click rate of .15%. Some of my clients get click rates of 3% to 8%!

You can pay for good banners and maximize the performance of your advertising dollars.

Or you can spend your money on advertising with lousy banners and then pay the price of getting bad click-through rates.

**Bad Click Rates Cost MORE Than  
Good Banner Design Costs!**

Let's make this really simple, with an easy example:

Let's say you want to start off with just a \$300 investment in banner ads to see what happens. It does so-so, or maybe you lose a little bit of money (some people hit a home run right off the bat).

Then you tweak your website and your followup process and maybe change your banners a bit to see if you can do better, with another \$300 test. It makes money.

Next, you do the smart thing, which is to spend \$2000, \$5000 or more in banner advertising to drive even more traffic to your site and make even more money. Now -- what makes this whole thing succeed or fail? What's the first step in this whole process?

It's the BANNER ADS you use!

Which makes more sense - paying \$50 for a banner ad that gets a .5% click rate or \$300 for an ad that gets a 1.5% click rate?

It amazes me when someone who wants to get serious about promoting a website "shops around" for cheap banner design. Or maybe pays \$100 to \$250 for a banner that looks absolutely FANTASTIC but nobody

has a clue how much it's actually going to be  
CLICKED ON.

It amazes me that they don't get their banners created by marketers with real-world experience keeping the click rates high and also, of course, experience in turning those clicks into sales.

In my case, click rates 4 to 50 times the industry average.

"Scott,  
Thanks for the help! You're awesome. I not only am getting a 6%, and 1.7% on some of the banners you've made for me but I also saved 50% on my advertising costs on my first banner ad campaign just by using your suggested techniques in buying impressions! Thanks again."  
- Rolf D. Rasmusson

"Scott, your clickthroughs on banners were ieefing's highest for the month of November.

Other advertisers would do almost anything to get their cost-per- click down to levels anywhere near to what you have achieved. Congratulations on coming up with dynamite creative."  
- Cass Rhymes, Briefing.com Ad Manager

"Hi Scott,  
When I first tested in some general banner networks, I was getting approximately between 1 - 3% (wish I would have kept better stats)."  
- Kirk VandenBerghe, HeartCore Corporation

I charge \$1200 to design, create and email 12 to 20 banners to you.

You can test these banners against each other. If at least 4 of these banners don't do FIVE TIMES better than the industry average (.15% according to NetRatings), when placed on properly targeted websites, I'll give you 50% of your money back.

So far that hasn't happened.

(Warning: After talking to you about your online

business, I may advise you to NOT USE a banner advertising strategy, if I don't think it will work for you.)

To Contact Me:

Scott Covert  
266 Charlotte Street #284  
Peterborough, Ontario  
Canada K9J 2V4

(705) 749 2225

mailto:scott@banneradmagic.com

\* \* \*

**Message #16**

Delivery: Day 42

Subject: Chp 6 free excerpt: The Banner Advertising Traffic Machine

Another free book excerpt from "The Banner Advertising Traffic Machine" available from  
<http://www.banneradmagic.com>

On Thursday, February 15, 2001 I will send you a free chunk of Chapter 8, and that will be the last free excerpt sent to you from the book.

Right now it's time for ...

Chapter 6

7 Steps To Banner Advertising Success

STEP 1: Get Banners Made

Make some banners. Or hire somebody to make them for you.

Step 2: Find Sites To Advertise On

Find good places to start advertising within your budget.  
Analyze the site before you buy the advertising and make sure

your banner will look GOOD on it. Make absolutely sure they will accept your ads. Advertise with as many different banners as possible, hopefully at least 5 to start with.

Once you find a list of potential places to advertise, remember that you want to buy your banner ads on highly targeted sites and networks. In my experience, advertising on specific web sites gets far better results than advertising on networks (collections of web sites). Possibly, site networks contain web sites that are amateur, have poor quality traffic, or that don't put your banner at the top of the page or in a prominent position. Banners get better results on professional-looking sites and especially sites where your banner is at the top of the screen. It's also good to have your banner surrounded by at least some white space, not crammed into other elements on the page.

### STEP 3: SAVE MONEY On Advertising

#### 4 Things To Say To Advertising Managers To Save Money On Banner Advertising Costs

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To get the rest of step 3, and all the other 4 steps to successful banner advertising, plus a complete explanation of how to design and make your own banner ads ... and where to buy banner advertising ... and also dozens of examples of real banners created for myself and various clients, buy "The Banner Advertising Traffic Machine" (\$47, 60 pages) at <http://www.banneradmagic.com>

\* \* \*

#### **Message #17**

Delivery: Day 45

Subject: Chp. 8 free excerpt: The Banner Ad Traffic Machine

Another free book excerpt from "The Banner Advertising Traffic Machine" available at <http://www.banneradmagic.com>

### Chapter 8

## Sites, Networks And Agencies That Sell Banner Advertising

I can't anticipate and research every possible market that people buying this report are trying to reach. Therefore, it's important for you to know how to find the proper sites on which to buy banner advertising. Use this chapter in conjunction with "How To Find Anything On The Internet".

Banner advertising will be sold to you one of 4 ways:

Cost Per Thousand Impressions (CPM) - this is the only way that most of the ad managers I deal with will sell advertising space to me. It is the SIMPLEST advertising strategy for both publisher and advertiser. Ad managers generally hate accepting any other form of advertising. CPM is the online equivalent of how advertising is sold in print, radio and TV. The publisher gets steady levels of simple advertising revenue regardless of how well the ads do.

Cost Per Transaction / Action / Account / Behavior (CPT or CPA)  
- The advertiser only pays when a web site visitor clicks on your banner, arrives at your website, AND also performs some specific action, like downloading a demo, giving their email address, opening a free account, etc.

Cost Per Sale (CPS) - notoriously hard to track from the media seller's standpoint. Tracking this kind of advertising will improve, but right now it's a bit of a mess.

Cost Per Click (CPC) - you only pay when your banner actually gets clicked. Sometimes called Pay Per Click (PPC).

Ad managers always sell space on a CPM basis when they can.

TRAFFIC QUALITY: The highest quality targeted traffic on the Web consists of people with money who are at a specific website for a specific purpose. The better quality the traffic, the more money the publisher can ask for, and get.

To get the list of networks that sell banner advertising to your specific market, along with notes, buy "The Banner Advertising Traffic Machine" (\$47, 60 pages) at <http://www.banneradmagic.com/cgi-local/go.cgi?breakthrough>

\* \* \*

## **Message #18**

Delivery: Day 60

Subject: Banner advertising secrets

4 Things You Probably Didn't Know About Banner Advertising ...

(C) 2000 Scott Alan Covert, Covert Consulting Inc.

### **POINT 1: Banner Advertising Works**

Most ultra-small web business owners (3 employees or less) believe that banner advertising is too expensive to use as a traffic generator, and is primarily purchased by large corporations that are into "branding" and have more money than common sense.

But there is a very small group of people who run ultra-small businesses that know the secrets of making banner advertising profitable.

One of my business partners pays over \$40,000 per year to buy banner advertising, which has led to over \$1.2 million in sales over the last two and a half years. We do it because it works for us. And our first test runs cost just \$50 and \$300.

As an example, \$60,000 spent on banner advertising to promote our sites would represent about 6,000,000 times our banners show up on highly targeted websites (we pay about one penny for each "banner impression"). If our banners average a 1% CTR (Click Through Rate), that means 60,000 highly qualified and motivated visitors to our web site. That's \$1 per visitor. A 3% CTR would bring us 180,000 visitors (which would be 33 cents per qualified visitor), and so on.

The reason banner ads don't work for most small businesses that are focussed on making immediate sales, is because their click rates are far below 1% - 3%, so their cost per visitor is way too high (\$5, \$20, even \$50+ !).

What's My Secret?



I make banners that don't look like ads. They disappear into the sites they're on and when people click on them, they sometimes don't even realize they're clicking on an ad. After all, most web surfers ignore obvious ads on websites.

I also design my banner ads to make a promise, and deliver on that promise, so that when people click on them and end up at my website, they are not upset!

The way I conceive and create banners (in 3 minutes apiece!) is fully described in my book at <http://www.banneradmagic.com>

A lot of people design banners "sort of" like I do, but they ruin it by throwing in an orange background, a border, some animation, or a photo, and boom - now the people visiting the website automatically look away because it's obviously AN AD!

#### POINT 2: Banners are great for niche targeting

As each year goes by, more and more niche markets can be reached on the Internet. More traffic is available, and you can target your banners at specific markets, countries, states, demographics, and in some cases you can even target specific pages within specific websites.

I look for \$10 CPM deals (\$10 cost per 1000 "impressions" of my ads.) Advertising on networks which promised to deliver me targeted traffic used to be profitable for me. It no longer is. So I deal personally with individual websites.

I don't pay the ridiculous \$50 to \$70 CPM ad rates that some websites, especially search engines, are asking.

#### POINT 3: Banner Advertising Is Highly Scalable

With banner ads, once you have a favorable cost-per-visitor number (which is determined by what you pay for the advertising and how good your click rate is), you can simply buy as much traffic as you want to.

#### POINT 4: Banner Ads Are For "The Little Guy" Too

Banner advertising isn't just for big business. Sure, it's not free - you'll need \$500 to \$1000 minimum to get started - but

even a very small business can use banner advertising. Our initial test in early 1998 was for \$50 on LinkExchange.

Start off testing at least 5 or 10 banners against each other. This way you find out what your market responds to.

Remember my own experience - under \$160,000 spent on banner advertising, resulting in over \$1 million in sales - starting with a little \$50 test back in early 1998.

So don't let anybody tell you "banner advertising doesn't work"!

-----

Scott Covert's new book "The Banner Advertising Traffic Machine" is available at <http://www.banneradmagic.com>

-- it teaches you how to create an entire Internet business model around banner advertising.

Scott is also available for private one-on-one banner advertising consultation and complete design services.

Phone 1-705-749-2225 or email [scott@banneradmagic.com](mailto:scott@banneradmagic.com)

(  
<mailto:scott@banneradmagic.com>  
)

\* \* \*

**Message #19**

Delivery: Day 65

<HTML message again>

Subject: Free! - Chp 1 excerpt - "The Banner Ad Traffic Machine"

Here's your first free excerpt from the book...

Chapter 1

"Banner Advertising My Way"

How To Make Banner Ads That Get Up To 15 Times  
(Or Higher) Today's Average Click-Through Rate  
(And Bring Genuine Prospects,  
Not Just Curiosity Seekers, To Your Site)

"Throughout May (1998), users clicked on roughly 1 percent of the ads displayed Webwide, according to NetRatings Inc. ([www.netratings.com](http://www.netratings.com)). By the final week of October (1998), that click-through rate had declined to one-half of 1 percent, according to NetRatings."

Now that number is down to .15%, according to a 1999 CBS MarketWatch article, reported in eMarketer ezine, April 1999 - just one and a half people in 1000 click on any given banner ad whenever it shows up anywhere on the web. I don't know what the industry estimates are now.

Look - any "industry average" is not only going to be a rough estimate, it's also going to be a number which rolls too many things into one. It's a combination of good banners, bad banners, overexposed banners, banners on networks or specific websites, banners targeted at all types of markets, and in a lot of cases, banners which are not targeted at all.

I'm going to explain to you how to avoid being banner ad roadkill in the midst of these falling click rates. When you read about banner advertising in magazines and on websites, you can get easily confused by arguments about "branding". Every once in a while you'll hear "The banner is dead." Sounds like a political slogan ... emotional, hasty and ... meaningless.

Banner advertising deserves far more respect than it's getting, but frankly I'm happy to have the world in general totally misunderstand it. I'm concerned about making money from banners, and helping my customers and clients make money from banners. That's all. Just so long as I can buy targeted banner advertising and continue to make money from it, the rest of the world can think whatever it wants to.

And before going any further I want you to know that I'm certainly no workaholic. I'm not going to describe anything intense here. You're not going to have to hire people.

When I wake up in the morning, the first thought in my head is not "Awesome, another 16 hour workday, I can't wait. First I'll spend a few hours trying to track down reliable information about how all the specific parts of my Internet business are doing. Then a few hours trying to manage relationships with affiliates and other website managers and ad departments. Then I'll force myself to learn just enough to take care of some massive crisis in one of our perl scripts because I can't find any programmers to help me. And finally, every once in a while I'll

answer a couple dozen emails and voicemails, begging people to buy my products."

No way. When I wake up I think "This business is going to make my life easier and richer, or forget it, I'll go be a bartender. Or a janitor. Or whatever."

Which is why I like the banner advertising approach. Once I did a \$50 test, then a \$300 test, then hooked up with somebody selling stock trading strategies, I was off to the races. We plowed more and more money into banner advertising, and just about ignored ezine and search engine lead generation. No wrangling with changing search engine rules, newsgroups, business partners, and the like. Other Internet promotion strategies are great, in the right hands. And I can probably tell you who the leading authority is in each area. But personally, my only lead-generating expertise has involved banner ads. Which makes me an exception in the world of online marketing.

When we want our banners to show up 100,000 times (100,000 "impressions") on somebody else's website, my partner cuts a check for \$1000. (That's \$10 "CPM" or "cost per thousand"). 300,000 impressions? That's a \$3000 check. And so it's been, for over 2 years now. Somewhere between .9% and 6% of those impressions result in clicks, and people come through to our website.

This report is based on REAL banner ads that are doing well right now (late 2000). It's also based on the breakthrough techniques that had amazingly high click rates when introduced in late 1998 (sometimes over 6%). Banner advertising is always a work in progress. Banner ads get worn out, and need to be replaced to recapture the attention of any given website's regular traffic. Right now as I type this, my main business needs about 20 new banner ads because the click rates on our existing ones have fallen off. But this is work that only needs to be done once every 3 to 6 months, in my experience.

In the next few dozen pages I'm going to tell you how to make banner ads, how to design them for a high click-through rate ("CTR"), what to link them to (hint: NOT your home page!), and where to buy your advertising.

And no matter how much I talk about high CTRs in this report, targeting and qualifying your market all the way from the banner impression through to the sale is just as important! A highly qualified 1% CTR is far more valuable to you than a poorly qualified 10% CTR!

This has been a free book excerpt from  
"The Banner Advertising Traffic Machine"

(60 pages, \$47), the only resource you need to find out how to design and create banners, buy advertising, track everything, follow up, and get profitable.  
<http://www.banneradmagic.com>

\* \* \*

## **Message #20**

Delivery: Day 70

Subject: Banner ad design and consultation service

Custom banner ad design, creation and placement services

\$1,200,000+ in sales have been generated from my banners in the last 2 years - THEY WORK

World's Best Money-Making Banner Ads

Graphic designers won't guarantee your satisfaction like I do. I design banner ads from the perspective of an experienced MARKETER, not an artist.

I am interested ONLY in click rate, buying qualified traffic as cheaply as possible, and helping you convert that traffic to sales!

I'll make 12 to 20 banner ads for you. I guarantee that at least 4 of them will get at least 5 times today's industry average click rate of .15%. Some of my clients get click rates of 3% to 8%!

This is a 50% Money Back Guarantee, which does not apply if banners are tested on poorly targeted website(s).

I will also help you with your overall banner advertising PROCESS:

- HOW your banners should link to your web site,
- What state of mind your visitors will be in after they click your banner, and why this is important to your sales process
- How BEST to collect as many email addresses as you can, and

- How to convert those email addresses into as much money as possible.

You can pay for good banners and maximize the performance of your advertising dollars.

Or you can spend your money on advertising with lousy banners and then pay the price of getting bad click-through rates.

**Bad Click Rates Cost MORE Than  
Good Banner Design Costs!**

Let's make this really simple, with an easy example:

Let's say you want to start off with just a \$300 investment in banner ads to see what happens. It does so-so, or maybe you lose a little bit of money (some people hit a home run right off the bat). Then you tweak your website and your follow-up process and maybe change your banners a bit to see if you can do better, with another \$300 test. It makes money.

Next, you do the smart thing, which is to spend \$2000, \$5000 or more in banner advertising to drive even more traffic to your site and make even more money. Now -- what makes this whole thing succeed or fail? What's the first step in this whole process?

It's the BANNER ADS you use!

It amazes me when someone who wants to get serious about promoting a website "shops around" for cheap banner design. Or maybe pays \$100 to \$250 for a banner that looks absolutely FANTASTIC but nobody has a clue how much it's actually going to be CLICKED ON.

It amazes me that they don't get their banners created by marketers with real-world experience keeping the click rates high and also, of course, experience in turning those clicks into sales.

In my case, click rates 4 to 50 times the industry average.

"Scott,

Thanks for the help! You're awesome. I not only am getting a 6%, and 1.7% on some of the banners you've made for me but I also saved 50% on my advertising costs on my first banner ad campaign just by using your suggested techniques in buying impressions! Thanks again."

- Rolf D. Rasmusson

"Scott, your clickthroughs on banners were briefing's highest for the month of November. Other advertisers would do almost anything to get their cost-per-click down to levels anywhere near to what you have achieved. Congratulations on coming up with dynamite creative."

- Cass Rhymes, Briefing.com Ad Manager

"You rock!"

- Kimberly Trupp, SmartClicks.com

"Hi Scott,

When I first tested in some general banner networks, I was getting approximately between 1 - 3% (wish I would have kept better stats)."

- Kirk VandenBerghe, HeartCore Corporation

"Dear Mr. Covert -

I would just like to say a very big thank you. I purchased the banner advertising report last night. It is fantastic, perfect, everything you said it would be. I have been making banners all day and they look great. This works brilliant for the link looking banners. Amazing, I put them on my site to test them and hay presto - They don't look like banners. Even my own father who has never clicked on a banner since being on the Internet, clicked one. He was amazed. Once again a thousand thanks."

- Neil Groom in the UK

I charge \$1200 to design, create and email 12 to 20 banners to you.

You can test these banners against each other. If at least 4 of these banners don't do FIVE TIMES better than the industry average (.15% according to

NetRatings), when placed on properly targeted websites, I'll give you 50% of your money back.

So far that hasn't happened.

(Warning: After talking to you about your online business, I may advise you to NOT USE a banner advertising strategy, if I don't think it will work for you.)

Now You Have A Choice To Make:

- use a "graphic artist" to help you advertise online (?!?!?!?!?!?!?!?!?!?!)
- follow the advice of someone who ISN'T using banner advertising to generate sales of \$20,000 to \$100,000+ per month online (like I am)
- do it yourself through trial and error, if you have lots of spare time and money to waste
- ignore banner advertising because an "expert" told you "it doesn't work"
- use me - get more clicks on your banners, make more money from your website and benefit from my experience with phone consultation

To Contact Me:

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Peterborough, Ontario  
Canada K9J 2V4

(705) 749 2225

<mailto:scott@banneradmagic.com>



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**Message #21**

Delivery: Day 75

Subject: Banner ad tips interview - listen in RealAudio

A message from Scott Covert at  
<http://www.banneradmagic.com>

Helping the "3 employees or less" online business owner  
be successful with banner advertising.

Ken McCarthy recently interviewed me by phone and created  
an audiotape from it. Here are some clips from it (each  
file is about 1 meg in size so please be patient) ...

<http://www.banneradmagic.com/side1p1.rm>

<http://www.banneradmagic.com/side1p2.rm>

<http://www.banneradmagic.com/side1p3.rm>

Enjoy!

Scott Alan Covert

\* \* \*

**Message #22**

Delivery: Day 80

Subject: Sell "Banner Ad Traffic Machine"

The Banner Advertising Traffic Machine"  
Affiliate Program

If you are like thousands of other online marketers, you  
sell a small collection of Internet marketing books from  
various authors. But I'll bet you're not selling any  
books specifically about banner advertising. Until now.

"The Banner Advertising Traffic Machine" is the first and  
only book of it's kind - specifically written about the

solid success I've had.

No theories, no nonsense. 100% reality.

A tight 66 pages from cover to cover containing only the specific experiences I've had online, and how I've used banner advertising to generate over \$1,000,000 in online sales. This book has serious attention-getting power since most web site owners and Internet marketers and authors consider banner advertising to be nothing more than a cost-prohibitive traffic builder used mainly for "branding" big companies, but not useful for "the little guy" to generate leads and sales, and make a profit from!

Earn 25% commissions selling the product, and 10% commissions when somebody you refer to this program, sells the product. Your first level commission jumps to 43% after (and if) you sell 8 books in a one month period. Payment is biweekly (twice a month!!!). If your customer hires me for a \$1200 banner ad creation job, I will IMMEDIATELY mail you \$240 (20%).

Your participation in this affiliate program will AUTOMATICALLY include you in the sales of any new products or subscriptions I may create in future. The marketing tools are at the bottom of this page.

You can sign up and see the affiliate marketing tools and instructions at ...

<http://www.banneradmagic.com/affiliateprogram.htm>

Choose an ID, sign up, select a text or graphic link, and simply link to banneradmagic.com using the following code, replacing xxxxxxxx with your ID. It's that simple ...

```
<a href=http://secure.ibill.com/cgi-win/ccard/rscookie.exe?
RevShareID=xxxxxxx&returnto=http://www.banneradmagic.com>
```

Contact Heather if you have questions or need help or have questions about the affiliate program:  
[hmceachern@hotmail.com](mailto:hmceachern@hotmail.com)

705 745 5773

Sincerely,

Scott Alan Covert  
<http://www.banneradmagic.com>

\* \* \*

### **Message #23**

Delivery: Day 90

Subject: "The Banner Advertising Traffic Machine"

There is a very small group of people who run ultra-small businesses that know the secrets of making banner advertising profitable.

One of my business partners pays over \$40,000 per year to buy banner advertising, which has led to over \$1.2 million in sales over the last two and a half years. We do it because it works for us.

As an example, \$60,000 spent on banner advertising to promote our sites would represent about 6,000,000 times our banners show up on highly targeted websites (we pay about one penny for each "banner impression"). If our banners average a 1% CTR (Click Through Rate), that means 60,000 highly qualified and motivated visitors to our web site. That's \$1 per visitor. A 3% CTR would bring us 180,000 visitors (which would be 33 cents per qualified visitor), and so on.

The reason banner ads don't work for most small businesses that are focussed on making immediate sales, is because their click rates are far below 1% - 3%, so their cost per visitor is way too high (\$5, \$20, even \$50+ !) to make a profit.

What's My Secret?

I make banners that don't look like ads. They disappear into the sites they're on and when people click on them, they sometimes don't even realize they're clicking on an ad. After all, most web surfers ignore obvious ads on websites.

I also design my banner ads to make a promise, and deliver on that promise, so that when people click on them and end up at my

website, they are not upset!

The way I conceive and create banners (in 3 minutes apiece!) is fully described in my book at <http://www.banneradmagic.com>

along with dozens and dozens of example banners, some with statistical results.

A lot of people design banners "sort of" like I do, but they ruin it by throwing in an orange background, a border, some animation, or a photo, and boom - now the people visiting the website automatically look away because it's obviously AN AD!

#### POINT 2: Banners are great for niche targeting

As each year goes by, more and more niche markets can be reached on the Internet. More traffic is available, and you can target your banners at specific markets, countries, states, demographics, and in some cases you can even target specific pages within specific websites.

I look for \$10 CPM deals (\$10 cost per 1000 "impressions" of my ads.) Advertising on networks which promised to deliver me targeted traffic used to be profitable for me. It no longer is.

I don't pay the ridiculous \$50 to \$70 CPM ad rates that some websites, especially search engines, are asking.

#### POINT 3: Banner Advertising Is Highly Scalable

With banner ads, once you have a favorable cost-per-visitor number (which is determined by what you pay for the advertising and how good your click rate is), you can simply buy as much traffic as you want to.

#### POINT 4: Banner Ads Are For "The Little Guy" Too

Banner advertising isn't just for big business. Sure, it's not free - you'll need \$500 to \$1000 minimum to get started - but even a very small business can use banner advertising. Our initial test in early 1998 was for \$50 on LinkExchange.

Start off testing at least 5 or 10 banners against each other. This way you find out what your market responds to.

Remember my own experience - under \$160,000 spent on banner advertising, resulting in over \$1 million in sales. So don't let anybody tell you "banner advertising doesn't work"!

-----

Scott Covert's new book "The Banner Advertising Traffic Machine" is available at  
<http://www.banneradmagic.com>

and Scott is also available for private one-on-one banner advertising consultation and complete design services. Phone 1-705-749-2225 or email [scott@banneradmagic.com](mailto:scott@banneradmagic.com)  
( <mailto:scott@banneradmagic.com> )

\* \* \*

#### **Message #24**

Delivery: Day 100

Subject: Legit email marketers: Fight flammers and kooks

Another free book excerpt from "The Banner Advertising Traffic Machine" available at  
<http://www.banneradmagic.com>

#### **More About Flamers And Spam Accusations**

As your list gets bigger, you will receive more and more crazy and abusive responses from your email marketing. You will also get orders, so don't stop emailing. Just take the kooks off your list as quickly and thoroughly as possible. You can tell them to follow the simple removal instructions that I'm sure you put in all of your emails, but they won't listen to you. Email marketers who tell you they "don't get flamed" and so on are lying. Flames, profanity and accusations of being a spammer come with the territory if you're going to be a legitimate opt-in email marketer. Accept it as part of doing business online. Don't take any of it personally.

Keep All Sign-Up Forms! For your legal protection and to lessen the odds of your ISP shutting down your email account and/or website, keep a record in your hard drive of every "I want to join your list" email sent to you. If you do things right you'll

be getting hundreds or thousands of these emails every month. If they're all sent to a logfile instead, make sure to clear it out and back it up from time to time. I also keep backup copies on CD-Rom.

-----

This has been a free book excerpt from "The Banner Advertising Traffic Machine" (60 pages, \$47), the only resource you need to find out how to design and create banners, buy advertising, track everything, follow up, and get profitable.  
<http://www.banneradmagic.com>

# Scot Dantzer

Scot Dantzer is a Philadelphia based consultant and self-published author who has been running successful online marketing, product development and niche-based websites since 1998.

His formal training and "real world" background is in television and multimedia production. Since 1988 he has produced a number of marketing and sales programs for clients including Chrysler Financial, Chase Manhattan and Unisys.

He has the uncanny ability to take complicated computer operations and boil them down to simple concepts and step-by-step processes - a style incorporated in his recent "5-Minute PDF Creator" ebook.

His main web site:

<http://www.pdfcreator.com>

Here's Scot's series for prospect that download a sample of his "5-Minute PDF Creator". Ebook.

\* \* \*

**Message #1**

Delivery: Instantly

Subject: Your 5-Minute PDF Creator Sample

Hi <!ToFirstName>

Thank you for requesting your free sample of The 5-Minute PDF Creator. This message contains your download information.

If you are using a Windows computer, just visit  
<http://pdfcreator.com/Sample.exe>

Download the program onto your desktop and double-click. My customized installer will take care of the rest.

If you are using a Mac, visit  
[http://pdfcreator.com/5\\_minutesample.sit](http://pdfcreator.com/5_minutesample.sit) and unstuff the file into it's own folder. Then just click on the alias, and you're on your way.

Thanks again <!ToFirstName> and feel free to contact me if you have any problems downloading or installing your free sample.

Scot Dantzer  
[scot@pdfcreator.com](mailto:scot@pdfcreator.com)

PS. Don't forget, you can take me up anytime on my "No Risk" offer by visiting  
<http://www.pdfcreator.com>

Your complete satisfaction is guaranteed for a full three months.



\* \* \*

**Message #2**

Delivery: Day 4

Subject: What did you think of The 5-Minute PDF Creator?

Hi <!ToFirstName>

A few days ago you downloaded your Free sample of the 5-Minute PDF Creator. Have you had a chance to download it yet?

If you haven't taken the time to download your Free sample yet, you can get it here:

If you are using a Windows computer, just visit  
<http://pdfcreator.com/Sample.exe>

Download the program onto your desktop and double-click. My customized installer will take care of the rest.

If you are using a Mac, visit  
[http://pdfcreator.com/5\\_minutesample.sit](http://pdfcreator.com/5_minutesample.sit)  
and unstuff the  
file into it's own folder. Then just click on the alias,  
and you're on your way.

Thanks again <!ToFirstName> and feel free to contact me if you have any problems downloading or installing your free sample.

Scot Dantzer  
[scot@pdfcreator.com](mailto:scot@pdfcreator.com)

PS. Have you looked at my generous affiliate program? I pay a whopping 40% commission on each sale you make from your unique referral link. Take a quick look and sign up for FREE at  
<http://www.pdfcreator.com>

\* \* \*

**Message #3**

Delivery: Day 8

Subject: Have you published your Ebook?

If ?techno-speak? stands between you and self-publishing success <!ToFirstName> you're not alone.

You've no doubt heard how easy it is to sell digital products on the web...And it is.

But what no one tells you is that you it's software that makes it all happen automatically. That's fine if you're Bill Gates.... he's apparently really good at that software stuff.

The rest of us think, "Oh no, more software  
?????"

Experts agree that no other electronic publishing tool has all the features and benefits of Adobe Acrobat Distiller and PDFWriter. But who has the time to learn to use another piece of software?

<!ToFirstName>, please take a few moments to read more about The 5-Minute PDF Creator at <http://www.pdfcreator.com>

To your publishing success,

Scot Dantzer  
[scot@pdfcreator.com](mailto:scot@pdfcreator.com)

PS. Don't forget about my "No Holes" 3-month guarantee of complete satisfaction. Get all the details at <http://www.pdfcreator.com>

\* \* \*

**Message #4**

Delivery: Day 15

Subject: How's your PDF Publishing Going?

Hi <!ToFirstName>,

I wanted to drop you a quick note about The 5-Minute PDF Creator. If you haven't read about all the great bonuses you get with your license purchase, just visit  
<http://www.pdfcreator.com>

And don't forget <!ToFirstName>, you can always contact me with other questions about electronic publishing...  
...I'm just an email away.

To your publishing success,

Scot Dantzer  
[scot@pdfcreator.com](mailto:scot@pdfcreator.com)

PS. Don't forget, you get a list of great benefits and Free bonuses when you order The 5-Minute PDF Creator. Just jump over to  
<http://www.pdfcreator.com>

for all the great details.

# Declan Dunn

Declan is the author of widely accepted "bible" of Affiliate marketing called **"Winning the Affiliate Game"** training system. This was a system he created after a recent conference with the leaders of Internet affiliate networks where it became clear that there wasn't a clear roadmap for people to follow.

<http://activemarketplace.com>

As CEO of ActiveMarketplace, it's his belief that, "Online businesses must now prove they can generate revenue and profits instead of building market share and selling dreams. It's back to business as usual, with growth built on cash flow."

His main web site is:

**<http://www.activemarketplace.com>**

Declan's FREE self-study courses on Winning the Affiliate Game is an autopilot system that has been generating tens of thousands of dollars for the last 2 years. Be sure to study this one carefully!

\* \* \*

**Message #1**

Delivery: Instant

.....

winning the affiliate game

<http://activemarketplace.com>

**QUICK START SYSTEM**

**1. welcome -- free report**

From: Declan Dunn, ADNet International

To: \$NAME

Part I of the Free Affiliate Sales Training System you requested, excerpted from Winning The Affiliate Game.

.....

Dear \$NAME,

You have taken the first step by requesting this free report. Now let's take it a step further.

In the next few weeks you will receive special instructions to dramatically improve your results. Drawn from research on successful affiliates on the Internet, our goal is simple; to empower you to sell more.

Below is your free report. Be sure to check your email in a few days for your next Step. It will be have the Subject Line, \$NAME"s Secrets to Jump Starting Your Affiliate Revenues Quickly.

This training system is excerpted from the Internet training system sweeping the Internet, called Winning the Affiliate Game.

The price of admission is participation; look forward to hearing from you soon.

Peace,  
Declan Dunn

## YOUR FREE REPORT IS HERE

### The Seven Keys to Success for Affiliates

Affiliate programs may seem an easy way to sell. The problem is, most people focus on a one shot sale. They spend all their time chasing new customers, trying to sell them, and then forgetting about them. Without a good sales process and target marketing, sales will not be high. Without generating traffic to your site, you will not sell at all. If you do not follow up with your loyal customers who have bought (talk about a sign of trust), you are wasting your time and money.

Becoming an affiliate for other Web sites' products and service is a great idea if you take the right steps. The following are things to look for, and ways to plan out what you are about to do.

#### 1. Sell One Thing and Sell it Well

Web flea markets don't work for the most part. The Web is a virtually free publishing medium that allows people to offer anything quickly and easily.

So many Web Sites try to offer everything under the sun; this approach is confusing and has never proven to be a good basis to sell. Focus on a few products and sell them very well; then follow up to offer other products and services.

#### 2. Get Good Profit Margins

Amazon.com is the leader in affiliate programs, which is surprising. They pay 5-15% per book. Books are often sold for less than \$20.

At best, you are working for tips like a waiter, at \$3.50 a pop. Unfortunately, if you do not have a busy restaurant, this deal will yield little or nothing.

Let's say you want to make \$1,000 a month; you would have to sell 286 books to reach your goal. That is a huge volume.

Now compare that to a \$50 book; your best case scenario

becomes \$7.50 a book. You now have to sell 133 books to reach your \$1,000 goal.

Believe it or not, it takes the same effort to market the cheaper book as the more expensive one. Do your math and see which products sell the best, and remember to lead with an entry product that is not too expensive, and follow up with the more expensive products later, after you have built up the trust and name recognition needed for a more expensive purchase.

### 3. Don't just Display a Banner Ad and hope for the Best

Many affiliate programs put up banner ads; the visitor simply clicks on the banner ad and goes to the company's Web Site to make the buying decision. The problem with banner ads is that 1-2% of people will actually click on them; so if you generated 1,000 visitors in a month, only 10-20 will even click on the banner ad. If you even convert 5% of those to sales, you will make only one or two sales a month.

### 4. Use Content, Updates, and Keep your Site Consistent

Remember that you are selling a product or service; you are not just posting an advertisement at your Web Site. Use content to enhance what you are doing.

Give them a zillion choices and you confuse them. So keep updating your site, keep it consistent, and try to emulate the page that you will be linking to. If it changes, it tells the customer they are in a different retail space.

### 5. Target your Market

If you try to sell to everyone, you will sell to no one. It is that simple.

It is amazing how people do not target their market. They try to sell everything under the sun. Once again, it is the illusion of a volume business. If you think this will succeed, go down to your local retail store. Look at the small profit margins they have to deal with. Retail is a brutal game.

### 6. Market Your Site

The bottom line is that you will have to market the site and

the offer. If you just put up a number of affiliate programs, hoping one will pull, you are taking the magic dust approach. It is like the lottery; you may win, but the odds are against you. Take the responsibility to market and promote your offers; find out where the customers are and drive them to the site.

#### 7. Take Precautions to Make Sure you Get Your Share

Like any business, check out what is going on. Affiliate programs are simply your chance to resell other's products and services.

Are you just generating leads for someone else? I have seen affiliate programs that have no intention of paying you for what they are selling. One client had to wait six months after making tremendous sales for a company to simply get paid his commission.

Make sure you get paid for what you sell. Often this means waiting 30 days for a monthly check. Sometimes it means quarterly payments, like Amazon.com does.

Peace,  
Declan

P.S. WINNING THE AFFILIATE GAME: A RUNAWAY BEST SELLER!

You know about Amazon, but when was the last time you heard how those 200,000 affiliates make money? Finally, you can find answers in "Winning the Affiliate Game" by Declan Dunn.

This is more than a book, it's a complete marketing system for affiliate programs.

Visit the website and see for yourself:  
<http://activemarketplace.com>

----- CONTACT ACTIVEMARKETPLACE -----

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Affiliate Coordinator	<a href="mailto:alex@activemarketplace.com">alex@activemarketplace.com</a>



Robert Ser	530.342.9080
Business Director	robert@activemarketplace.com
Steve Rodda	530.879.0190
Program Director	steve@activemarketplace.com
Robin Machris	530.342.7637
Customer Support	robin@activemarketplace.com

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ActiveMarketplace =====>  
<http://www.activemarketplace.com>

2059 Forest Avenue, Suite #7, Chico, CA 95928  
 (530) 342-7637 FAX: (530) 342-9298

We show you how to dramatically increase your revenues  
 through quick, strategic positioning on the Internet.

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 this list, simply send an email to  
[remove@activemarketplace.com](mailto:remove@activemarketplace.com)  
 and we'll handle the rest.

.....

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 clients and may be passed on to a friend or business.  
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\* \* \*

**Message #2**  
 Delivery: Day 3

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w i n n i n g   t h e   a f f i l i a t e   g a m e

<http://activemarketplace.com>

## Q U I C K   S T A R T   S Y S T E M

2. Secrets to Jump Starting Your  
 Affiliate Revenues Quickly

From: Declan Dunn, ADNet International  
To: \$NAME

Part II of the Free Affiliate Sales Training System you requested, excerpted from Winning The Affiliate Game.

.....

Dear \$NAME,

Take one minute and print this special report out. Write down today's date on your print out.

Begin today sowing the seeds of your success, by following the examples of successful affiliates. Write down on this sheet of paper your goals....let's begin.

What are the key elements of successful affiliate sites?

Successful affiliates do not think of themselves as affiliate sites. They consider themselves to be independent Web Sites trying to generate income. Your voice, your recommendation, is key; without it, your customer will forget you.

For example, if I told you how great my Winning the Affiliate Game training system is, it carries less weight than the following:

"I am writing to you for several reasons, but the most important is to thank you for the opportunity to learn such priceless information from each of your Affiliate Guides. In fact, this is the first time I have ever written anyone to thank them for products that I purchased from them! Your guides were so professionally written and packed with such powerful, well researched information, I believe that you just may have underpriced them by a few hundred dollars. Not that I am complaining..." Ron Gage,  
<http://www.instantsales.com>

Ron's comment is real, genuine, and believable. Remember this as you learn how to profit quickly. Successful affiliate sites take the following approach:

A. They focus on conversion of visitors to inquiries, and inquiries to customers. They know that every visit is precious and to get the most value out of your marketing, you need to capture information with the permission of the

customer. Get their emails with permission!

B. They generate traffic to the Web Site through innovative methods. You have to get enough eyes to see your offer to convert them. It is a game of percentages; when you know how many visitors turn to customers, you will be successful.

C. Use the search engines to your maximum advantage. Many of the most successful affiliate sites concentrate their energies on getting on top of the search engines. By some studies' accounts, over 70% of Internet visitors come from search engines. This is a skill you have to develop and update monthly, but it is vital.

D. Use GoTo.com, <http://www.goto.com>. Interviewing my most successful affiliates, I found many bought search engine specific leads off of this search engine. They let you buy keywords at nickels and dimes per lead; a person enters a search, and you pay for the clicks resulting from the searches on that specific keyword.

E. They do not use banner ads. Banner ads are easy and simply don't work. Use a small banner and a testimonial, and make it believable. There are live people out there; treat them like it. Invite them in by researching and recommending what you are offering.

Your attitude will determine your success; be positive. It's that simple.

Peace,  
Declan

**P.S. WINNING THE AFFILIATE GAME: Join the ActiveAffiliates Making Sales With The ActiveMarketplace Now**

You have read all the hype; now get the facts with the one and only affiliate marketing system designed to help you increase sales. Created by Declan Dunn, the author of the Insider's Guide, this system will help you dramatically increase your revenues through strategic positioning of your affiliate programs. Act now and gain access to the complete, \$197 E-Business Maximum Cash System, showing you how to generate leads and convert them to sales. It is all part of Winning the Affiliate Game: The Ten Step Master Plan to Maximizing Your Profits, at

<http://activemarketplace.com>

or sign up for our affiliate program at:

<http://www.activemarketplace.com/signup.html>

----- C O N T A C T   A C T I V E M A R K E T P L A C E -----

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through quick, strategic positioning on the Internet.

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[remove@activemarketplace.com](mailto:remove@activemarketplace.com)  
and we'll handle the rest.

.....

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\* \* \*

**Message #3**

Delivery: Day 7

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winning the affiliate game

<http://activemarketplace.com>

QUICK START SYSTEM

3. How To Avoid The Top 10 Mistakes  
Most Affiliates Make

From: Declan Dunn, ADNet International  
To: \$NAME

Part III of the Free Aff  
iliate Sales Training System you  
requested, excerpted from Winning The Affiliate Game.

.....

Dear \$NAME,

What should you consider when starting an Affiliate site?

The best advice I can give a beginner is to start simple.  
It is so tempting to try to understand every aspect of  
Internet marketing. You could spend years studying this and  
never gaining any sort of income.

Research is essential, but focus is even more important. If  
As an affiliate starting today, make sure to keep  
your eyes on the following goals:

1. Be sure to create and update your own Web Site. You need  
more than just a self replicating page, you need a sales  
process.

2. Forget Internet Malls and flea markets; it may seem  
tempting to sell everything under the sun, but when you sell  
to everybody, you sell to nobody. Bank on it!

3. Give your visitors a reason to return to you. Many use affiliate programs to simply send traffic to someone else's site. The key is to get them to leave their name and email so you can follow up with them and remind them to buy from you.

4. Email, opt-in lists are crucial. This means that your main goal should be to give a free report, or free bonus, to every visitor in exchange for contact information. Be sure to email this list and develop your name, and your site.

5. Begin like your customer. Search out the sites online where they would go, and look at what works. Don't just slap up 20 banner ads on a page and hope for the best. How would you guide your ideal customer towards a sale? Even better, how would I know one of your customers if I was to meet them? If you can't answer this, your competition will.

6. Limit yourself to 3-4 products to sell. It is so easy to sign up for any affiliate program. Quality beats quantity online.

7. You have 30 seconds to make the sale. Limit the choices your customer has to 7 at most. If you give them thousands of affiliate programs to choose from, you confuse them.

8. Customers are lazy, selfish...and they're right! They don't want to work hard to work with you. Make it easy and fun by giving your customers focus.

9. Weave affiliate programs into the content of your site. This technique will be fully investigated in Step 5, coming in a few weeks.

10. Don't waste your Web Page space; use the upper left hand corner, the top and bottom of the screen, and the bottom right hand corner to feature your best offers.

Peace,  
Declan

P.S. Discover the Power of Our Two Tier Affiliate Program Now...Get The Unfair Advantage You Won't Find Surfing the Internet

"So far, I'm still making more by selling product, especially Winning the Affiliate Game, than I am signing up new affiliates.

One interesting note: of all the affiliate programs other people are promoting for me (16) the only one where my affiliates sold more than I did is Winning the Affiliate Game." Rick Bier 2 Tier Associate Programs  
<http://www.2-tier.com>

Start Winning Your Affiliate Game at:

<http://activemarketplace.com>

or sign up for our affiliate program at:

<http://www.activemarketplace.com/signup.html>

----- CONTACT ACTIVEMARKETPLACE -----

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.....

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#### **Message #4**

Delivery: Day 14

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w i n n i n g t h e a f f i l i a t e g a m e

<http://activemarketplace.com>

### Q U I C K S T A R T S Y S T E M

#### 4. How to Double or Triple the SellThrough At Your Web Site

From: Declan Dunn, ADNet International  
To: \$NAME

Part IV of the Free Affiliate Sales Training System you requested, excerpted from Winning The Affiliate Game.

.....

Dear \$NAME,

Most affiliates spend all their time trying to drive strangers to their Web Site.

The key to dramatically increasing your Sell Through, the number of visitors who buy from you, is to become the trusted resource.

Cold call sales, from banner ads popping up on a page to spam email, do not work effectively. At best, you get a 1-2% Sell Through, so you have to continually drive more and more traffic. The game of numbers works against you.

Here's how to avoid this problem and increase your Sell Through and your sales:

1. Build your email, opt-in list. Do not spam; in our network,



no one who has spammed has generated significant sales. Give your customers a free reason to contact you, and follow up with them.

2. Create content that you can mail out frequently, without having to become a writer. If you are a writer, great, but for the majority, record an interview or read an outline of your presentation for one hour. Have it transcribed and edited as a word processor file. Email it out, bit by bit, to your customers, along with your sales message. One hour of recording can yield up to 40 pages of content, which is plenty to keep them interested.

3. Visit <http://www.aweber.com> and begin to automate your follow ups. Be sure you don't drive sales down your prospect's throat. As the old saying goes, you'll get more flies with sugar than with vinegar.

4. Read Chapter 3 of the E-Business Maximum Cash Flow System, the \$197 bonus that comes with your Winning the Affiliate Game training system. This entire chapter details how to really build your email list easily. The E-Business system is something you can come back to again and again to hone your business.

5. Make sure your customers remember you. When they do, and they like to come back to shop and buy, you will find that your Sell Through increases.

People who have not yet purchased from you are the hardest and most expensive people to sell. Most companies spend all their time chasing these tough sales.

6. If you follow up, and they buy from you once, the chances they will buy from you again go way up, sometimes 20-30% of repeat buyers will continually purchase products.

Good Internet marketing is good math; the right amount of traffic, combined with a high Sell Through ratio, yields the best sales.

The real goal is to get them to buy once; so instead of confusing them, take the advice from my \$197 E-Business Maximum Cash Flow System:

"There are two types of companies online: those who test, and those who lose money."

Keep testing, and email me with your questions. I look forward to hearing from you soon...

What would you like to do next?

Peace,  
Declan

P.S. The lessons shared here have been learned from trial and error. The best way to grow your business is to keep learning, keep on searching for ideas, and find out what works best for you.

We provide this for free to share these resources, but be aware of the time you are spending. Time is money, and there are few things left that are really "free".

I would like to personally invite you to sign up for Winning the Affiliate Game, if you have not yet already. If you act within the next 8 business days, and email me after you order asking for "Declan's Special Bonus", I will mail you an audiotape that shares my best techniques for converting leads to sales...absolutely free, when you request it.

Start Winning Your Affiliate Game at:

<http://activemarketplace.com>

or sign up for our affiliate program at:

<http://www.activemarketplace.com/signup.html>

----- CONTACT ACTIVEMARKETPLACE -----

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Robin Machris  
Customer Support

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robin@activemarketplace.com

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through quick, strategic positioning on the Internet.

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[remove@activemarketplace.com](mailto:remove@activemarketplace.com)

and we'll handle the rest.

.....

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\* \* \*

### **Message #5**

Delivery: Day 21

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w i n n i n g   t h e   a f f i l i a t e   g a m e

<http://activemarketplace.com>

## Q U I C K   S T A R T   S Y S T E M

5. The Ultimate Affiliate Trick No One Is  
Talking About -- ADVERTORIALS Revealed!

From: Declan Dunn, ADNet International  
To: \$NAME

The final part of the Free Affiliate Sales Training System you requested, excerpted from Winning The Affiliate Game.

.....

Dear \$NAME,

The Wall St. Journal is trying it, and so are my most successful affiliates...now it's your turn.

In the past three weeks you have learned about building trust, integrity, and effective e-business tools.

For your final, free lesson, you are invited to put all the pieces together into an Advertorial:

=====>

Advertorial: A recommendation or endorsement of products via a Web Page or ezine. Instead of a blatant sales message, the advertorial is part of the content of the site...often this is called selling "in context". It mixes editorial content, believable and real, with the advertising.

It's quite simple; if I'm reading an article about a famous actor, like Tom Hanks, why not link me to books or videos about him? Done right, this is a powerful tool.

=====>

For example, at my Winning the Affiliate Game page, I invite you to get a free report to start the whole system into action. The entire Web Site is tailored to one purpose; offering you the best, and only, affiliate sales training system developed by research with the leading companies.

I know that most people will want to check me out, find out my credentials, and read a bit...a try before you buy approach.

As a consultant, I work with Be Free, Network Solutions, and a host of other excellent companies. When I share techniques, they are the result of doing it in my business every day. I have spent years building this approach, and believe in training yourself and improving using tested, proven techniques.

Advertorials are really articles written to drive sales, not as a trick, but as a value added service to the content.

Next time you read an article in a major newspaper online, and see a link, think about the advertorial. It is something few are talking about, and many are putting into action.

Now is the time for you to put this all in action. Have you done the research and started creating your unique approach? Be careful of wasting time...

Like they say, you can always get back money, but you can never get back time. Your time is precious.

Act now and please let me know if you would like some help. This system is built for you.

Peace,  
Declan

P.S. I would once again like to personally invite you to sign up for Winning the Affiliate Game, if you have not yet already. If you act within the next 3 business days, and email me after you order asking for "Declan's Final Bonus", I will share an audiotope and a free report about an affiliate who is generating excellent sales from his own site, his own approach. He is an inspiration to me, and one I share with my affiliates.

Start Winning Your Affiliate Game at:

<http://activemarketplace.com>

or sign up for our affiliate program at:

<http://www.activemarketplace.com/signup.html>

----- CONTACT ACTIVEMARKETPLACE -----

Alex Marin	530.879.0185
Affiliate Coordinator	<a href="mailto:alex@activemarketplace.com">alex@activemarketplace.com</a>

Robert Ser	530.342.9080
Business Director	<a href="mailto:robert@activemarketplace.com">robert@activemarketplace.com</a>

Steve Rodda	530.879.0190
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Program Director                      steve@activemarketplace.com

Robin Machris                        530.342.7637  
Customer Support                      robin@activemarketplace.com

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ActiveMarketplace =====>  
<http://www.activemarketplace.com>

2059 Forest Avenue, Suite #7, Chico, CA 95928  
(530) 342-7637 FAX: (530) 342-9298

We show you how to dramatically increase your revenues  
through quick, strategic positioning on the Internet.

You are a subscriber; if you want to remove yourself from  
this list, simply send an email to  
[remove@activemarketplace.com](mailto:remove@activemarketplace.com)  
and we'll handle the rest.

.....

**A**

This report is for the benefit of ADNet International's  
clients and may be passed on to a friend or business.  
Copyright 2000. All Rights Reserved.



## Harmony Major

Harmony Major has been marketing online since 1998, and is the author of Simply, eBusiness, an e-business and marketing startup guide, and Yahoo! Secrets, a guide to getting a #1 listing on Yahoo. Now Harmony helps e-commerce webmasters increase the selling power of their websites using aggressive, power-marketing strategies.

Through much hard work, perseverance, and many long hours, she was able to go full-time with her e-business by her 20th birthday, after only one year in the field.

Her web sites include:

**<http://www.homebasedheaven.com>**

**<http://www.yahoosecrets.com>**

**<http://www.expertonebiz.com>**

<http://www.SimplyEbusiness.NET>

This series is a follow up to an excerpt from her ebook "Yahoo Secrets".

\* \* \*

**Message #1**

Delivery: Instant

Subject: <name>, your Yahoo! Secrets table of contents

Hi <name>.

The table of contents for Yahoo! Secrets is below. You'll be added to Straight from the Horse's Mouth soon, so please be on the lookout for the welcome message for the ezine in 1-4 days.

I'll contact you tomorrow to see if you have any questions, but please e-mail me at <mailto:Info@YahooSecrets.com> if you think of anything before then.

Respectfully.  
Harmony Major

\*\*\*\*\*

**Yahoo! Secrets TABLE OF CONTENTS**

\*\*\*\*\*

**PART 1: Creating an IRRESISTIBLE Website!**

- A) The Bare MINIMUM
- B) Getting Down to ?Business?
- C) Woo Yahoo! Reviewers with Winning Website Design!
- D) A Preliminary Test: Will YOUR Site Make the Grade?
- E) How To Give YOUR Website a Jumpstart Over the Competition!

**PART 2: Formulating That Number One Listing!**

- A) How the Yahoo! Directory REALLY Works
- B) Manipulating Your Listing to Work In YOUR Favor



C) How to Muscle Your Way Into A Top Listing Unique Search Terms ... Or Terms ALREADY In Use!

D) Make This Quick Change to Your Site Title to INSTANTLY Improve Your Positioning!

E) How Your Description Can Make Or Break Your Listing

F) Crafting and Submitting a Killer Description That WON'T Be Edited or Shortened by Yahoo! Surfers!

G) Making Your Domain Name Work Wonders for YOU!

H) How to Get a Domain Name AND an Ad-Free Website with Less Than \$20 Upfront, for Less than \$6 a Month!

I) Have You Figured Out the Most Effective Part of Influencing Your Yahoo! Listing?

### PART 3: Category Selection Secrets UNCOVERED!

A) Getting Your Site Listed FAST -- in Just a Few Weeks!

### PART 4: STILL Not Listed? Try These Down And Dirty Tricks To Getting Your Site Listed FAST!

### CONCLUSION: Is It REALLY Worth It?

\*\*\*\*\*

To order Yahoo! Secrets at \$49.97 for a limited time, go to  
<http://homebasedheaven.com/cgi-bin/track/tracker.cgi?follow>

I GUARANTEE YOU, YOUR WEBSITE TRAFFIC WILL INCREASE!

\*\*\*\*\*

Copyright \_ 2000, Harmony Major >>REPRODUCTION PROHIBITED<<

\* \* \*

## Message #2

Delivery: Day 2

Subject: <name>, any questions? (FREE TIP for you...)

Hi <name>.

It's Harmony Major of YahooSecrets.com. You should have gotten the table of contents on <day +1>, and I wanted to ask if you had any questions for me about Yahoo! Secrets. If so, feel free to reply to this e-mail and I'll help you out.

Let me know if you need anything else, and I'll contact you again on Tuesday, February 6, 2001 to check up on you. Until then, I've included a tip for you, taken right from Yahoo! Secrets.

### YAHOO! SECRETS BONUS TIP:

Be sure that the title you want to get listed under is VERY obvious. "Yahoo! surfers" list the EXACT title of your site, and they have this plainly listed as a requirement on the submission form. If your site is called "Jack's Down Home Chicken ?n? Biscuits," you need to have that title:

- 1) At the very top of your home page. Preferably in logo form.
- 2) In the "Website Title" section of the Yahoo! submission form.
- 3) In the "title" meta tag of your home page. (Yahoo! doesn't evaluate meta tags, but doing this makes your title show up in the title bar at the very top of the page.)
- 4) Preferably as the name of the copyright holder at the bottom of your pages (important!). (ex: \_ 2000, Jack's Down Home Chicken ?n? Biscuits) Be sure to read section "A" of Part 2 of Yahoo! Secrets to discover why this is so important!

That's all for now. I'll check on you again on <day +3>. =)

Respectfully,  
Harmony Major

P.S. If you'd like to order Yahoo! Secrets and were especially interested in the private forum, you should act now. I'm really considering removing that bonus in a few weeks, and can't guarantee that it'll be there when you order. You can order now at <  
<http://YahooSecrets.com#order>  
>. Remember, you get a full SIX MONTHS to try out the report, and I ALWAYS honor my guarantee.

\* \* \*

**Message #3**  
Delivery: Day 5

Subject: <name>, there may be a price increase...

Hi again, <name>.

It's Harmony. Hopefully by now you had the chance to take a look at the table of contents for Yahoo! Secrets and write down any questions you might have. I know how hectic things can get, so I wanted to check up on you to see if you needed any help so far.

Was there a certain section of the report you had questions about? Would you like to know if Yahoo! Secrets can help you with a specific "problem?" Anything else? Just let me know. I know how it is to intend to do something for days or even WEEKS at a time, and never quite get around to it. ;-) That's why I contacted you.

If I haven't heard from you in a few days, I'll check on you again next Friday. Bye for now, Tester.

Respectfully,  
Harmony Major

P.S. I'll be adding some new bonus items to Yahoo! Secrets in a few days, and I'm thinking of increasing the price to \$67 or more, depending on what I add. If you'd like to order while the price is still a low \$49.97, I'd advise you to act now. I won't be making any exceptions. ;-) <<http://YahooSecrets.com#order>>

\* \* \*

**Message #4**

Delivery: Day 12

Subject: <name>, one final reminder about Yahoo! Secrets..

Hi <name>, it's Harmony.

You should have had the chance to look over the table of contents for Yahoo! Secrets, and contacted me with questions if you had any. I guess I explained myself pretty well in the sales letter. That's always good. ;-)

This is just a quick check to see if you need anything. If not, I'll not be contacting you any more -- it's now up to you. If you haven't ordered yet, there must be something that you're unsure of. What is that something? If you've seen the many testimonials on the sales page, you probably realize that Yahoo! Secrets is a quality product. Or maybe you don't? How about this, then.

Why not go to <  
<http://YahooSecrets.com>  
> right now, and contact  
at least two of the people on that page. They'll be happy to talk to you and PERSONALLY let you know how they feel about the product. So go on ... go to <  
<http://YahooSecrets.com>  
> and contact  
2 or more people. Then, e-mail me at <  
[Info@YahooSecrets.com](mailto:Info@YahooSecrets.com)  
> if  
you have any questions for me.

Have a wonderful day, and I hope you've been enjoying my ezine, Straight from the Horse's Mouth. "See you" in the next issue!

Respectfully,  
Harmony Major

P.S. This will be my last follow-up message in this sequence.



## Ken Silver

Ken's been a journalist, a photographer and public relations officer in the Royal New Zealand Air Force, owned two community newspapers and a gaggle of small businesses.

He's a successful Internet info-publishing entrepreneur and author of the long running "ebook Secrets" manual proving you can live anywhere and make a great living on the Internet! Ken lives in New Zealand!

His web sites include:

Ezi-Host webhosting:  
<http://www.ezi-host.com>

Ezi-Site - Automated e-Commerce  
<http://www.ezi-site.com>

eBook Secrets.  
<http://www.kensilver.com>

Ken has been generous enough to provide a fill-in-the-blank template for anyone giving away an excerpt or a free chapter of a book, manual or ebook.

The following 3 autoresponder sequence will be adequate for your basic marketing:

1. Subscribe Letter (it is sent immediately to your prospects when they subscribe)
2. Followup Letter 1 (sent 1 day after the first)
3. Followup Letter 2 (sent 3 days after the second)

#### Subscribe Letter

^^^^^^^^^^^^^^^^

This email letter is sent out immediately to your subscriber after they sign up. It can:

- Give access directions to your free sample
- Carry selling copy in detail or,
- Enclose your file (2MB or under) as an attachment with a brief introductory text.

Change the sample letter below to fit your own offer. Remember as you compose it that you will be following up with a minimum of 2 emails. All your offers must match in these messages.

Note that the names which include the \$ sign are a special code for both your subscriber and your offer deadlines. Don't alter these.

Adapt the text to suit your own writing style. Keep to the short text width of less than 70 characters per line.

#### Sample

-----

Subject: \$firstname - Here is the info you requested...

Hi \$firstname!

You've received this email because you've asked to read the first x pages of my new e-book manual...

"How to Create and Present a Successful \_\_\_\_\_"

Attached to this email is the PDF file with the information.

To open it you'll need the free Acrobat Reader.  
Download the latest version from:  
<http://www.adobe.com/prodindex/acrobat/readstep.html>

Then just click on the file below, and it will open automatically for you in Reader.

You're also signed up to my regular newsletter.  
You can always unsubscribe at any time (see below),  
and your name is never used elsewhere.

Enjoy your read, and I look forward to hearing  
your opinions!

Warmly,  
(Your name)  
~~~~~  
(Full signature file)  
~~~~~

\* \* \*

## **Followup Letter 1**

~~~~~

This first follow-up can be written to be used in two ways:

- 1) To remind your prospect about your original offer.
- 2) To offer a free bonus if they buy within the time-frame.

The second way is the most effective. To make this work,  
you'll need to provide a bonus product.

Sample  
-----

Subject: URGENT - Time-sensitive Free Bonus!





in the subject of this email.:

"Bonus (random number, like 3568)"

3) Press REPLY to send the email to me.

I will then email the (name of bonus) to you within a few hours.

Don't miss out - finishes \$5day for sure.  
Look forward to hearing from you right now.

Warmly,

(Your name)

~~~~~

(Full signature file)

~~~~~

PS. Are you disappointed because you bought (name of product) already, and won't be getting the (name of bonus) bonus? Don't be!

I'm going to GIVE it to you - just because you're a valued client of mine. Follow the instructions above before \$5day to receive it.

-----

\* \* \*

## **Followup Letter 2**

~~~~~

Sample

-----

Email subject heading:

\$firstname - Only 48 Hours Left!

Message body:

Hi \$firstname, this is (your first name) again...

If you have bought (name of manual) since my last email 3 days ago, congratulations!

If you haven't...

## TIME'S RUNNING OUT FOR YOUR BONUS OFFER..

This is a friendly reminder... you only have until \$2day to take advantage of my generous offer.

Remember, I am giving you the (name of bonus) manual along with my (name of manual) manual, a US\$(price) value - for just US\$(price).

The two manuals together are an incredible bargain.

## HOW TO ORDER YOUR BONUS

~~~~~

Here's all you have to do...

1) Order the (name of manual) manual now  
(  
<http://www.yoursite.com>  
)

2) After you order, you will receive a confirmation email with the downloading instructions for (name of manual). Type this special code in the subject of this email.:

"Bonus (random number, like 3568)"

3) Press REPLY to send the email to me.

I will then email the (name of bonus) to you within a few hours.

Don't miss out - finishes \$2day for sure.  
Look forward to hearing from you now.

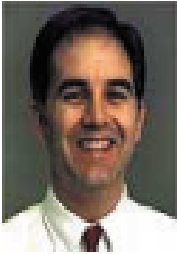
Warmly,

(Your name)

~~~~~

(Full signature file)

~~~~~



## Kevin Donlin

Kevin Donlin has been marketing online since before there was a Web. He first sold an ebook on Usenet in late 1994. He's made every possible mistake since then ... to save you from doing the same. The methods he teaches are proven and cost-effective. (He's a former teacher, too, so he can teach!)

He makes his living from a Web site he built in 1996 for his company, Guaranteed R\_sum\_s. Since 1999, he's shared his marketing methods with other small business owners via the Guaranteed Marketing site and its companion ebook, available for free download.

His web sites include:

**<http://www.gresumes.com>**

**<http://www.guaranteedmarketing.com>**

This series is his CLOSELY GUARDED autoresponder series, which he's never shared with anyone before to follow up on people who request his free job kit. He reported they save him 4-8 hours of prospecting every month and produce at least \$250-450 month in sales ... sometimes more.

\* \* \*

**Message #1**

Delivery: Instant

Subject: <name> -- FREE Job Search Kit!

<Date>

<name>,

Thank you for requesting your free Job Search Kit from Guaranteed Resumes (<http://www.gresumes.com>).

Your Job Search Kit is attached as a Microsoft Word document (rich text file).

Please let me know if you have any trouble downloading it. And best of luck to you!

Kevin Donlin, Owner  
Guaranteed Resumes

Author: "Resume and Cover Letter Secrets Revealed"  
(<http://www.gresumes.com/book.htm>)

\* \* \*

**Message #2**

Delivery: Day 2

Subject: <name> -- re: your Job Search Kit

<date>

<name>

Just a follow-up e-mail to ensure that you received the free Job Search Kit you requested yesterday from Guaranteed Resumes (<http://www.gresumes.com>).

If you couldn't download it or have any questions, please let me know.

Thanks and best regards,

Kevin Donlin, Owner  
Guaranteed Resumes

Author: "Resume and Cover Letter Secrets Revealed"  
(<http://www.gresumes.com/book.htm>)

\* \* \*

**Message #3**

Delivery: Day 4

Subject: <name> -- 10-Minute Resume Makeover

<date>

<name>,

Have you had a chance to revise your resume using the tips in the free Job Search Kit you requested from Guaranteed Resumes?  
(<http://www.gresumes.com>)

If so, you can give that resume a 10-minute makeover using a fast, easy ... and often over-looked technique. To learn more, just point your Web browser to this article --  
<http://www.gresumes.com/proof.htm>

And please don't hesitate to write with any questions!

Kevin Donlin, Owner  
Guaranteed Resumes

Author: "Resume and Cover Letter Secrets Revealed"  
(  
<http://www.gresumes.com/book.htm>  
)

\* \* \*

**Message #4**

Delivery: Day 9

Subject: <name> -- 10-Second Cover Letters

<date>

<name>,

Thanks again for requesting your FREE Job Search Kit last week from  
Guaranteed Resumes (<http://www.gresumes.com>).

Ten seconds.

Or less.

That's how long you have to make an employer want to put down your cover  
letter, pick up the phone and call you for a job interview.

Want to learn four ways to do that with your next cover letter? Just point your  
Web browser to this article -  
<http://www.gresumes.com/10sec.htm>

Best of luck to you!

Kevin Donlin, Owner  
Guaranteed Resumes

Author: "Resume and Cover Letter Secrets Revealed"  
(<http://www.gresumes.com/book.htm>)

\* \* \*

**Message #5**

Delivery: Day 15

Subject: <name> -- 5 Resume Myths

<date>

<name>,

Thanks again for requesting your free Job Search Kit from Guaranteed Resumes (<http://www.gresumes.com>)!

I hope all is well with you and your career.

Want to know -- and avoid -- 5 resume myths that can torpedo your job search?

To learn more, just point your Web browser to this article  
<http://www.gresumes.com/myth.htm>

Please don't hesitate to write with any questions!

Kevin Donlin, Owner  
Guaranteed Resumes

Author: "Resume and Cover Letter Secrets Revealed"  
(<http://www.gresumes.com/book.htm>)

\* \* \*

**Message #6**

Delivery: 21 Days

Subject: <name> -- Scannable Resumes

<date>

<name>,

By now I hope you've had a chance to get the most out of the free Job Search Kit you requested from Guaranteed Resumes (<http://www.gresumes.com>).

You've probably seen a lot of want ads that ask you to submit a "scannable resume" when applying for jobs ....

Want to create a scannable resume, quickly and easily?

To learn more, just point your Web browser to this article  
<http://www.gresumes.com/scan.htm>

Should you ever need fast, professional resume writing assistance, please don't hesitate to contact Guaranteed Resumes.

Best of luck to you,

Kevin Donlin, Owner  
Guaranteed Resumes

Author: "Resume and Cover Letter Secrets Revealed"  
(<http://www.gresumes.com/book.htm>)

\* \* \*

**Message #7**

Delivery: 28 Days

Subject: <name> -- New Employment Site

<date>

<name>,

You're receiving this as a follow-up to the free  
Job Search Kit you requested from Guaranteed Resumes  
(<http://www.gresumes.com>).

-----  
o New Employment Site  
-----

There are around 10,000 career sites on the Internet.

But FlipDog ([www.gresumes.com/fd](http://www.gresumes.com/fd)) differs from the big job sites in one important way - it doesn't wait for employers to list openings online. Instead, it prowls the Web, collects job postings directly from employers, and puts them in one central location.



Currently, FlipDog has 681,761 job listings from 51,024 different companies.

When you visit the site you can choose a location, a job category, a function, or a company, then get a list of the openings that meet your criteria.

An even more efficient approach, is to use the "JobHunters" feature. It lets you select specific job criteria and get email notices when that kind of job comes into the database.

You can also specify whether your level of interest in finding a new job is active, passive or private. This is an excellent way to gain total control over your job search - there's really something for everyone here.

Check out FlipDog and sign up for your free job search tools today at this special link:  
[www.gresumes.com/fd](http://www.gresumes.com/fd)

--

Best of luck to you!

Kevin Donlin, Owner  
Guaranteed Resumes

Author: "Resume and Cover Letter Secrets Revealed"  
(<http://www.gresumes.com/book.htm>)

\* \* \*

**Message #8**

Delivery: Day 35

Subject: <name> -- Second New Employment Site

<date>

<name>,

You're receiving this as a follow-up to the free Job Search Kit you requested last month from Guaranteed Resumes (<http://www.gresumes.com>).

-----  
o Second NEW Employment Site  
-----

WetFeet is a newly revamped employment site that offers you a tremendous amount of resources. It's one of the best I've seen in five years of helping people find jobs online.

If you sign up -- free, of course! -- you're eligible for:

- \* Free Insider Guide Highlights
- \* 10 free career-specific newsletters
- \* 20% off all WetFeet.com Insider Guide print versions
- \* Special member-only offers
- \* Access to all WetFeet.com discussion boards
- \* Free downloads

You can research and learn about opportunities at more than 1,600 companies, get advice on career management and more.

Check out WetFeet and sign up for your free job search tools today at this special link - <http://www.gresumes.com/wet>

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Best of luck to you!

Kevin Donlin, Owner  
Guaranteed Resumes

Author: "Resume and Cover Letter Secrets Revealed"  
(<http://www.gresumes.com/book.htm>)



## Jonathan Mizel

Jonathan has been publishing the "Online Marketing Letter" continuously since 1993. You'll literally find hundreds of references to Jonathan Mizel on the Internet. He's the president of Cyberwave Media and he consults for companies such as Intel, OnHealth, MyPoints, Microsoft, MotherNature.com and others.

Pay very close attention to what he says. He's one of the most experienced Internet marketers today and he knows exactly what works and what doesn't through actual experience.

His web site:

<http://www.activemarketplace.com/mizel/>

This autoresponder series is a follow up Jonathan uses for people who subscribe to his Ezine. This is a HUGE closely-guarded secret. You'll see he delivers evergreen static content that appears current. Study this example carefully"

\* \* \*

**Message #1**  
**Delivery: Instant**

Subject: <name> E-Mail Newsletter Confirmation

Hi <name>

You are receiving this e-mail because you subscribed to the Online Marketing Tips FreeZine or someone subscribed with your address.

The goal of this E-Zine is threefold:

- \*\* To keep you posted on new techniques to generate leads, close sales, and create powerful sales promotions that make you more money with your Web site.
- \*\* To notify you of changes and additions to the Cyberwave site, including new articles and featured reports.
- \*\* To notify you of new products, tools, and information you can use to grow your business.

You'll receive several updates over the next four weeks, and then you'll hear from us approximately once a month.

The e-zine is delivered over our Web site and the latest issue is available by going to:

<http://cyberwave.com/omt35.html>

If you use Microsoft FrontPage, you'll especially enjoy this information. Discover how to make your Web site look good on *\*all\** browsers. Plus, learn how to make even the biggest Web pages load blazingly fast!

Enjoy and feel free to contact us with questions or comments.

Respectfully submitted,

The Online Marketing Tips Staff  
Telephone: 303-499-1777

PS: Check out these professional strength tools for online businesses and Web site owners:

<http://www.activemarketplace.com/mizel/>

=====  
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Notice: This mail is NEVER sent unsolicited. You are receiving this e-mail because you visited the Cyberwave Media Web site and requested updates about online marketing or because you subscribed (or someone subscribed with your address) through iTarget/MyPoints to Cyberwave's Online Marketing Tips FreeZine.

This e-mail is intended \*only\* for opt-in subscribers. We keep copies of all opt-in requests.

\* \* \*

**Message #2**

Delivery: Day 3

Subject: TrendWatch 2001 - New Online Marketing Strategies

Hi <name>

Your latest issue of the Online Marketing Tips FreeZine is available by going to:

<http://cyberwave.com/omt34.html>

In this issue, we'll take a look at the top seven trends changing the way we market online.

Respectfully submitted,

The Online Marketing Tips Staff  
Telephone: 303-499-1777

PS: Discover the amazing formula to generate cash online:

<http://cyberwave.com/a/amazing>

=====

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Notice: This mail is NEVER sent unsolicited. You are receiving this e-mail because you visited the Cyberwave Media Web site and requested updates about online marketing or because you subscribed (or someone subscribed with your address) through iTarget/MyPoints to Cyberwave's Online Marketing Tips FreeZine.

This e-mail is intended \*only\* for opt-in subscribers. We keep copies of all opt-in requests.

\* \* \*

**Message #3**

Delivery: Day 7

Subject: Discover banner advertising

Hi <name>

The latest issue of your Online Marketing Tips E-Zine is available by going to:

<http://cyberwave.com/omt30.html>

Discover how to REALLY use banner advertising to generate online sales. (Hint: It's not how you think).

Respectfully submitted,

The Online Marketing Tips Staff  
Telephone: 303-499-1777

PS: Discover Declan Dunn's new product, "NET Profits, How to win the Internet Game" by clicking below:

<http://cyberwave.com/a/profits>

=====

==  
Notice: This mail is NEVER sent unsolicited. You are receiving this e-mail because you visited the Cyberwave Media Web site and requested updates about online marketing or because you subscribed (or someone subscribed with your address) through iTarget/MyPoints to Cyberwave's Online Marketing Tips FreeZine.

This e-mail is intended \*only\* for opt-in subscribers. We keep copies of all opt-in requests.

\* \* \*

**Message #4**

Delivery: Day 12

Subject: The lazy way to Internet marketing success

Hi <name>

Your latest issue of the Online Marketing Tips e-zine is available by going to:

<http://cyberwave.com/omt32.html>

This issue reveals the lazy way to Internet riches! Discover how to boost your Web site's profitability and turn it into a money-making machine!

Respectfully submitted,

The Online Marketing Tips Staff  
Telephone: 303-499-1777

PS: If you like this free e-zine, you'll love our paid newsletter!

<http://www.activemarketplace.com/mizel/>



=====  
==

Notice: This mail is NEVER sent unsolicited. You are receiving this e-mail because you visited the Cyberwave Media Web site and requested updates about online marketing or because you subscribed (or someone subscribed with your address) through iTarget/MyPoints to Cyberwave's Online Marketing Tips FreeZine.

This e-mail is intended \*only\* for opt-in subscribers. We keep copies of all opt-in requests.

\* \* \*

**Message #5**

Delivery: Day 18

Subject: Register a killer new domain name!

Hi <name>

Your latest issue of the Online Marketing Tips e-zine is available by going to:

<http://cyberwave.com/omt36.html>

Discover what the fuss is over the new 63 character domain names! Can they really help you get better search engine ranking? Plus, new tools to make your Web site more profitable.

Respectfully submitted,

The Online Marketing Tips Staff  
Telephone: 303-499-1777

PS: Learn how to make money selling simple info products and easy-to-build two-page Web sites:

<http://cyberwave.com/a/gimme>

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Notice: This mail is NEVER sent unsolicited. You are receiving this e-mail because you visited the Cyberwave Media Web site and requested updates about online marketing or because you subscribed (or someone subscribed with your address) through iTarget/MyPoints to Cyberwave's Online Marketing Tips FreeZine.

This e-mail is intended \*only\* for opt-in subscribers. We keep copies of all opt-in requests.

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**Message #6**

Delivery: Day 28

Subject: Multiple revenue streams

Hi Test E-Mail

If you offer, or are thinking of offering, other businesses? products on your Web Site, here's some great news!

My friend Declan Dunn has developed a complete training system which reveals how you can begin...

€

Winning the Affiliate Game: The Ten Step  
Master Plan for Maximizing Your Profits

Discover how to select the best associate programs and test them for profitability, and receive Declan's Internet marketing system (\$197 value) which reveals how to increase your affiliate sales quickly and dramatically.

Drawing on his experiences with clients like BeFree, BabyCenter.com, ProFlowers, and MotherNature.com, Declan has created the first real training program any affiliate can use to add additional revenue streams to their Web site.

(Note: Declan will be speaking at our upcoming seminar in February. Watch your e-mail box for the exact dates.)

Because of our exclusive relationship with him, we have arranged to offer you "Winning The Affiliate Game," and his tested, proven E-Business Maximum Cash Flow System.

Take a moment to check out:

<http://cyberwave.com/a/winning>

You'll be glad you did!

Sincerely,

Online Marketing Tips Staff

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**Message #7**

Delivery: Day 31

Subject: Viral marketing power

Hi <name>

The latest issue of your Online Marketing Tips E-Zine is available by going to:

<http://cyberwave.com/omt37.html>

Discover how to use Viral Marketing to generate free traffic to your Web site, and learn about new free viral tools you can use in your own business.

Respectfully submitted,

The Online Marketing Tips Staff

Telephone: 303-499-1777

PS: Check out "Nothing But Net - The \$750,000 online marketing case study" by clicking here:

<http://cyberwave.com/a/net>

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**Message #8**

Delivery: Day 37

Subject: The Amazing Formula

Hi <name>

If you're interested in selling your products by the hundreds or even thousands, listen up:

Back in 1992, I received a call from a strange man in Dallas, Texas who had the nerve to phone me and say that he knew a few simple tricks I could implement that could dramatically improve my sales.

The man's name was Marlon Sanders.

At first, I thought he was nuts. Most of his ideas sounded like they would never work. However, in an effort to humor him, I tried them out anyway.

Within six months, I had quit my job and was making a very respectable living selling my information products on the Internet ... in large part with his help.

Marlon's ideas literally transformed my business and my life into something I had complete control over. Now, I work when I want to, travel 10 - 12 weeks a year, and I'll never have to worry about having a job again (thank God).

Marlon shows you exactly how to get people to spend money online. In his new product, he gets right down to the nitty gritty and reveals everything he's ever learned about marketing on the Web, including the psychology of making sales online.

To find out more about his amazing program, click here:

<http://www.cyberwave.com/a/amazing>

Enjoy!

Jonathan Mizel  
Editor, Online Marketing Tips  
303-499-1777

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**Message #9**

Delivery: Day 41

Subject: Discover the power of opt-in e-mail

Hi <name>

The latest issue of your Online Marketing Tips E-Zine is available by going to:

<http://cyberwave.com/omt20.html>

Discover how to use opt-in e-mail to continuously generate traffic to your Web site.

Respectfully submitted,

The Online Marketing Tips Staff  
Telephone: 303-499-1777

PS: Discover all the tools and products we recommend:

<http://cyberwave.com/products.html>

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**Message #10**  
Delivery: Day 47

Subject: Online Marketing Success Story

Hi Test E-Mail,

Here's some great news for online business owners who want to promote their site, but don't want to spend a lot of hard-earned cash.

One of my friends and business associates just wrote an awesomely cool new book which reveals how he generated over

\$750,000 in revenue on the Internet his very first year.

The incredible thing is, he took just a few of my ideas and techniques, and literally created a sales explosion on an extremely limited budget. And, he did it 100% online, without using any other kind of advertising!

His name is Michael Campbell, and in addition to sharing how he made so many sales, he also reveals his personal search engine secrets, along with real-life case studies and step-by-step instructions.

This is critical information for anyone on a limited budget who wants to generate the maximum number of dollars, and get the highest return-on-investment possible.

Complete details are available by going to:

<http://www.cyberwave.com/a/net>

Check it out. You'll be glad you did!

Online Marketing Tips FreeZine  
303-499-1777

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# Summary:

Autoresponders, sequential email, relentless follow-ups are the core of what Inetekk's systems incorporate. But Inetekk's systems go much further than this.

We understand that you need email to send to. You can go out and pay for an ad to run in an ezine or buy a list and write an ad to convince the reader your product, service or opportunity deserves their request for more information and send their request to your autoresponder. If your lucky, you will get a %5 return from that ad. However, most people get less than 1% with this type of advertising.

The Inetekk systems gives you several solutions to building a large database. By the way, the database is the most important part of your campaign next to actual sales. If you have a large and viable database, you can go back and sell again and again.

What do you think your intended target's reaction would be to the following?

1. Send for more information on your "fee based product or service".
2. Send for more information on your "get in at the top opportunity".
3. Go to my link to get a \$100s worth of free FFA submission services
4. Go to my link to get a free vacation package
5. Go to my link to get a free massive FFA lead generation system

If you picked items 3, 4 or 5 your absolutely correct! You can get up to a 40%+ responds to free services that are of real value.

What if you could post your ad to 100,000s of free ad services (FFAs and Classifieds) with an email address that captures the respondents reply into your database for further activation to send your offers to? And what if you could personally reply to this massive database with one mailing, week after week offering your valuable free services? What if this could all be automated?

You would be ecstatic, right? This is just a few of the most advanced state of the art systems Inetekk offers.

One more thing. What if you could offer this ebook, personalized to you, including links, as an incentive to reply to your email or web based campaigns? Would your campaigns achieve greater success? I bet they would!

Here is the best part.....

It will only cost you about a dollar a day for all of this. To find out more and to take a no obligation tour of all the benefits of our services go to my website at:

<http://mdxsamohtresearch22.permaworldgroup.com/members.shtml>

Sincerely,  
Thomas Bollinger