

**10 Quick and Easy Ways
to Increase the Profits of
ANY Web Site Overnight!**



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10 Quick and Easy Ways to Increase the Profits of ANY Web Site Overnight

by Terry Dean

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How a New Jersey Truck Driver Earns \$130,267.33 A Year Online Without Any Products of His Own to Sell



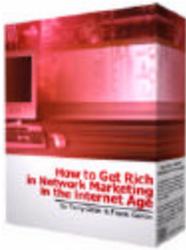
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How to Earn BIG Money Online Without All the Pain and Hassles of Product Development...This Licensing Package Will Set You Up With Everything You Need to Profit Online Selling One of Our Top Products.

Terry Dean's Fan Club

(Testimonials for My Products and Services)

Please Note That These are Exceptional Results – You May Do Better or Worse

"Terry, you looked at my site for only 5 minutes...and the suggestions you made doubled my conversions immediately for twice as much profit on each visitor"

Randy Charach, www.randyreport.com, Vancouver, BC

"I interviewed Terry Dean on The Inside Success Show and loved every minute of it. His expertise in creating profitable internet businesses and his excitement for helping people earn great incomes online, really made for a great show. Our listeners loved his warm and captivating style. I highly recommend him for any show."

Randy Gilbert - The Inside Success Show - <http://theinsidesuccessshow.com>

"Within 10 days after returning home, and using the techniques I'd learned, I built a web site, set up a marketing strategy and put my plan into action. WOW! In less than 24 hours I'd made over \$2,000 and got more than 100 leads! I about fell out of my chair! The principals I'd learned from Terry and Ted really worked! Believe me... the results are fast, easy and automatic."

Barbara Karnes, New York, NY

"Just one of my clients went from zero sales on the Internet to over \$250,000 a month in revenue and we're looking to do over \$400,000 a month in a very short period of time. That's a 400,000% increase in a little over a year! Thanks Terry for all your help and for providing such a simple yet proven approach to making money on the Internet."

Eric Stewart - Online Marketing, Inc. - www.omicentral.com

"Terry Dean's protege class taught me how to write a sales letter for my ebook that's averaging a 6.2% conversion rate, set up joint ventures, which has led to several ongoing partnerships, my being featured in ebooks and in interview series, more exposure, more opportunities... the complete snowball effect. And write and submit articles, leading to free publicity, book reviews, more joint ventures...and more sales."

Sharon Fling - <http://www.localbizpromo.com>

"What am I really going to learn from him that I haven't already heard about from gurus like Jay Abraham, Dan Kennedy, Yanik Silver and Corey Rudl?" The answer is: a lot of stuff. One strategy alone made me over \$10,000 within the first three months I used it."

Bill Harrison - <http://www.BookMarketingUpdate.com>

"Terry - your information has blown my mind - and I'm as skeptical as they come. I don't have any choice but to follow your advice in the future, because your advice has brought in over \$30,000 in cold, hard cash to me in the last two months. THANK YOU!"

Bryan Ellis - <http://www.investoracademy.com>

"As a result of applying what Terry teaches on his Netbreakthroughs site, I've earned over \$220,000.00 in 2001. I've also gotten Radio Interviews, TV infomercial time and am now considered a "Guru" myself because I've learned so much from Terry."

Brian Garvin - <http://optinlightning.com>

"I have purchased quite a few of your courses---they really are the best available on the Net, and believe me, I know. Following your instructions, my son wrote a digital book and started selling it on his web site. He has made more than \$14,000 in four months. The orders keep rolling in, day and night. Not bad for his very first effort ... and he is 17 years old!"

Hakim Chishti - <http://www.tractorbynet.com>

"Terry Dean has taught me a tremendous amount over the three years I've known him. I swear every time I talk to Terry he comes up with a multi-thousand dollar idea for me!"

Mark Wittkowski, President, <http://www.onlineautomation.com>

"I quit my job within just a few short weeks of getting your course and now I work from my home, earning a very nice living online. I bet you're not surprised. All those years I spent dabbling and experimenting...I knew there was a way to earn a substantial income doing something that I love, and you showed me how to do it. And so, even though you may not know me all that well, there are thousands of customers all around the world who do."

Jimmy Brown - <http://www.profitvault.com>

"It was the most amazing money-making event I've ever WITNESSED in my whole life! The next morning, I was truly impressed when you showed us in REAL TIME how you made \$13,500 overnight! I was even more impressed when I found out that you made \$33,245 in 3 days! And most of it was pure PURE PROFIT! Incredibly amazing! You just gave me a real, documented and UNFORGETTABLE live experience of how to create "Instant Cash Flow on Demand! And you know what Terry?...After that momentous event, I knew without a doubt in my mind, that ANYONE - including myself - can do it, too."

Joel Christopher - <http://www.successaccess.com>

"By the way, I sent out an e-mail last night, woke up in the morning, went to my "day job", came home, checked my clickbank account and I had made \$181 dollars while I was sleeping and at work (making money there too).. without lifting a finger and it wasn't even my own product! Then I checked sales of my own product on pay pal and I raked in another \$327.36.... plus two snail mail orders from my PO Box for an additional \$133.00 Total for one day: \$641.36... And I only have one product and I feel like I'm just getting started! Not to mention the fact that I haven't even used a fraction of all the many strategies from your programs! I feel like there's a lot to look forward to!"

Tom Venuto - Certified Health-Fitness Instructor - <http://www.fitren.com>

"Terry, you made me make close to \$1000 within 48 hours, and all I did was send out an email that took me 5 minutes to draft! You really do put the money where your mouth is when you said you can increase the profits of any website in one hour or less! Thanks Terry! "

Jo Han Mok - <http://www.SuperFastProfit.com>

"You've been a godsend over these 12 months. A year ago, I was groping aimlessly and miserably... totally lost in a sea of unknown Internet territory. Today, with 100% guidance from yourself, I've been able to develop a product from scratch and now publish an ezine. I still have a bit of a mountain to scale, but thank goodness I have a fat binder of your teachings to fall back on. Your coaching skills are absolute tops and deserve pinnacle billing to all those who desire to learn Internet marketing from a Pro. And that, my friend, is YOU!"

Darryl Ruff - <http://www.Plug-In-The-Blanks.com>

"This is one of the best membership sites I've ever joined on the Internet. Your 'Ad Results' are in itself worth the membership price many times over. I was all set to purchase a certain \$197 ad when you revealed your own dismal results (only 32 visitors and zero sales) from that same ad. So, I saved \$197 that would otherwise have gone down the drain! Thanks a million, Terry!"

Carl Devendorf, [BusinessSecretsExposed.com](http://www.BusinessSecretsExposed.com)

"Terry! I'm shocked at how dirt cheap a subscription to your site is, it really should be at least \$50 a month. I calculate that I've saved a bare minimum of \$2,500 based on your ad test recommendations in last 8 months... I feel guilty saying this, but I almost don't want to tell other marketers about this, this is the kind of nitty-gritty info that can easily make a guy a fortune."

Kirt Christensen, web entrepreneur, <http://www.buyingwebbusinesses.com>

"I Joined Terry Dean's members site 4 months ago and since then I've quit my job, planned two holidays to tropical Queensland for this year alone. It seems like I'm coming up with new product ideas everyday which my customers love. If you've been looking for information that will take your business to the next level, look no further."

Shane Pearce, <http://www.masterinternetmarketing.com>

"I just joined your membership site...By far this is the BEST and MOST up to date information that I've seen on the Internet. This is good stuff...\$19.95 is priced way too Low!..."

Maurice Smith - <http://www.amazinglettertemplates.com>

"Terry is so far ahead of the rest, it's not even funny. And he gives you twice the usable information of his competition at HALF the price. I have always found him to be friendly, honest, and helpful. He has absolutely put a ton of money in our pocket following his advice, and we've only applied about 10% of what he teaches."

Frank & Marie Garon - <http://www.internetcashplanet.com>

"Terry, I joined NetBreakThroughs on the advice of a colleague of mine Frank Garon. WOW, was I impressed! The sheer work that has gone into this website in terms of content, resources, training materials make it a must for any Internet Marketer for whatever level you are at, there is just so much there. It's great to see the REAL outlets to advertise in every single week."

Andrew Fox - <http://www.ultimatemailer.com>

"Thank you so much for the information you share in your newsletter, in your products and on your site. You might like to know that, using some of the things you teach, I've secured \$60,489.00 over a 6 month period! What you teach works - BIG TIME"
Mickey Wong, owner of Easy4all Internet Solutions

"If I may say so, you have great skills; you teach with precision and you respond to everything I ask, but perhaps one of your greatest qualities is that you 'inspire' people. This is a rare quality indeed. Today, you've given me a priceless 'shining beacon' as a guiding light to enhance my chance of success and for this I will be ever-grateful. Terry, we say of someone of your kind, here ..."He's a breath of fresh air". This is absolutely true of you. Thanks for what you've said and done for me generally, but particularly today."
Geoff Carter, Nottingham, UK - <http://www.marketinghelpline.com>

"Hi, Thanks for your free time. I do a charity for kids with cancer, crippled kids, & starving kids. Since I have been following Terry's advice my profits went up 2000% in December. Please tell him if he doesn't read this. I appreciate it. I really worked hard on search engines and now have 200 #1 spots on Google, Yahoo, and AOL. "
Locke Frazier, Executive Director, <http://www.ArtToStopCancer.com>

"Of all the Internet Marketing gurus, Terry has the most organized, concise, tested and proven Internet Marketing plans that anyone can adopt for a successful Internet Business. He is one marketer who takes testing to the limit, and this scientific approach speaks for itself. Who can forget the \$33,000 in 72 hours? Fail to plan, and plan to fail. Use Terry's Plan, and SUCCEED! Terry Dean is the Coach of Internet Coaches!"
Jo Han - Turn your Website into a 24/7 Cash Cow! - <http://www.KillerWebCopy.com>

"You have truly outdone yourself! I just completed reading your new course, "How To get Rich In Network Marketing In the Internet Age" and I sure got my moneys worth. I immediately implemented two of your suggestions in my program and got immediate results. In fact, one suggestion improved my telephone results by 75% the first day! That is unheard of, I just had to let you know! You are a great coach and now I can tell you that this program is easily worth 5 to 10 times what you charged me!"
Mike Bowman - <http://bowman.freelife.com>

"I am amazed at what is on this tape set. It is by far the best network marketing course I have ever purchased. You really have a great system and most importantly... it is totally DUPLICATABLE! You could have easily charged double the amount for this information and it would still be worth every single penny!"
Al Martinovic - <http://www.ineedsmokes.com>

"As a full time networker, I thought I knew it all... but I couldn't help but order your new tapes with Terry Dean. I thought the last set you guys did was great ... but these new tapes really put all the pieces in place I needed to tie everything together! I substantially raised my income the very next day (I won't tell how much...you might just charge more)!"
Daryl Orr

"All I can say is..."WOW"! Uhhh. I lied. I can say a whole lot more about a tutorial that just might become The Ultimate Training Manual for running a successful Network Marketing Business on the Internet. I can't believe I read the whole 116 page transcript in one setting! Yeah. I did take a bathroom break. But the darn thing was just plain... riveting."
—Edward Thorpe, The-Home-Grown-Biz-Advocate.com

"All I can tell you is WHERE was this info when I first started??? It sure would have saved ALOT of money AND heartache! Folks, if you're only going to pick up one product on how to step-by-step become successful in network marketing on the Internet...you would be foolish NOT to make this your choice!"
— Dave Reno - MSC4U.com

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“How to Use This Report to Increase Your Web Site Profits Overnight”

My name is Terry Dean and I want to thank you for downloading this special report to your computer.

This report was created to help navigate you through dangerous Internet waters. I've been doing this business for almost 7 years now, and I've seen everything you can imagine try to pass for Internet marketing advice.

I've seen beginners write ebooks about making millions online and then come to me to ask how to sell it. I've also seen people who have never written a sales letter sell products on copywriting.

Web designers will offer to create you \$10,000 web sites. When they're finished, the site is an artistic piece of work, but no one ever spends a penny there. It doesn't matter how professional your web design and graphics are if the sales copy doesn't make the sale.

Internet “gurus” appear overnight and are gone just as quickly...

Yet, this is the marketplace many of my products are in.

So this ebook was created with one reason in mind...to prove to you that my techniques will produce profits for you immediately.

Use the methods throughout this special report. Apply them to your business. You'll see an immediate boost in profits for your site.

It follows a principle I've learned and followed in my business, “Give First and Prove Your Worth.” This free special report contains better training advice than most of the PAID Internet marketing products you'll find in the marketplace.

Once you see how powerful many of these techniques I given to you freely are, you'll want to see just what I have in my “paid” products.

Remember, this is the free stuff. Wait till you see the kinds of strategies and techniques I talk about in the products I'm selling. Not only does each

product talk about methods and techniques, but every single one of them gives you specific step-by-step directions of how to do it...and many of them even provide TOOLS to get the job done for you.

In case you're new to the Internet and don't know who I am, I'm an Internet marketing coach. I avoid the "guru" label so please don't use it referring to me. Too often, an "Internet guru" means someone who has written a book, but can't figure out how to sell it online.

So I use the title of "Internet marketing coach." I coach you and push you in the right direction to making money online for you and your business. Just like a sports coach draws out a plan, encourages their players, and pushes them to success, I'll do the same thing for your Internet business.

This report and my products give you the plan. I often use audio tapes or CDs in a marketplace full of ebooks because they also enable me to encourage you. I'm sure you've listened to a tape that just motivated you, encouraged you, and pushed you to action. It's a much better motivating format than simply written material.

I have even been known to apply a boot to the backside to push someone to action. Because without taking action, all these strategies will never produce results in your business.

Seven years ago I was over \$50,000 in debt, had 13 credit cards maxed out, and worked at odd jobs to eek out a living. My most famous JOB (Just Over Broke) was the one right before I started my Internet business. I was delivering pizzas for Little Caesar's for \$8 an hour.

Creditors were calling every day demanding payment. We were paying card #1 with funds from card #2...and so on. Eventually my wife and I were completely over our heads.

We tried to get help from a credit counseling agency. They told us they could combine all the bills into one monthly payment, but that payment was more than we could afford. So they said GOODBYE.

I was desperate to say the least. I didn't want to declare bankruptcy because I was taught as a child that you should always be responsible for the mess

you cause (yes, those bills were caused by our own stupidity and buying a lot of things we didn't need and couldn't afford).

I heard about the Internet...and how so many people were earning fortunes online. So I used my last working credit card from Best Buy and spent \$2,500 to buy a computer, monitor, and printer.

I went online for my first exposure to the Internet. Up to this point my only experience with a computer had been Commodore 64's and Commodore 128's if those could even be called computers.

I looked for and found several home business people who had succeeded online. I paid \$200 for software and \$149 for a low cost license to a product (allowing me to sell their product online).

Within 3 months of owning the computer I had starting earning a trickle of money coming in. Within 6 months I quit my jobs...and have never had a job again.

I purchased licenses to other people's products and continued to sell, learn, and build my business over the next couple of years. All those credit card bills were paid off.

After 2 years full-time online, I realized others would want to learn my secrets. So that became the beginning of my consulting, coaching, and product training business.

Throughout the past few years I've sold millions of dollars online. Many of my customers and clients have done the same...becoming wealthy in the process.

My time has become very valuable, because hundreds of thousands of people have been exposed to my training.

I used to earn \$8 an hour, but now my consulting rates are \$1,000 per hour. This report has taken me 7 years to learn, 25 hours to write, and could be worth millions to you.

Thousands of Internet success stories have been created...

Will You Be My Next Million Dollar Success Story?

Internet Profit Building Method #1

Focus on Direct Response

What is the purpose of your web site?

A lot of webmasters have not asked themselves this all important question.

For some reason, they seem to think that the purpose of their web site is to give away free stuff. Or it could be to be a “showcase” for their products. Or it could be to create links to all kinds of resources. Or it could be to have fancy Flash graphics and build a brand name.

Hogwash!

If you're a business, the purpose of your web site is to **SELL** something.

Generate a million visitors to your site and you just have to pay additional “bandwidth” fees with many hosts. Generate a million buying customers to your web site and you're on the way to the bank.

Your web site should have **ONE** main focus. It should not be selling a dozen products, a dozen opportunities, or linking to 10 different affiliate programs.

Having a dozen links (or even half a dozen links for that matter) on your main web site just **CONFUSES** your visitor.

When someone visits your site, it should be clearly obvious what **ONE** action you want them to take.

There are only two possibilities for this one action:

Option 1: Buy a product or service.

Option 2: Leave their email & other information for follow-up.

If your strategy is option #1, then the best way to accomplish this is to use a strong selling letter as the primary text on your web site. No, you don't want a lot of links. No, you don't want to make people click “continue” to go to the rest of your sales piece.

Simply have a powerful sales letter written for your product or service and post it to your web site. You can add a few graphics if you like such as your picture, a picture of the product in action, pictures of happy customers, and even a header graphic. The focus of your web site is the sales copy.

Graphics don't sell...and a picture is NOT worth a 1,000 words! Give me a 1,000 words and I'll beat your picture every time in the selling process.

Look at a few of my web sites and you'll see this is exactly how I sell online (and how all of my clients sell)...

<http://www.zprofit.com>

<http://www.internetcopysecrets.com>

<http://www.internetjointventures.com>

Yes. I know what you're thinking. I've heard it a thousand times, "But Terry, my product or service is different because _____."

Insert whatever your complaint is in the blank above. I've heard it already...and my answer has always been your product is NOT different.

If you're selling to humans, then the psychology is the same. Whether they're marketing humans, software programming humans, golfing humans, etc., it doesn't matter. They're still part of the human race and they're still motivated by the same system.

Unless your customers are from a different planet, this is the system you follow.

Having multiple links to all different sites may be what "Internet guru's" have told you to do, but that's why they're still having trouble selling their \$19.95 book.

Having a "catalog" will just confuse your visitors. You want to sell your lead-in BEST product upfront (the one which they buy the quickest and easiest), and then only show CUSTOMERS your full catalog after they've purchased something from you (at that point you'd have their contact information to follow-up and sell these others products also).

There is only one reason to not have a sales letter as your main page...and that's if you choose option #2 above for your web site purpose.

If you're selling \$2,000 widgets to a cold audience, that's a hard sale. If you're selling \$10,000,000 airplanes, that's a hard sale. They're probably not going to make up their minds and buy right now while they're at your web site.

So in comes option #2. This is the ONLY other possible purpose of your web site...to collect email addresses and other contact information.

My web site at <http://www.bizpromo.com> follows this purpose. People visit the site and they leave their name and email address in exchange for my free report. This is the ONLY option they're given at the site. They either leave their information or they don't.

They either get the free report or they don't. Visit the site above. Is there any confusion about what I want you to do? No. It's simple. That's the key. I basically tell you that if you do A (give me your information), you'll get B (these benefits in the report).

When people leave me their contact information I can then follow up on them. I'll send them good training material by email, but I'll also make special offers for my products. If I have one dozen products, then I can offer them those one dozen products one at a time...and tell them all the incredible benefits of each one.

So I may only give them a freebie today...but I end up earning money from them for years to come. Having a qualified targeted opt-in email list is as good as money in the bank.

The way to get them to give their email address is to offer them something special...a free report, an e-course, etc. Tell them what they'll get and all the benefits from it.

You don't have to stop at email addresses. If you're a medium size or large company, you may also want to get their mailing address and phone number. You could send them out a letter, audio, or video in the mail. You could follow-up by both email and direct mail. This would increase your sales conversion rates, but of course it increases your costs substantially as well.

You can also follow-up by phone. If you're selling the \$10,000,000 airplanes, then I would definitely want to do phone follow-up in addition to my email and direct mail follow-up. Phone follow-up has the highest response. Direct mail is second. Getting people to leave their phone numbers is the most difficult so you only get the most qualified prospects (and cut down on your leads dramatically).

Email follow-up actually produces lower response rates than direct mail or phone, BUT it is free. You can follow-up one time or a 100 times...on one prospect or 1,000,000 prospects...and the cost for your email will be the same (very cheap).

So when you're building your web site you have to choose what your primary goal for this site is.

Will you have visitors buy your product or service...or will they simply be signing up for a freebie?

If you're selling a product under \$50 with high conversion rates (2% or higher), then selling the product is often the best choice. You can use what we call a pop-up on exit to give away a freebie to get their email address.

If your product is \$97 to \$197, then it depends on your conversion numbers and strategy. You may have to test to find out which approach makes you the most money.

If your product is a higher ticket item, then you are most often better off with the free lead generation page first. Then take subscribers to your sales site. The email you send them will have their freebie and will begin following up to sell your product.

If you're an affiliate selling someone else's product, then the free lead generation page is almost always the best choice. You advertise your web site, get people signed up for your email list, and then you promote the affiliate products.

All my top selling affiliates have their own opt-in email list which they concentrate on building. So if you want to be a top selling affiliate, guess what you should do? You should concentrate on building your email list.

Internet Profit Building Method #2

Use Direct Selling Principles

I hear it all the time, “I want my web site to look extremely professional.”

My response is always, “So you don’t mind being broke?”

People have different reasons for building a web site. Some want to have a pat on the back and to be told what a good job they did. Others may want to have their friends look at the site and be impressed. Others may just want respect in the marketplace and to be looked at as an expert.

All of those reasons are OK. My customers and I want to make money from our web sites. So we follow a strategy designed to help us do that.

I’m not against good looking web sites. I have nice graphics on my web sites. I spend between \$100 and \$200 on each one to get professional graphics done. The focus of the sites though is on SELLING.

Your web site either makes the sale or you stay broke.

If you have a professional writer, an English professor, or a web designer create the words for your site, then you might as well quit now while you’re ahead.

All of the above could of course do a very good job IF they have copywriting and ad writing experience. If they haven’t written successful ads before, then fire them...and do it quickly before you waste any more money.

A good web site is intended to SELL something. If you want people to buy your product, then you have to SELL it to them. If you want people to give you their email and contact information, then you have to SELL them on the benefits of doing that.

If you hire someone to write the words for your web site, then they must be an experienced ad copywriter. They should be able to show you other ads they’ve written and tell you the kinds of conversion numbers those sites have received.

The best person on the planet to write the words for your web site is YOU.

You may say, “I’m not a writer.” My response is GOOD. Then you’re qualified (or can become qualified quickly). Creating words for your web site is all about being personal and simply following a simple common sense conversation.

You grab the visitor’s attention, tell them the benefits of your offer, show them how other people have liked it, and make it risk free to try out. If you were to sit down and tell me why I should buy your product, that would be 90% of your web site copy right there.

Hint: Top copywriters (who earn \$15,000 or more per ad + royalties) will often interview the best sales person at a company...and a word-for-word transcript of that salesperson’s pitch becomes the rough draft for their web site piece.

I can’t cover all the principles of ad writing in this report (we have our copywriting course for that), but I want to cover the most common mistakes right here.

When I do a web site review for someone (for \$250) or an hour long phone consultation (for \$1,000), these are often the very same mistakes I find on their web pages. So save yourself some cash and fix these now...

Direct Response Mistake #1 – No Headline

I’ve seen, “Welcome to My Web Page,” so many times that the very sight of it makes me sick. Most web sites (over 80%) don’t have any clearly visible headline, not to mention a good one.

The very first thing someone should see when they visit your web site is NOT your graphics. It’s NOT a flash presentation. It’s a headline. Your headline should be at the very top of the page and it should be in a larger font than the rest of the web site. In most cases it should be in a different color than the rest of the text.

Sidenote: Your main text color should be black on a white background. You can have other colors on your site, but the background behind the text

should be white. The color of your main text font should be black. No exceptions. This is the easiest format to read.

Your headline is the ad for your web site. It has to immediately make a surfer STOP dead in their tracks and start reading your first sentence of the ad copy. It should be giving them the BIG benefit up front. Visit my web sites listed in the beginning of this report and you'll see a dozen examples of this.

If your headline doesn't make people stop and read more, then the whole web site is worthless. No one will even read it.

Direct Response Mistake #2 – No Benefits

This is a basic copywriting principle. Your web site should cover both features and benefits. The features of your product are it's description and what it is. Benefits are what it does for your customer.

You should always combine both into your sales presentation. If your offer is for an ebook, then the fact that it's in Adobe Acrobat format is a feature. The benefit is that anyone can open it using the free reader and they get it instantly when they order.

If your product is a tax course and it comes with easy fill-in-the-blanks forms, that is a feature. The benefit to that would be that it saves time and reduces IRS worries as they get to use your forms to document everything.

In other words, everything I'm doing on my web site is appealing to both the emotional side and the logical side of my customer. People buy based on emotion, and then justify their decision to others based on logic.

Think about a Mercedes. People buy a Mercedes because of how important it makes them feel...and it's status symbol power. The reason they tell you they bought the Mercedes is because of it's impressive reliability. That's the emotion and the logic combined.

Visit some of my web sites. Print out the sales letters. Pay special attention to reading through the bullet points. In almost all of them, you'll see both the feature and the benefit mentioned.

Direct Response Mistake #3 – No Personality

You don't write your web site to come from "we." Way too many webmasters are trying to make their web site appear like a large faceless corporation. And that's a big mistake.

Your web site should appear to be a letter written from one person. In many cases it is even a good idea to put your picture on the web site. Sign the web site at the bottom with a graphic which looks like your signature (don't use a real signature as someone may copy it).

Talk about yourself as I. Talk to your customer as You. If you use figures of speech when you talk, then put them on your web site (as long as most of your customers would understand them). Write the copy for the web site like you were writing a letter to a friend selling your product.

Be friendly. Be approachable. Your web site copy is not coming from your company. It's coming from you. You stand behind your guarantee. You stand behind your promises. So always tell them who you are ...and why they should trust you.

Direct Response Mistake #4 – No Testimonials

Everybody wants to know what kind of results other customers have received from your products and services. So use testimonials from customers on your web site.

The more testimonials you have, the better your sales numbers will be.

The best testimonials are ones which state specific results.

"Using your information I made \$4,453 in just 7 days."

"I lose 23 pounds in only 2 months on your program."

"My golf score went down by 8 strokes the first time I played."

"I save \$8,434 off my 2002 tax bill with your help."

Testimonials which say you're a great person or are non-specific are not nearly as effective...although they can be used until you get more specific ones.

Your testimonials should say the person's full name and city/state if at all possible (on my web sites you'll notice I use web site addresses since my customers are web businesses).

If you have them available, you can even use pictures. A picture of the customer beside their testimonial increases the credibility. Before and after pictures are especially effective for weight loss type of offers.

If you have recorded testimonials, you can turn those into Real Audio files. Post them to your web site and put a link beside the written testimonials that visitors can click and hear the testimonial in your customer's own words.

Direct Response Mistake #5 – No Guarantee

Buying anything is risky. Buying online is even more risky. You're buying a product unseen and you probably don't know much about the person or company you're buying from.

So take out as much of the risk as possible for your customers. Offer them a full money back guarantee for as long of a period as possible...90 days, 180 days, one year, etc.

You take all the risk. In most cases I even call this a "trial." If for any reason they try out the product and don't like it, they can return it for a full refund. No questions asked. They don't have to decide today. Purchase it, test out the techniques, and then decide if it's right for you or not.

You should be taking all the risk for your customers and offering a full money back guarantee.

Yes, sometimes you will get burned. People will buy your product and copy it. Or they may buy a digital product from you, copy it, and then ask for their money back. That kind of jerk is out there. They are only a very small portion of your business, and the increased sales from the guarantee more than makes up for them.

Internet Profit Building Method #3

Build an Opt-In Email List

I mentioned this in Method #1, but it is absolutely vital to your Internet business. Ask any top marketer or webmaster what their most valuable asset is. It wouldn't be their products. It wouldn't be their location. It wouldn't be their employees.

The most valuable asset to any business is their customer list. The most valuable asset to any Internet business is their email list.

Your email list is your Internet business.

If you don't have an email list, then you don't have an Internet business.

Let me repeat that sentence. If you don't have an email list, then you don't have an Internet business.

It should be one of your primary goals. If your web site is focused on selling a lead product, then you should also be using a pop-up on exit to capture email addresses for those who don't buy.

If they leave your site without buying your product, they're offered a freebie for giving you their email address and name. Obviously, if they buy your product, you have their email address.

So you're building at least two lists of people. You're building a list of customers (everyone who has purchased from you). You're also building a list of prospects (everyone who has given you permission to email them).

If you're a more advanced business, you should even have further separations for your lists (such as a list of people who have purchased each individual product). Advanced shopping cart systems allow you to do this now...and then email your list of customers for any individual product any time you want.

Once you've start building your opt-in email lists (opt-in means the person specifically gave you permission to email them), then you need to be aggressive at marketing to them.

Most people who are wondering about if they're sending too many emails to their list simply aren't sending enough. You should send out an email as often as you have something valuable to say.

If you have a free tip you want to give them, email them. If you have a special offer on a benefit rich product, email them. If there is an update you want to send out, go for it.

You could potentially email them everyday if you have something important to say that often. The most common email contact frequency is once per week, but you can definitely do it much more often than that.

The key to earning big money from your opt-in email list is cultivating your list. Having a list of subscribers is one thing. Earning a lot of money from it is another.

Cultivating your list is made up of three parts.

Cultivation Aspect #1 - Content

Give your list good content. Give them good information and actually try to help them reach their goals. This content could be made up of your articles or the articles of others. Either way, it needs to be laser focused on helping them achieve whatever you're promising them.

My newsletter has a main article in every issue and it also includes a search engine question and answer section. Both of these are there to deliver the content aspect of the newsletter. If you're not giving them enough content to keep them reading, then they'll never see the ads you send.

Cultivation Aspect #2 - Personality

Good content isn't enough. The library has good content, but not enough people use it. The other thing you have to do is show a strong personality. If you're funny, be funny. If you're mad, then let them know how mad you are. If you're excited because it's your wife's birthday, tell them.

Tell them who you are, how you live, and why they should listen to you. Let them know your opinions on current events. Hold a birthday special once in a while. Tell them how your kids are doing in school. In my case I talk about the cow I see or what my Golden retriever is doing.

Everything I've just said comes down to one statement. Be real.

Even if you didn't write the content for the issue you're publishing, there should still be something of you in it. Tell them why you picked the article you're publishing and how it brings up a specific thought or story in your mind. Be yourself.

Like you or hate you...they'll respond. They'll cheer, they'll buy, or they'll unsubscribe. If you're just run-of-the-mill ho-hum with no personality, then they just won't pay attention. And you'll feel that at the bank.

Cultivation Aspect #3 - Offers

Every email you should send out should have opportunities for you to make money in it. So that becomes the #3 thing that's in every issue you publish...the offer.

Don't ever send out an issue of a newsletter without a way to profit from it. Sure, you may not be selling a package with a combined value of \$1,500 for a discount price of ONLY \$200 everyday, but you should be offering something. Spend a couple of paragraphs selling one of your products, a joint venture partner's product, or an affiliate product.

It also doesn't always have to be a hard sell. You could just mention a few products in the course of your article or in your "editorial" beginning section. Tell customers what products you're using or what you just discovered. Then link to it.

The first link in my newsletter usually averages between 1,200 and 2,000 unique visitors. That many people click on and visit whatever link I "mention" at the top of the newsletter. And each issue averages between \$1,000 and \$5,000 depending on how much they like the offer being shown there.

I used to follow the advice of just giving content and personality, and avoiding making offers all the time. People have said that increases response. I've tried it...and all it did was decrease my income. I make offers in every issue now...and people buy. I make big offers and they buy.

Some people get mad and remove themselves from my list. That's OK. My list isn't there for their enjoyment. It's there to make money.

There is NO reason to be sending out any issues without a link to profits in it (an offer).

The question always comes up when I'm talking about newsletters, "How often should I publish?"

You should publish as often as you have something to say and to sell. As long as you have all three elements: content, personality, and an offer, go for it. I've seen profitable newsletters published as often as every single day to only once a month with most letters going out 2 to 8 times a month (once a month is the bare minimum).

Internet Profit Building Method #4

Develop a Unique Web Position

What makes your web site unique?

Why should people buy from you instead of the competition?

If you don't know the answer to that question, then I guarantee your visitors don't. And if there isn't a powerful, benefit-rich reason for them to do business with you instead of everybody else, then you've lost them.

What do you do better than everyone else in the marketplace?

What additional benefits do they get from you ONLY?

Below are 10 possibilities for your Unique Web Position. These are not exclusive...meaning you could combine several of them to be your unique web position. Or you could use one of them as a springboard to finding your real web position separately.

Unique Web Position #1 - Price

Having the lowest prices will always force you to have razor-thin margins and to make up for it in high volume.

If a bigger better financed competitor opens up a store right next to you, you're in trouble. This is what has happened to a multitude of small shops across the US when a Wal-mart appears in their town. They didn't recognize or capitalize on any other advantage they could have had...so they were put out of business by not being able to offer the same level of pricing.

On the Internet, this is even more likely to happen. Large corporations go online with no intention of earning a profit for years...so they are quite willing to under-price you and put you out of business completely.

Unique Web Position #2 - Higher Quality

You can focus on developing a high quality product and market to a more exclusive market. For example, Mercedes has no intention of pricing

themselves at the same level as a Ford. They price themselves significantly higher and then focus on the quality of their cars.

You could follow this same model for your products. Instead of being known as having the cheapest prices, focus on providing the most value for someone's dollar. Think value, not prices for this model. Value and price are two different things completely.

It is all about selling dollars for dimes...give a dollar worth of value for every 10 cents that your item costs. In other words, you must show the customer how much more value they will get out of your quality product for their money than they will out of a lower priced item.

Unique Web Position #3 - Longer Warranty or Guarantee

Forget those wimpy 30 day guarantees that are required by law anyway. Show how good your products are to your customers. Guarantee your work for 90 days, 180 days, 365 days, 3 years, or for a lifetime. If everyone else in your market only offers 30 day guarantees, then your two year guarantee will stick out in the marketplace.

You could quickly develop market dominance by simply providing a better warranty and guarantee than everyone else. You can show your customers you are willing to stand behind your products even if none of your competition is. You could even do a slight variation on this theme and let your customer receive your product before they have to pay. Give them a 30-day trial period where you don't deposit their check or process their credit card. Then, if they are satisfied that the product is everything you say it is, you process their payment. This way you take all of the risk from your customer.

Unique Web Position #4 - Better Education

This method can work wonders on the web. You can be the one who provides the best education for your prospects and customers. A statement that has worked for many web sites is "Give First and Prove Your Worth." Give education to your prospects on your products. Then, also continue the education process with customers and show them how to get the maximum value out of your products or services.

Home Depot has built a thriving home development business on this type of theme. They not only sell you the items that you need for your house, but they also teach you how to do home projects through articles and even live training classes. If you attended one of their classes, any competitor would be very hard pressed to switch you away from them.

Unique Web Position #5 - Greater Bonuses

This goes back to the dollars for dimes principle again. If you can provide a much greater value for your customer's money, then they will be more than willing to buy from you instead of your competitors.

Include free bonuses in every product you sell. Hint: They don't have to be provided by you. You could contract with a magazine that is interesting to your customers and ask for a very wholesale discount for you to buy subscriptions for all of your customers (or you could also ask for free subscriptions for your customers since they are the exact target market the magazine is trying to reach cost effectively).

You could buy the rights to a book and include the book as a bonus with all product purchases. Start thinking in terms of value added packages instead of just individual products for the best results from your online marketing.

Unique Web Position #6 - Customer Service

Many companies have neglected their customer service horribly. This opens the door to those companies which truly put their customers first place. You could have a customer service UWP.

Not only do you sell the product, but you also are available by 800 number follow-up calls if your customer has any trouble using it. Computer companies have started using this method quite effectively. Everyone knows they are going to have computer problems. So, if they become the company who cares, they become the company everyone wants to buy from.

Unique Web Position #7 - Greater Selection

This is Amazon's brand. They are the World's Largest Bookstore. Whereas most large bookstores carry 60,000 books, Amazon can send you every book currently being published (this numbers in the millions).

If most companies only offer one or two colors in 3 models...then, your company can offer 27 colors in 15 models. This is an advantage you can really work on with the web. Most stores are limited in the size of potential inventory they can carry. If you set up contracts with outside distributors, then you could potentially have hundreds of warehouses at your beck and call.

Look at what Blockbuster video has done. They now have "Guaranteed Rentals." If you want to rent a movie on Blockbuster's guaranteed rental list, then if they don't have it, you get a coupon to rent it free next time. So, if there is movie you are sure everybody wants, you should check Blockbuster first.

Unique Web Position #8 - Trade-In Programs

This is the exact method Gateway is using to build their customer base. You get a computer today and they will provide upgrades on your trade-in in the future (plus they get to keep you as a customer forever this way with new products).

Many software manufacturers build in their residual backend incomes this way. Whenever they come out with a new software version, they give a discounted price for upgrades. Then, they have a built in profitstream every year or every two years for each of their new versions. Bill Gates is quite an intelligent marketer, isn't he?

Unique Web Position #9 - Specific Market

Instead of selling web sites to every business, you could focus on only selling web sites to consultants, golf clubs, real estate agents, etc. In other words, narrow down your market and specialize. Then, when a real estate agent needs a web site, they are much more likely to go with the real estate web site developer over everyone else. You begin to build a name for yourself in one specific market.

Plus, you will also begin to understand the particular needs for your market and their mindset in setting up a web site. Not only can you command more business in one niche market, but you are actually much more valuable in your market because you will understand it better than all of your competitors.

Unique Web Position #10 - Faster Service

We live in the microwave generation. We want things we order to be in our hands yesterday. Don't you dare tell me the product I want to order will take 4 to 6 weeks for delivery. I guarantee I'll go somewhere else. Fed Ex has built a business on when it absolutely positively has to be there overnight. Use them as one of your shipping options to get your products in customers hands quickly.

Urbanfetch.com, a company which has only been in business one year, expects to earn over 30 million dollars this year. Guess what their brand is. They guarantee free delivery within an hour in New York City. No one can beat that for quick shipping and convenience.

Internet Profit Building Method #5

Establish Joint Venture Deals

Advertising is expensive and it's risky. Don't get me wrong. I do spend money on advertising, but I always consider this "second-best." It's risky because you never know what will work or won't work for your offer.

The most profitable and risk-free way to market your products and services are through joint ventures. Instead of you trying to pay for generating traffic to your web sites, find web sites which already have your targeted visitors.

Instead of advertising to get those visitors, team up by offering a percentage of your sales to the web site owners. You have a product or service. They have your future customers at their web site. Split the money and offer your product to their visitors and their opt-in email subscribers.

The easiest way to get start with joint ventures online is to set up an affiliate program for your web site.

Setting up an affiliate program is one of the wisest decisions you can ever make as an Internet marketer. Instead of working to generate traffic yourself or spending money on traffic generation, offer a good chunk of your profits to affiliates so they will do your selling for you.

It is actually a way of taking joint venturing to another level. One of the biggest problems with joint venturing offline was coming up with a good way of tracking all of the sales produced through the joint ventures.

Affiliate software gives you the ability to joint venture with thousands of companies and have the whole tracking process completely automated. The software will track hits, sales, and more for your joint venture partners. People would have dream to have such good tracking mechanisms in the past.

The difficulty most people have with their affiliate programs comes from the affiliates themselves. It is a well known fact that only a small percentage of your affiliates will produce the majority of your sales. Too many of them are signing up and just hoping to generate traffic or make sales. You will have to

help these individuals out by teaching them, but they shouldn't be the only focus in your affiliate program.

Affiliate programs really prosper by concentrating your attention on the 5% or less who are the real go-getters and achievers. You need to pay extra attention to them, give freely of your time, and often offer them a higher level of commission payouts.

You also shouldn't concentrate on just signing up numbers into your program. Who cares if you have 10,000 affiliates if only one of them is making any significant sales. You would have been better off to actively recruit more super-affiliates like your one really successful one instead of trying to just recruit thousands of members.

This is the **hidden secret** of successful affiliate programs. They don't just put a net out there and hope to have good affiliate members sign-up. The majority of people who sign up this way are not very effective at promoting the program.

The most successful affiliate programs find out who the most well trafficked sites in a market are, and they actively and aggressively try to recruit them into the program.

Find Out Where the Buyers Are

You want people to buy your products and services. These future customers of yours are already online and visiting web sites. Why not just go to the owners of these popular web sites and make deals with them to offer your products to the market?

Sounds easy...doesn't it?

Well, it is easy...if you have followed the steps leading up to this point. The only reason everyone isn't already doing it is they are too scared of rejection! They are afraid someone will tell them NO.

You will get more No's than Yes' following the system laid out to you below, but this doesn't matter. You don't need 1,000 affiliates to promote your program for you. You don't even need 100. If you have 10 high traffic web sites working in partnership with you, then you can virtually guarantee success for your project if there is a good sales system in place at your site.

The first thing you will have to do is start looking for high traffic sites in your market. There are a lot of ways to find them, but let's start out with a pretty easy way. Go to <http://www.copernic.com> and pick up the software program Copernic.

Copernic allows you to search the web using your keywords at all the major search engines at one time. Although they have a paid version, the free version will work just fine for our purposes.

You are going to be searching the web just as if you were using a regular search engine, but the software will give you the power to search all of the major search engines at one time for listings. It will also enable you to click on each link brought up and visit sites without having to constantly click "back" on your browser to get back to the search engine listings.

You will also need to pick up one other program to do your work. Go over to <http://www.alexa.com> to download the Alexa software to interface with your browser.

This software is a good tool for finding the best affiliate partners for your program. It interfaces in with your web browser and shows you extremely important information about the sites you are visiting including: the web site's traffic, people's opinions on the site, links to other similar sites, and contact information for the domain name owner.

Each of the tools provided to you from Alexa is essential for finding the right partners to contact. You will check the web site's traffic stats when you are visiting because you are looking specifically for high traffic sites to be your partners.

The links to other similar sites at the top of your browser will help you find potential partners for your program. You could even go without the Copernic software if you wanted to start your searches. Just go to the web address of one of your major competitors, look at Alexa's link list at the top of the page and start visiting other potential competitors and joint venture partners.

You only need one good site in your market for Alexa to give you links to many others. Then, as you visit those sites you will receive links to more sites in the market. This contact process can continue for quite a few different site visits down from the original site from where you started.

You are specifically looking for high traffic sites. These are sites which rank at 100,000 or LESS on the Alexa listing. They rank sites according to traffic. The highest traffic site on the Internet is ranked #1 and it goes down from there. Any site with a rank of less than 100,000 is a good potential partner for you.

Each time you find a potential partner, copy down their web site address into Notepad. Then, bring up the contact information for the site and copy and paste their name, email address, and fax number over into Notepad.

Make a few notes on the site itself. Notice anything which may or may not make them a good potential partner for you and something you can mention when you contact them that you like about their site...or which shows you they would be a good partner with you.

Part of the contact process which follows will be to make personalized letters to each webmaster and to mention things on their site you enjoyed or which can be used to help you do a partnership (email lists, traffic stats, etc.).

Once you finish making notes on the site you are at, then look at the list of links in Alexa at the top of your browser. Visit one of the listed sites. Check their traffic stats, target market, etc. This surfing and note process can last as long as you want until you have made a really nice sized list of contacts.

The next step is to...

Contact and Recruit the Owners of the Web Sites

You are going to want to email AND mail everyone of the web site owners. Many of the webmasters don't check their own email or they receive so much email they only give each potential joint venture partner a passing glance. You will only be able to get a very minimum number of partners if you only use email.

Sending a letter to the webmasters will give you a much higher contact rate. Most of them do actually look at their mail and will be much more likely to respond to a personalized letter from you.

The short letter you send should offer a free review copy of your product and a high commission percentage. You aren't looking just for a little banner

link. Your goal is to get an endorsement for your product from the webmaster. This will produce sales of at least three to four times what a banner link would accomplish.

For them to give you an endorsement will require for them to actually have tried out your product or service. Don't be stingy and make them purchase it. This is a sure way to lose the deal. Offer a free copy of your product for review.

The commission rate should also be something substantial. You would be shocked if you found out how often people have contacted me trying to get me to sell their products for a measly 10% or 20% of the sales price. Forget it. You need to contact these webmasters and offer them 40%, 50%, or even 60% for commissions in selling your products or services.

Remember, they have the traffic who is ready and willing to buy your products and services. Hundreds of people contact them every day trying to get them to partner with them to sell their products. Your offer to the webmaster is going to have to stand out from the average run of the mill affiliate program. You have to grab their attention and get them excited into wanting to know more.

Keep the letter short. You are not trying to give them a full presentation in the first contact. Try for two or three short paragraphs and then full contact information including both your email address and phone number. Don't waste their time in the letter.

You may want to write something similar to the quick JV letter I have written below:

Dear Julie Dean,

My name is Terry Dean and I visited your web site at <http://www.bizpromo.com> today and was extremely impressed with the quality and content of your Internet marketing articles. The article on Email Marketing for Small Businesses was especially helpful to me.

I run the monthly membership site at <http://www.netbreakthroughs.com> and would like to offer you a free copy of my package. I would also like to

discuss the possibility of a joint venture between our companies which could significantly increase the profits from your web site.

Please call me at 000-000-0000 or email me at webmaster@yourwebsite.com at your earliest convenience.

Thank you,
Your Name
webmaster@yourwebsite.com
<http://www.yourwebsite.com>

Note: My [Internet Joint Venture Secrets](#) product contains an even more advanced software program and system to help you get joint venture partners and affiliates. It even comes with all the templated letters you need to contact them plus 30+ minutes of online video showing you my whole system.

Internet Profit Building Method #6

Create Backend Profits

You can't make it in the 21st century with only one profit stream. That's the fastest way to bankruptcy that I know of. If you only sell to a customer ONE TIME and then look for other customers, you'll never make much money online.

It is expensive in both time and money to get a new customer. So when you get one, you have to find ways to earn multiple streams of income from them.

This could be done through your own products, products you affiliate with, or through products you license. Anytime you're selling, you should have backend sales items.

Let's say that you're selling a \$20 ebook. You spend \$100 on advertising and get 6 sales. You just made \$20 (once you multiply in processing fees you actually earned less). That's not much money. Let's say you do this 10 times and now have 60 customers total. You've made a total profit of \$200. Not bad...but nothing to get too excited about.

What if you were smart though and built in 10 offers for products and services from other affiliate programs right into the text of the ebook itself. Let's say that the average selling price from those programs is \$100 and you get 40%...that's \$40 a sale. If only 20% of you customers buy just ONE of those items, you would have earned an extra \$480.

$$60 \text{ customers} \times 20\% \text{ buy} = 12 \text{ customers} \times \$40 \text{ each} = \$480$$

That's more than twice the money you made selling your own ebook. What if we get the percentage higher? What if each of those customers buy more than one of the backend items?

Do you see how the big money quickly starts growing on the backend? The backend has NO advertising expenses. So it is where the real money is.

The numbers get even more interesting once you count that you often lose money or just break even on many of your ads. Most large companies lose

money on their first, second, and third sale to a customer. They don't earn a profit until the fourth sale to the same customer.

What if you had to live with those numbers? Could you survive if you didn't make at least 4 sales to the same customer?

If your answer is no, then it's time to do something about it today. You should be building offers for other products and services right into your current products and your email follow-up.

There are three ways to get products:

1. Create products (create new ones).
2. License products (buy rights to someone else's).
3. Joint Venture products (become an affiliate).

I make money all three ways in my business. I have all the products I've created and I also have products I've licensed. As a matter of fact, three of the products I sell through my affiliate program are licensed ones: [Paperless Newsletter](#), [Information Marketing Business In-A-Box](#), and [Creating and Selling Information Products to Make You Filthy Rich](#).

If you need a backend in a hurry, you'll probably either license your backend products or joint venture them. Creating new products takes a while and you have to get a backend in place today to earn a good income online.

The most common form of license for a small business is a reprint rights license. You pay a large fee upfront and then have the reprint rights to sell this product and keep all the money. You duplicate the product and send it to your customers.

There are also resale licenses where you pay a fee and are allowed to resale the product. You sell the product and keep most of the money. Then you forward 20% or so to the product developer who then sends out the product for you. You get to keep most of the money (in this case 80%) and they do all the fulfillment. The package I have over at [WebReprintRights](#) is that type of license.

If you don't have money to buy a license, then you can also join affiliate programs. There are tens of thousands of affiliate programs in every niche so you're sure to find ones which apply to your products and services.

Some good places to check for affiliate programs are at <http://www.associateprograms.com>, <http://www.cashpile.com>, <http://www.cbmall.com>, and <http://www.cj.com>.

I also have my [MakeBuyingEasy](#) affiliate program with all my products and services available for you to earn commission on.

There are numerous ways for you to work these licensed products or affiliate products into the backend of your selling process. If you're selling an information product, then you should make sure to list resources throughout it...and link to your affiliate links.

If you send out physical products, you can put in flyers and sales letters for other products and services they can purchase. They can then fax in the sheets or visit your web site to order these items.

No matter what you're doing, you should create an email follow-up system to follow up on your customers and offer them other related items and material.

Most people are not aggressive enough in selling to their opt-in prospect list. They're also not nearly aggressive enough in selling to their customer list. They think in their minds that the customers will just naturally show up and buy their other products. They wouldn't want to "pressure" them.

Yes, I've been guilty of this too. You don't want to appear to salesy, but while you're being "nice" they've bought products from 3 of your competitors...and you didn't earn any money from it.

I'd much rather ethically refer my best competitors and be earning a profit on those transactions as well. Think about everything your customers are buying or should be buying in your niche. Now work all of that into your email follow-up system somewhere (you may eventually have 20, 30, or 100 follow-up letters on customers).

The rules for all those letters are the same as for prospect lists. Give something of value in each email...add a mix of personality...and then make an offer. Watch your backend profits soar!

Internet Profit Building Method #7

Test and Track Everything

Are you testing and tracking everything in your business?

It's essential. Testing and tracking is the way to resolve all arguments. If you can't decide between three headlines, test all of them. The one which makes the most money for your web site is the winner.

If you're placing Per-per-click ads, ezine ads, and banner ads, then how do you know which one is bringing in the sales? You have to track all of them to find out. Then you drop the ineffective advertising and spend more time on the ads producing the results.

If you're writing and submitting articles to ezines, then how do you know if that is an effective use of your time? Track it. Have a separate tracking code on each article resource box so you know exactly which one is working the best for you (then produce more articles like the winning one).

Every web page, every ad, and every minute you spend marketing your business should be tracked. Otherwise you're just randomly running around never knowing what's working and what's not.

Most Internet marketers look like chickens with their heads cut off...running all over the place trying all kinds of different things. Unless there is a tracking system in place, they'll never know if any of it is effective or worthwhile.

I use the [MakeBuyingEasy](#) tracking system to code all of my ads. This tracker is built into my shopping cart system so I get to see exactly how many people clicked through my ads...and exactly what they purchased. I'm even able to post the cost of my advertising to the system and it will tell me what my return on investment was (whether I earned or lost money).

Whether it's an ezine ad, an article submission, or simply a post to a discussion board, a tracking link goes into it. This way I know 100% certain where my sales are coming from all the time.

You should also be testing different web site copy. Recently I did a change in headline to my [Paperless Newsletter](#) web site. The new headline out-produced the old one by 70%.

I purchased rights to this product and really didn't do much editing to the sales copy at all. It has been selling for two years, and I've been lazy during the period by not split testing elements of it. But I had another copywriter look at the sales copy for any suggestions they may have to improve it recently (John Carlton). All he suggested was a new headline to test.

Here is the old headline...

E-zine Editors... Authors... Information Publishers...

**** NEVER BEFORE SEEN ****

Techniques For Turning an Electronic Newsletter Into a \$20,000+ a Month Profit Stream!

Here is the new headline...

Attention: E-zine Editors, authors, and info publishers...

Who Else Wants To Learn The Hidden Secrets Of Quickly Turning ANY E-Newsletter Into A \$20,000/Month Automatic Profit Generator?

Best part: You can do it overnight, without any special skills or equipment or investment! Almost NO ONE has caught on to these stunning secrets...

The difference in response has been amazing. The letter has been quietly pulling right around a 1% conversion rate for the past couple of years. The first headline continued to get right around this number during my test. The second headline has generated a 1.7% conversion rate.

That's a bump in response of .7%. To convert this to dollar numbers for you, since the old site was averaging around \$4,500 a month net profit (with very

low expenses), the new one will be at about \$7,500 a month. Over \$3,000 a month difference from testing and changing a headline only.

Note: To make me feel worse, imagine if I had tested 1 year ago. I could have made \$36,000 EXTRA over the past year from using the winning headline during the last 12 months. Same traffic...more money.

The longer I'm in business, the more I'm learning that everything is about testing. Test different ads. Test different headlines. Test different offers. Test different prices.

I can have an educated guess and do well...just like you can. But you only find ways to earn absolute maximum profits from testing everything you're doing. What elements of your ad copy have you not tested yet?

You can pick up a free split test CGI program at <http://www.bizpromo.com/clicks.zip>.

It's a basic program that you simply send visitors to...and it can divide your traffic between two different pages. So post your sales letters to two pages on your site. Use all of the ad copy the same on each except for the headline. Use two different headlines and see which one creates more orders.

Once you know which headline is better, this now becomes the "control" letter. Then you'll use this letter exactly as is for another split test. Test a different headline, a different price, or a little different offer. You should continually be testing everything about your ads...or you may lose \$36,000 in additional profits like I did.

These are the things you should be testing most in your web site, because they have the biggest differences:

- ? Headlines
- ? The Offer (combination of product and bonuses)
- ? Pricing
- ? Lead paragraph or story
- ? Close (end of the site and the P.S.)

Internet Profit Building Method #8

Follow an Organized Daily Marketing Plan

Too many marketers just haphazardly jump from one marketing tactic to another. They never follow a simple coherent plan. You can't be like this if you want to succeed.

You should make a roadmap of what you want to accomplish and what you'll do every day to reach your goals.

Below is a sample daily marketing plan you could potentially use to promote your new business.

Day One – Find Discussion boards related to your niche market by searching for “_____ discussion boards.” Simply put the type of business you're in where the blank is. Save these to your favorite places.

Day Two – Participate in at least two of the discussions on the boards. Answer somebody's question with a helpful, useful answer and then advertise your web site in the link section. Do NOT make your post an ad (as this is considered spam on the boards and would be deleted).

Day Three – Make at least two more posts today in the discussion boards. At the same time start researching keywords you could use to advertise your web site on the Pay-per-click search engines. The tool at <http://www.wordtracker.com> can be extremely helpful.

Day Four – Continue coming up with keywords. Try to come up with at least 300 to 500 keywords minimum. An even better number is if you come up with 1,000 or more possible keyword phrases and combinations that could refer to your web site.

Day Five – Create an Account for Google Adwords at <http://www.google.com>. Write a short ad and put up at least 10 of your keywords into this account to start bidding on. Visit the discussion boards again and make at least two posts.

Day Six – Check your results so far with Google. Add in another 40 to 100 of your keywords into your account. Write at least 10 different mini-ads to

test on their system. The hardest part of working with them is getting above 0.5% clickthroughs so your ads are very important.

Day Seven – Check and refine your results in Google. Look at all of your keyword phrases and ads. Turn off the ones that aren't working for you. You may want to also raise or lower your bids based on your profit numbers. Don't forget to check your tracking links to see if your ads are profitable!

Day Eight – Write an article for the ezines. Create a short 500 to 1,000 word article. Focus on creating an attention getting title and then 3 to 7 main points in the article. Then write a paragraph or two about each point. Save the article when finished and print it out.

Day Nine – Read your article from yesterday and edit it. Read it out-loud to see if there are any problems with it. Let someone else read it out-loud to you. Submit it to ezines in your marketplace and to the article databases online:

<http://www.ideamarketers.com>

<http://www.web-source.net/articlesub.htm>

<http://www.freesticky.com/stickyweb/submit.asp>

<http://www.marketing-seek.com/articles/submit.shtml>

http://www.ezinearticles.com/add_url.html

<http://www.marketplacestrategies.com/Articles/submit-article.htm>

<http://www.connectionteam.com/submit.html>

<http://www.netterweb.com/articles/>

<http://www.published.com/index.html>

Day Ten – Check your results in Google Adwords. Modify and make changes as appropriate. If you're not earning enough per visitor to make money on some of your bids, then reduce them or remove them. If everything is going good, then add the rest of your keywords. Post to the discussion boards.

Day Eleven – Sign-up for the pay-per-click program at <http://www.overture.com>. Create an ad for their site and then post your keywords and ads to their system (the same ones which are working for you on Google). Your ad will be a little different on Overture and you most likely will want to use a negative qualifier (something like a price or other statement that will qualify your visitors before they clickthrough).

Day Twelve – Join an ezine directory such as <http://www.directoryofezines.com>. Subscribe to five of the ezines in your niche market. Write a solo ad of 20 to 50 lines that you'll place in the best ezine you can afford to advertise in.

Day Thirteen – Place your solo ad in the ezine with the best content. Post to the discussion boards. Check your Google results.

Day Fourteen – Analyze your results up to this point. What is your conversion rate at your site? What is your income per visitor? How much are you spending to get each visitor to your web page? Has Overture looked at and accepted your keywords? If not, you may need to resubmit a bunch of them they could reject for whatever reason.

The above is just a sample possible promotional plan. You could follow the one I have or create your own. You could plan it out further for the next month.

Upcoming strategies over the next two weeks would be to place more ezine ads, write more articles, and start looking for joint ventures partners (once your ad has proven to be successful). You may even start a campaign to rank high on the free search engines (or hire a search engine optimization company to do it for you).

The point here isn't for you to follow the plan I laid out above like it was set in stone. The idea I'm trying to get across to you is that you have to WRITE out your marketing plan. Then follow it. If you don't, you'll spend more time answering emails and surfing web sites than you do marketing your business.

It's the marketing that brings in the money. Focus on it by giving yourself an assigned daily marketing task. Until you get your daily marketing done, you're not allowed to do anything else.

Internet Profit Building Method #9

Concentrate on Continuity Income

The best business models always include some type of continuity income. This is recurring income where a customer is charged automatically on a cycle. Most recurring income is monthly billing, but there are also quarterly and yearly programs.

There are all kinds of continuity clubs: tape of the month clubs, fruit of the month club, and DVD of the month club. Beauty products have monthly auto-billing. Health and nutrition products have monthly auto-billing. This simply means that every month the customer's card is automatically charged and the product is shipped out.

This type of income is also sometimes called "till forbid." The customer is charged every month until they say stop. They only have to sign-up for the program once and then could be charged every month for years to come until they cancel.

The beauty of this type of system is that it produces a reliable monthly income. You start every month with \$10,000, \$20,000, or more in charges waiting for you. If you don't sell a single product all month, you still make a ton of money.

The hardest part of selling online is convincing a customer to take action. Getting them to buy once is hard. Getting them to buy again every month would be an impossible task. So you get them to sign-up for a continuity program one-time, and you'll make money every month until they take action to cancel it.

Every single online business has potential opportunities for continuity income. If you're in a consumable business like vitamins, groceries, beauty products, etc., then set up some kind of autobilling program. They will receive x amount of your monthly product for this discount price if they sign-up for monthly billing today.

If you sell information products, then start an audio tape or CD of the month type of club. Or you could also start a membership site where they pay monthly for access to a password protected portion of your web site.

Membership sites are continuity income. A customer signs up once and receives their username and password. You get paid for as long as they stay a member. They have to “act” to cancel. When they cancel, their username and password are cancelled.

If they do nothing, they will continue to be billed. You can find out all about them and just how profitable they can be in the [Paperless Newsletter](#).

Let’s say you don’t sell products at all. You may be in a service business. You could be an Internet consultant. Well, you could start your monthly coaching program. They get one hour a month with you for x amount of money per month.

A search engine optimizer could have their Top 20 positioning monthly service. For x dollars per month, they’ll keep you ranked in the top 20 on the keyword phrase you’ve selected.

If you’re a tree trimming service, then set-up a monthly billing program which has you come out and trim their trees four times per year...and as long as they’re making the monthly payments they can get emergency service free.

You could use the same idea in a carpet cleaning business. The customers get their carpets cleaned x amount of times per year and all they have to pay is a low monthly bill of _____. If they need emergency service during their contract, you’ll send someone over free.

OK... Let’s say you’re just an affiliate and don’t have any products or services of your own. You can still profit from continuity income.

Simply sign up for affiliate programs who do provide continuity income such as web hosting, autoresponders, shopping carts, membership sites, CD clubs, auto-ship programs, etc.

Just because you sell a one-time product or service doesn’t mean you can’t earn money from continuity programs.

In my own personal business I have my own membership site, a shopping cart system, and a CD Coaching Club which all earn me continuity income

every month. Plus I'm an affiliate with 5 other programs which pay me a monthly continuity income.

I never imagined what real money was until I started getting all these continuity streams of income set-up. Whether I sell a single new customer or not this month, I still have all 8 income streams plugging away for me sending me checks for customers I signed up as long as two years ago!

And the affiliate ones are so easy to promote. I simply write a short email telling my customers about each one and post the email to my follow-up system. Anyone who has purchased a product from me receives the recommendation for the program and hundreds of them have signed up.

A one-time purchase has now turned into a potential lifelong income.

Let me explain that again. Let's say I'm selling an ebook. It could just as easily be a physical book or a golf putter. It doesn't matter.

Then I set my shopping cart system autoresponder to then email all my customers for that produce one week later. This later email tells them about the continuity product (whether it's a membership site, CD of the month, or monthly service doesn't matter). They sign-up. I get paid a commission every month for as long as they're a member.

My one time sale (for my ebook) has now become a potential lifelong monthly income (for whatever continuity product they purchased).

Now combine this same strategy over 8 different programs. And then you'll begin to see why I get so excited about making money this way.

Internet Profit Building Method #10

Automate Everything

If you do all 9 methods you've been taught in this report, then eventually you'll start getting more business than you can handle.

This comes with its own problems. Unless you want to become a workaholic and a terribly hateful person, then you need to find solutions to this problem.

For example, once you start getting too much email, you have several choices. You could:

A. Ignore it and hope it goes away...Most big Internet businesses have chosen this option. They ignore their email and hope no one notices. It's too bad this isn't a good option. If you ignore your email, then you'll eventually get a bad name and lose customers because of it.

B. Hire Someone Else to do it...This isn't that bad of an option and one you'll eventually have to use. There will probably be a time in your business where you will have someone else answering your email for you.

It's too bad most people reach the point of too much email before they can really afford to hire full-time staff to handle it.

C. Use Automated Tools...This is the best solution for the start-up entrepreneur. While you will eventually hire full-time help for the customer support, you're better off starting out automating as much of the email as possible. Plus, it will be cheaper once you do hire the staff since they'll accomplish more in less time with these tools.

A few email tools you need are <http://www.eudora.com> and <http://www.post-master.net/rs/bizpromo/>

You can create templates for your email in Eudora. When a customer emails in a request, simply pull up the already written response and send it over to them. You'll find that 90% of your customer support emails are on the same subjects. This will allow you to write a very complete answer one time and then use it ten thousand times. Personalize it to each person and they'll think you wrote that just for them.

Once you want to become even more advanced, you can use the Postmaster software. Not only can it reply with templated responses, but it can be programmed to spot specific keywords and phrases in emails. When it spots the certain phrase, it pulls up your template, personalizes it to the individual and mails it out. You don't even have to see the emails!

You can prepare it to follow-up on these prospects if you want as well. Plus, it can be used to build contact databases and send mail merged emails to them whenever you want. It's like having your email on steroids. Most people never even use it to it's potential.

What about when you have to hire someone?

Using templated responses is a limited automation solution. Eventually you'll still get too much email that you can't handle it all. So then you have to hire it out to someone else.

You can either hire an employee and have the headaches which come with that, or you can hire an independent contractor. I'd prefer the second option. I don't want to have to deal with employees or all the legal issues which come along with that. So I find independent contractors to do some of the work for me.

The best place to find these types of people is at <http://www.elance.com>

You can hire transcriptionists, web designers, and even customer service people there. They'll work as an independent contractor and they'll even place bids on doing your work. Make sure to check their feedback and then pick someone to try out for the "job."

You could also hire writers to write backend emails for you. Hire people to contact potential joint venture partners. You could even hire someone to call all your customers and sell to them over the phone.

Eventually you could set yourself up as the "CEO" of your company and have all these freelancers doing the majority of the work for you. If someone does a good job, you'll keep using them. If not, you'll dump them and get someone else (no severance pay or benefits for independent contractors).

If you need live customer support on your web sites, then you could sign up with <http://www.humanclick.com>. Spend a few days answering the questions which come in and prepare a Frequently Asked Questions file. Then hire a freelancer to handle these customer requests for you using the answers you provided.

Set-up with a shopping cart like [MakeBuyingEasy](#) to follow-up on all your customers. You write the follow-up emails one time. Then you post them to the system and set them all to go to every customer who buys a specific product.

From then on, every single customer who buys product A will then get the entire follow-up series for product B (or whatever it is for). You can even have the system remove buyers of product B from that series and then be added to a different one. The process can be never ending and 100% automated once you have the emails in place.

You can set the same kind of autoresponder system in place for your affiliates. Set-up promotions for your affiliates and jv partners to use. Then have the system send them 37 emails over the next 6 months with ad copy and tools to use for each promotion.

Every time an affiliate signs up for your program, they'll be entered into this series and will get all the follow-up letters. They'll have automatic training and motivational emails sent to them on whatever schedule you've set.

It takes a lot of time to set all this up...automated emails, independent contractors, and templates, but once it's done, it's done.

Eventually you'll be able to get your business up and running on 99% auto-pilot using the strategies and tactics throughout this report....and throughout the rest of my Internet Marketing product line.

Then you'll have financial freedom...and time freedom. Most millionaires don't even have the second one, but you can with an Internet business.

SPECIAL BONUS REPORT

101 High Profit Businesses You Can Start Online With Little or NO Money

Section One: Choose An Online Business

If you have ever wanted to own your own profitable, low maintenance business, but just couldn't seem to figure out how to start one from scratch, then this product was created for you. We have come up with 101 of the best Internet Marketing Ideas, Tips, and Suggestions and put them all together in this one package...Read through this electronic book...Study it...Pick out businesses you could create online for high profits.

This product isn't just for beginners. We are also including ideas which you can use even if you already have a very successful business or web site. We are going to include profit models you can learn from. Every web site owner should find ways of bringing in multiple streams of income into their business...Use the ideas you find in here to do just that: create multiple streams of income from every web site you own or are involved with.

Throughout this course, we have added little golden nuggets of Internet profits and information that will work in any business. So make sure to read through every section...even the ones who don't focus on businesses that you consider especially interesting to you. One of the ideas in that section just may be the key to doubling or tripling the profits of your business.

NOTE: Make sure to connect to the internet when reading through this course, as all links (Denoted by Blue Text) are Active and do connect to specific web sites for more information or tools.

The key to being successful in your own business is to pick a business that you will really enjoy doing. If you hate doing something no matter how much potential it has for profit, then you just won't be able to dedicate yourself to it enough to be successful in your business. Besides, who would want to spend the rest of their life doing something they hate.

That is what we are trying to get away from. We now live in the Internet Age and there are tens of thousands of opportunities waiting for you out there. The key is to pick the one you will love doing...no matter how silly or weird it may sound at first.

Your friends may tell you are crazy for having this Internet dream. They might even make fun of your "weird" idea, but you will be the one laughing when you have a full-time Internet income coming in from what you love...and they are stuck at their go-nowhere 9 to 5 job for the rest of their lives.

Let me tell you a story...

In Indiana, there lives a woman who works 8 hour days 6 days a week at a local computer company. We will call her "Barbara" for the sake of this article.

Barbara dreads getting up in the morning. She dreads getting ready for work. She dreads

driving to work. She dreads clocking in. She absolutely hates her job.

She has a degree in computer science, but she can barely stand the sight of a computer anymore. Everything in her miserable life has become a drudgery to her. She can barely stand herself. The most important thing to her is that wonderful clock that chimes 5 p.m. when it is time for her to go home.

She rushes to her car...Drives as fast as the law allows home...and then immediately rushes into her house as fast as she can to the noise of overexcited door greeters. Both them and her have waited all day for this moment. Now, she can relax.

She sits down on the couch...collects up her pets (2 dogs and a cat) and gives each of them the attention she knows that they crave. She turns on "Animal Planet" on the television set and sits back breathing a sigh of relief that she lived through another day.

Every day this same process occurs. Sometimes she makes a stop by the library and gets a collection of books on "Dog Care" and on "Dog Training." On her day off (that wonderful day), her and her dogs go and spend the entire day at the local park. All of them wait all week for that wonderful event.

Because of the drudgery of her job and the desire she has to be constantly free from it, she decided to check into starting her own home business. Her friends sell Avon. As a matter of fact, one of them even makes enough money to do it full-time.

Barbara envies this woman...She gets up and works when she wants at her own business which she loves. She always seems to have a spring in her step and a smile on her face.

Then, one day her friend invites Barbara to join her. Excitement overflows inside of Barbara...She will be able to be in control of her own destiny. She can be in business for herself.

Barbara jumps at the chance...besides it is only \$25 she says to herself..."What do I have to lose?" She is absolutely on fire with this new possibility...She can work for herself and make her own life.

She quickly begins to do everything her sponsor told her to do...She makes up lists of contacts. She begins contacting them all one by one. She does everything necessary to get started as fast as possible.

Barbara begins making a little money...(It always starts out small in your own home business), but something is missing. She stills has her job...She has her new home business and is beginning to make a little income doing it...BUT she has even less time than before to do the things she loves.

Her day off came and went...She had meetings to attend in her new business. Her dogs stayed home staring longingly at their leashes wondering what was wrong. Barbara is making more money now, but is no more free time than ever before.

Now, after the excitement of her new business has worn off, that telephone is getting pretty heavy to use. It is getting pretty tiring to come home from work every day and have to work this second job...even though it is hers.

One day, her sponsor quits and she has no one to help her stay motivated anymore. That was the final straw. She can't do it any more. She goes back to the old routine feeling guilty that she "failed" in her home business venture.

Later on down the road, this same process occurs. She joins another home business "opportunity" only to later give up and quit because she just can't take it anymore. Dozens of times this happens. Every time she feels more guilty that she just doesn't have what it takes to make it in her own home business.

Every time this occurs she ends up exhausted on her couch. The funny thing is that the answer to her problem has been right under her nose all of the time. It happens to be staring up at her lovingly right this moment holding it's leash.

Her problem has been that she works a job she hates. She wants a way out and others are promising her a solution that just isn't suited to her. They make money doing it because they love it. She makes a little at it and quits because she can't stand that JOB either.

For them, it is a way of life and a passion. For her, it is just another JOB, yet with less starting salary. Her passion is for her pets, but she spends time trying to work up passion for other people's desires.

I will let you off the hook and tell you...Barbara's problem is that she is trying the WRONG home business for her. She should be starting a business where her passion is at. Instead, she just tries to imitate others who have completely different desires.

I wonder if that is your problem? If you can't wait to get off your job and get out to the golf course, but you are trying to sell health products, it won't work. If you only want to garden all of the time, but sell make-up, you are dead in the water before you ever start.

THE BEST WAY TO PRODUCE A LIFESTYLE YOU ENJOY IS BY DOING WHAT YOU LOVE!

Take off the blinders...Take off the limitations. What do you love doing? What are your hobbies? What is it that you think about every time you get a spare moment?

That is the BUSINESS for you to be in...Don't tell me it can't be done. I will just tell you to figure out how to do it.

Let's go back to Barbara...What should she be doing? How about being a pet sitter, dog walker, pet day care, pet groomer, or dog trainer? She could write books on pet training, animal grooming, etc. That could be an information business. It could be a service

business. Don't put limitations on yourself or others.

Don't tell me it can't be done! On TV, I just heard about a DOG BAKERY which only sells gourmet dog treats. They have over a million in sales and 20,000 mail order clients besides what they have in their little shop. If you love it, you will find a way once you make up your mind!

For many of you reading this, you may be in the wrong business. You are making money (Or you aren't making money it doesn't matter), but you just aren't happy. Well, now you have it. Somebody was finally willing to tell you the truth of the matter.

Find your LOVE and you will find success. Yes, it will be hard starting out. It is in any business you get started in. If your business is also your passion and your hobby though, YOU WILL make it through and won't quit when it gets hard, because you LOVE it.

Take my quick test below and let me know how it turns out for you...

- 1) Do You Dread Getting Out of Bed Every Morning?
- 2) Do you constantly wish you could obtain freedom in your life somehow?
- 3) Have you tried a home business before and failed?
- 4) Do you wonder if there is any purpose to your life?
- 5) Do you wish you could spend more time at your hobby than at your job?

If you answered "YES" to any of those questions, you have some thinking ahead of you. If you answered "YES" to all of them, you better do something in a hurry!

This book can be the key that helps you open the door for the next step of your life...

Business 1 - 10: Building Your Own Online Community

Too many people have just bought some web space, put up a sales letter for this or that product, and sat back waiting for millions to come in. I am going to tell you right up front in this course....that tactic won't work, ever!

If you want to succeed online, you have to put together a strategy for your website. Whether you call it a strategy, a theme, a world center, or an online community, it doesn't matter. It is still the same thing. You have to build a site that has a central focus on a specific WANT that your prospects have. Then, you find products which follow along the theme.

Free bonuses are then added to your site. Following the theme you developed, you could create a report on it, start a message board, or run an ezine. Some type of software program could be added to your site which helps people in this theme. If search engines were your theme, you could have a software program on your site which submits web sites to the search engines and visitors could use it for free.

So, the three keys to creating income from ANY web site and ANY theme are:

1. Have a lead product that people WANT.
2. Have freebies at your site that follow the theme.
3. Have multiple backend or supporting products for the theme.

I know some people who are brilliant strategists about online marketing who achieve amazing success even though their actual tactical skills are only so-so. They hire out the web site design, the search engine registrations, the linking campaigns, and the copywriting. As a matter of fact, one of these brilliant minds once mentioned to me that, "The concept is greater than the copy."

In other words, the right marketing strategy can overcome slight problems in the copywriting or even the carrying out of the plans. Even the best copywriting on the planet won't make a success out of a poor business strategy or concept.

No contractor would ever consider starting work on a project without having a detailed blueprint already done and in their hands. It also doesn't matter how good they are at following the blueprints if the blueprints are all wrong. For many people, their internet businesses are in this exact state. They have many of the internet tactics ready, but they have yet to develop a powerful strategy to empower the whole process.

So exactly how do you choose the strategy for your Internet Marketing Empire? Below you will find a three step process in helping you develop your overall strategy. I don't want to over-complicate the process by any means, but I do want to help you create ideas through this. Your actual day to day internet marketing tactics will then flow out of your overall marketing strategy.

STEP ONE: Create Your Overall Theme to Your Online Business

You can't develop a business around a single product. Even if you are promoting a single product upfront, it is not the product that people want. They want the BENEFITS they receive out of the product. When designing your site, think about an "Ultimate Benefit" to build your site around.

I first heard the phrase "The Ultimate Benefit" through Dr. Jeffrey Lant and it has stuck with me ever since. It is that ever abiding "WANT" or "GOALS" that your prospects have with them continually. Ultimate Benefits are things such as: more money, weight loss, online success, being sexually attractive, self-defense, etc.

Ultimate benefits are what your prospects are really seeking after. So, don't base your business just on products. Base your business on this Ultimate Benefit. This will be the theme that binds everything else you do at your site together. It is what you want your site to become known for. It is why people will return to your site over and over again forever.

What is it that your prospects ultimately want?

More Money
Better Health
Weight Loss
etc.

Once you have defined your "Ultimate Benefit," that's where the products can come in. You will want to provide multiple products that all fall under the same Ultimate Benefit. This will help you to create "Multiple Streams of Income" all generated from one web site.

What mail order or internet company do you know of that only has one product? There aren't any really successful ones. Even the sites which seem only to have one main product still have dozens of different profit streams which all originate from the main product. Your mission online is to help people reach their ultimate goals, and that cannot be done with just one product. It takes a variety of products to accomplish this goal.

One warning I do want to mention here though is that your site will be more successful if you have one LEAD product. By testing both multiple product sites and sites which focus on one lead product, I have found that the lead product sites will outsell the multiple product sites by a long shot in most cases.

So, the absolute best set-up is to focus on a main product, and then have many different backends or supporting products which will help your customers to further their goals. This type of system is often referred to as a marketing funnel. You may be selling a book about Ad Copy on your site, but you will also have consultations, seminars, audio tapes, and ad writing services which all support your theme.

If you are selling web sites as a primary lead product, you could also sell books on internet marketing, web design services, CGI programming, etc. If your theme is weight loss, your primary product may be a nutritional product. You could also sell weight loss and exercise books. A newsletter could be started. You could also do personal one-on-one consultations for specific individuals.

You also don't need to come up with all of these products yourself. Many of them can be found through Joint Ventures with other companies which have products you know your customers want.

STEP TWO: Develop A Unique Aspect to Your Business...Your USP

Your business cannot just be a me-too business online. You need to develop some type of uniqueness to it...something that sets you apart from all of the rest of your competition online. You need to create a "Unique Selling Position" which makes you stand out from the crowd online.

For example, everyone is selling books online. How did Amazon.com become the most well known bookstore on the internet? They developed a USP which basically states, "The World's Largest Bookstore" which is exactly what they are. They have stated in one phrase exactly what makes them unique from the rest of the bookstores in the world.

How can you develop your own USP? You probably aren't going to own the largest selection of anything in your business since most of us have started out bootstrapping at home or in our small business. Let me give you a simple little formula you can use which will help you immensely in the creation of a USP for your business.

To find your USP, pull out a blank sheet of paper. At the top of the paper, write "You know how most _____..." Then, halfway down the page, write "Well, What I do is..."

I want you to write how most of the businesses in your market are in the first section. Then, I want you to write what sets you apart from them. Avoid using words such as quality or better service, because those types of things don't really mean anything UNLESS you are more specific in your description. This may take you a while to do. You probably will have to study your competition online for a while. Give yourself a few days to think it over. Then, write it down.

Next, I want you to boil down that entire sheet of paper to a single phrase or sentence. This takes some work. Write it out in a sentence or phrase as many times as you need to until you get just the right words. Again, if this takes you a few days, let it. Think about it when you are driving, eating, etc. Mull it over. Then, once you have just the right wording, that is your NEW USP which you will use to separate you from all of the competition.

Use it on your signature file online...use it on your website...use it in your ad copy. Let it

become a guiding force to your online business that sets you apart and defines you as the person to deal with in this area.

STEP THREE: Concentrate on Building Relationships with Your Prospects

To fully develop an online business, you need to maximize your relationships with people. Although your goal in your internet business may be to set it up on auto-pilot, you have to remember at all times that you are dealing with real people. Credibility online is a major issue because there are many fly-by-night get-rich-quick operators on the internet.

To help you develop this credibility with your prospects, your overall strategy has to include such tools as ezines, message boards, chats, conference calls, dealer programs, etc. Many people keep asking exactly why does it seem ezines are popping up everywhere...it is simply because they work. They help you to develop the relationships you need with your prospects. You are able to contact your prospects over and over again providing them with good useful information.

The same thing is true of the message boards. Once you have worked them up to a certain level of traffic, the same people will keep coming back day after day learning from you and the other experts you may have brought to your board.

Use your imagination and develop other free services such as these to help you develop your web site and relationships online. How about doing JV's with other businesses? How about running a monthly conference call on your subject? Your business online is only limited by your imagination!

A Internet Community Could Be Built Around ANY Product or Service You Could Imagine!

Below we are going to give you 10 examples of communities you could build, but they are only examples. You could build an internet community around ANYTHING! What interests you? What do you like to research and learn about? What do you like to do for hobbies? Everyone of your answers to those questions will be another THEME you could follow on your site.

Go to any local magazine stand and look through the magazines. Every one of those magazines is built around a targeted market of consumers and is based on a specific theme. Products will be sold in the magazine that focus on that theme. Free articles are throughout the magazine which focus on the theme. You could easily compare the design of successful web site to these magazines.

Pick up a magazine and you will be holding in your hands a complete idea for your entire web site. The articles will show you the kinds of free information the market is seeking. The ads which run month after month will show you the products they are buying. That is how simple it can be to figure out what kind of theme interests you...what magazines are

in your house?

Ten Communities You Could Build Are:

1. Internet Marketing

This market is still HOT...and will continue to be for years to come as more and more businesses are moving to the web every day. The biggest problem with building a community in this area will be in creating a Unique Selling Position to it. There are thousands of sites out there selling internet marketing products, services, or information. So if you go in this area, you have to find a very targeted niche market and/or provide a lot of free information or services to break away from the mold of the rest of the sites.

2. Copywriting

Every business needs to learn more about copywriting...and we never stop learning. For this area, you would need to come up with all kinds of free reports plus possibly find programs that would compliment ad writing or make doing it easier. Again, just like #1 above, you would find yourself in a very competitive market with thousands of competitors. This is not saying that you can't develop a uniqueness to your business. It is just saying you will have to work harder at it. For example, I know of one copywriter online who separated himself from the rest of the pack by calling himself the "World's First Cybercopywriter" showing that he writes specifically for the internet.

3. Fitness

To see just how hot this market is, just turn on your TV set and watch the infomercials for a few minutes. More infomercials are becoming successful through nutritional products or exercise equipment than anything else. You could build an entire community around a specific diet program, exercise program, or nutritional program. Message boards, ezines, chats, and more would all be exciting to your prospects in any of these areas. Plus, there is NO lack of companies which you can find online which would allow you to be a dealer for their products for you to sell on your site.

4. Buying and Selling At Online Auctions

This is another business opportunity which really gets people excited. You could create a community that focuses on a specific type of buying (online auctions, local auctions, garage sales, government auctions, etc.) or on a specific type of products (collectibles, beanie babies, tools, furniture, property, etc.). Then, you could have online forums, a training course, classifieds (to sell these products) which you give some ads away for free (the best ads at top or through searches would be paid ads). You could easily target a specific type of buying or selling and end up becoming the Main Web Site in a specific niche market.

5. Press Releases

You could build a community around press releases for other businesses online. Include informational reports for free which help people design their own press releases. Have a message board and ezine with tips. Then, sell a press release course, service, or lists of publishers to contact.

6. Beauty Products

Go to your local magazine rack and look at the number of magazines which fall under this category. There are dozens of them (or hundreds depending on the store). You could find a specific niche market and focus your site on that. You would have a primary product and then could find hundreds of supporting products to go with it!

7. Kitchen Aids

How about new kitchen appliances or cookbooks. The biggest challenge in this area will be making sure you are selling products which CANNOT be found at the local store. New products or cookbooks can be extremely HOT, but there are a lot of similar products being sold at stores for less than what it would cost to sell them through mail order. For ideas in this area, watch some of the infomercials that sell products of this nature. You could start a "Recipe of the Day" newsletter or a message board to trade recipes...both items which will quickly gain popularity in this market.

8. Automobiles

I hate lumping all of the ideas which you could come up with on automobiles in just one category here, but I don't want this course to be called 1001 internet businesses. You could do collector cars (having cars sold on your site for a commission or with paid ads), models, books on automobiles, etc. Gas treatment products and various other things would make very good supporting products.

9. Golf

Any other sport could also become a good theme, but let's focus on one idea at a time. With so many golf enthusiasts out there, all just hoping to improve their game by any means necessary, this is a ripe market. So, if you are a golf lover yourself, consider setting up a site on how to lower your score. It could sell clubs, books, videos...discussions could be held with a golf pro invited to help out. Even Real Video could be placed online showing the right golf swings.

10. Self-Defense

How about a self-defense site? It could be self-defense for kids, women, professional women, men, professional men, etc. You get the idea. Pick out a targeted niche market in this area and sell books, videos, and equipment all meant to help people to defend themselves better. With increasing violence worldwide, this is a market that will never

disappear. Ezine ideas could be a Self-Defense tip of the week (or day) Showing how to avoid deadly confrontations...a message board could be started on the same subject.

Web Site Marketing is Community Building

I could list just about any and every possible business in this section, because internet marketing is simply community building. Build a community around a specific theme or niche market. Use some of the above ideas in your business to help build relationships with your prospects and watch your sales soar!

Business 11 - 20: Creating a Free Service

Which comes first...the product or the web site?

A lot of people have the cart before the horse. They have a product they want to sell and they are looking for people to buy it. Do you know how easy it is if you start with the people who want to buy something first...and then offer them a product they WANT?

Just because you don't have a product doesn't mean you shouldn't start a web site. Pick a targeted niche market first...build a site...build Traffic...and then you can either find a product they already want or you can sell advertising space. I would pick a web site with traffic any day over a person with a hot product. "Hot" products are everywhere. Web sites which already have traffic in a specific market are GUARANTEED winners when the right product is introduced to them.

As a matter of fact, I know a lot of success web site models who are earning thousands or tens of thousands of dollars monthly and they don't even have a product to sell. They do endorsements of other people's products. Once you have the market, there are dozens of people ready and willing to let you sell their products to your customers.

You could also design a web site giving everything away absolutely FREE with one purpose in mind...build a large community of people who give you their email address and visit your site over and over again. Many people have found this to be true and are creating sites which give away free information, link to all kinds of resources in a certain area, have free downloads, or have software you can use on their site for free.

The big key here is to build an opt-in email list from your visiting using any of the online autoresponder services.

Build a tool that helps everyone in your market and they will come. Think about some ideas you could come up with in this area. It could be as simple as creating a page that links to major resources in a certain area. Find the best resources in an area and then ask to trade links with them (many of them will gladly trade links with your site). Build up a database of these links to hundreds of different useful sites online and watch your traffic soar.

Look at what Freedback.com did. (You can look at their site at <http://www.freedback.com>). This site gave away free forms for people to use on their site. Many web hosts don't allow CGI to run on their site, and freedback filled a need for all of these people being hosted.

Through their service, people could have forms for free on their site to collect information from their visitors. Over time, Freedback has given away over 50,000 of these types of forms and is receiving over 300,000 hits a day on their response page.

They can sell advertising all day long to this traffic. All they have is a FREE service and

it has built them a long term residual income of monthly advertising. The same type of thing was done by CGI Resource Index, except they did it by offering links to other sites and free downloads. Take a look at them at <http://www.cgi-resources.com/> as they are considered one of the authorities on CGI programming on the web. The majority of their income comes from advertising.

All you have to do is target a niche market with a specific subject. We often try to make things so complicated and I want to cut through all of the junk and give you the simple truth of just how simple it is to make money on the web. Here it is in one short sentence:

"Build a Site Which Gives People What They Want!"

You cannot just put up a sales letter and expect to profit. You Have to:

1. Find a market. Look at your local magazine rack to help you choose one if you are having trouble. I guarantee that wherever your hobbies or interests are, there are going to be others with similar interests.
2. Find out what they want. You do this by asking them. Look for message boards or newsgroups which already cover your subject or similar subjects. Do a search for your subject at Google with the keywords of “_____ discussion board” with blank being the niche you’re in. Find and bookmark discussion boards. Then, simply go and read the posts and ask what people want or what they think is lacking in your market online.
3. Give it to them. Once you figure out what people want, give it to them. Design a site which is exactly what they are looking for. Send out press releases, mention it in the newsgroups, trade links with other sites, and start growing.

I don't want to completely oversimplify the process, but in many cases, it is almost that simple. The hard part is in giving them "what they want" part. You may need to find a programmer to create it or someone to write it, but if it is exactly what people want and gives you traffic forever, then it is worth it.

To get you started on this road...here are 10 businesses you could start in this area:

11. Host a Free CGI Program on your site

Be like freedback.com. Find a CGI program everyone needs or wants and start giving it to them. I know of sites now which are giving away Free Classified Sites or Free-For-All Links sites so that they can keep their advertising banner on them. Freedback came up with an original idea. Can you? Go to <http://www.cgi-resources.com/> and look at all the programs there and see what you can come up with.

12. Banner Exchange

I know what you may be thinking on this one...there are hundreds of banner exchanges

out there. And you know what, you would be right. The internet does not need just another banner exchange, but it does need target banner exchanges for specific areas. You could target all internet marketing sites or all kids sites. Then you give them a 2:1 ratio or higher on banner advertising. Then your banner exchange has the other 50% of the ads to use for yourself or to sell for advertising (banner exchanges are based on this principle).

13. Download Site

You could create a download site for some type of targeted market. It could be for CGI programs, business software, game demos, etc. The major key in this area like many of the others is that you have to develop a unique selling point for your site. Why should they visit your site over the others? It could be that you review each program or that you have a better organization...or that you only include the best. It could also be that you include the most of something. Become unique in this area and watch the traffic soar (another caution though...watch to make sure your web host doesn't charge extra for too much transfer daily or monthly - A download site eats up MB).

14. Games Site

You could do an entire site devoted to codes, tips, and tricks with games. Most of the work would be done for you once you let everyone know you were collecting together all of the codes and tricks for different games. Send out press releases and get listed in magazines and your traffic would fly off the roof. The income for this site would come from game companies advertising on your site. The message board would also become extremely popular and would need separate sections for all of the different games.

15. Business Software Site

Create a Site that lists all of the business software...downloads of demos could be offered along with reviews and a New Product of the month newsletter. Businesses are always seeking that new program to take them to the next level or to do something easier. Plus, you could also do a message board that specifically helps with certain programs such as FrontPage, etc.

16. Resource Site for ANYTHING

You could create a list of resources for ANYTHING. Find a listing of all of the top sites in certain areas full of useful information. The plan for this type of site is to become the starting point for people searching for Collies, Internet Marketing, Copywriting, Dolls, etc. You could also turn it into a specific targeted search engine for your niche market. You only list _____. This is an idea that would also combine well with any of the other ideas in this course as an additional profit stream.

17. Award Site

Decide on an award in a targeted niche market: Maybe "5 star fitness" site given to top fitness sites or "Elite Internet Sites" for internet marketing, or whatever is your specific interest. Design a really well done graphic for your logo. Set up a submission database for people to send in submissions. Then, go off searching for sites who deserve your award. Once you have given away your award and have enough sites linking to you...you can also begin to send out press releases and start getting known in that area. The key to this program is to pick a very interesting title for your award and correctly move in the right market.

18. Consumer Reports

Become a watchdog of the industry...any industry. Do reports on automobiles or money making programs. Review personal care items or exercise equipment. Become a consumer expert in any area protecting and enlightening the consumers in your expertise. The key is to get enough good quality information and reviews to make your site interesting. Then, your revenues will come through advertising or other incomes you may add as you go along.

19. News

You would think that this area would be impossible to get into with all of the news giants out there. Well, it would be...if you were trying to cover everything. You, as a small business, would want to cover one area of interest and collect all of the news that has to do with that area. Think about it. The Drudge report went after gossip online and build message boards and chat rooms around it...becoming one of the top sites on the internet and producing a TV show for the owner.

20. Travel

Exotic destinations...cruises for the millionaires...etc. This is a fun one. You could stay reviewing travel destinations, hotels, restaurants, etc. Find one of the packages where you can become a travel agent and sell tickets (with the actual travel agency handling the actual bookings and money) for different destinations. Actually take the tours and review them. Combine this one with the Watchdog idea above and warn people about deceptive travel agencies and places. Have fun doing your business.

Business 21 - 30: Provide Services To Others

I know hundreds of people who right this minute are making a full-time income online through providing services that other Internet Marketers desperately want and need like: Web Design, Web Promotion, Search Engine Submission, and more.

This business will only expand as time goes on. Every business on the planet is being told that the next generation in commerce is on the web...and they are all heeding this advice. If you start learning and providing services in this area today, your market is bound to grow in the coming months and years as all of the businesses expand onto the web. Don't be trapped in a declining market...move over to the wave of the future in providing Internet services.

Although the information product business can be extremely lucrative (this business along with software probably make up the two Hottest Businesses on the Internet), you can actually make more money in many cases by providing the actual service along with having a product about it.

For example, although a product that teaches people how to get traffic to their site can sell 100s or 1,000s of copies easily on the net, there still would be 1,000s of people who would prefer that you do the work for them. As a matter of fact, using a report/book/audio as a front-end sale about the subject of web promotion can be an awesome way of making dozens of backend sales for your much higher priced "Full Service" web promotion services.

The big disadvantage to offering services on the net instead of some type of product is simply that you only have so much time available to you. Your income is limited to your ability to work more hours. You are still trading hours for dollars.

You could sell hundreds of books this week without that much effort, but you could NOT provide 100s of extra services to different customers without a major shift in your time management. Eventually, if your site and business continues to grow, you will hit a barrier for your time and your income.

The two major advantages of doing a "Full Service" business online are:

1. You will be able to charge a premium price for people to actually have you do the work for them. Many people will have a smaller front-end product such as a \$29.95 report or a \$97 report and then have their full services at \$1,000 or more. For example: You may write a report on "Search Engine Positioning" and sell it for \$97. Then, your "Full Service" price may be \$150 per month or more.
2. You will continually learn more about your service and be able to create an information product out of your experience. As you can see, information product sellers and service providers need to both see the other side of the coin. If you are currently providing a service now, think about how you can create an information product out of

your knowledge to increase your profits in this area and possibly provide even more leads for your service.

What do you do if you don't know how to do any of these services, but you want to start a service business? Start learning. For most of these subjects, you can't just go to a college class and have everything taught to you...you will have to search it out on your own. You need to do five things especially to start the learning process:

1. Find any models of that business online. Do some searches on the search engines and find out if anyone is currently offering that service and start taking notice of what they are doing, what can you learn from them? Some of them even offer "Mentor" programs to teach others. If either one is available, you should take advantage of it!
2. Find information products that deal with the subject. What books, audio's, videos, and software can you find that deals with that subject? You will find most of the successful people online are avid learners...constantly expanding what they know about their subject.
3. Go to Google and search for “_____ discussion board” with blank being a keyword for your niche. Find message boards which discuss your subject. There are thousands of discussion boards online about every subject you can imagine. Find some that apply to your site and get involved in the discussions. Don't be afraid to ask questions.
4. Practice on Yourself. One of the funniest things you can see is when a "Web Promotion" expert is going around begging everyone to show them how to get traffic to their site. If you can't promote your own site, don't try to do everybody else's. Start practicing on yourself first!
5. Do your first services for other for free or for a reduced price. Get more experience and some testimonials under your belt before you really go into this business. Remember, these markets aren't declining. They are only growing, so you don't have to be in a hurry to get involved in them.

21. Web Design

Designing web sites is a skill that can actually be learned extremely quickly, but most people just aren't willing to do it. Find a web design program which you really understand well (Go to <http://www.download.com> and do a search for web design). Purchase books to increase your knowledge of the program. Then, start studying what type of web pages make sales and what kind doesn't.

The easiest way for you to do this business is for you to design a few templates which you use for the majority of your work. In other words, put together some basic designs which seem to work for many sites and then basically fill the blanks on them and put in pictures and colors. This will greatly speed up your work and help you to provide a good service for all of your clients.

22. Search Engine Positioning

The best traffic you could receive would be from endorsements and referrals from satisfied customers. The close second is from the search engines. When a site learns how to get Top 20 positions under targeted keywords on the search engines, they can be assured of receiving targeted traffic to their site day after day. Combine it with good web design and good copywriting and watch your income soar.

Everybody wants that coveted Top 20 position, because if you don't have it, you may as well not be listed. So, the biggest disadvantage to this service is your competition from other search engine submitters. The second disadvantage is that the search engines themselves don't like people who try to get these top positions so you will always have to stay on your toes and keep learning to stay ahead of whatever advancements they put in place. Do your work though, and you could be the person who can guarantee traffic to any site.

23. CyberCopywriting

Did you know a different subject line on your emails or web site could mean 18 - 50 times as many more readers of your ad? Many web site owners concentrate completely on traffic, but never stop to spend some time with their copywriting on their site...they don't even know if it is convincing. Don't let that be you!

Start learning everything you can about writing ad copy. Study from the masters such as Brian Keith Voilles and Ted Nicholas. Purchase products that teach you how to write your own ads. Collect every piece of junk mail you get. Start paying attention to good copy. Start practicing writing headlines. Find a "Mentor" (this is one of the areas you can find some good ones out there). Once you learn how to write good copy, you could charge by the page, by the job, or by commission (5% - 15% of sales volume).

24. Web Promotion

This is what every web site wants...web promotion. Become an expert on it. In this area, I specifically want to mention how important it is to learn how to design sites which people want to link to and to do an effective linking campaign. You can set up scripts which automatically track links from other sites (check our traffic generator section in this book) and then go to work for your client.

Find other high traffic web sites in the targeted market and offer to trade links with them. Look for them in the Top 20 of the search engines, in magazines, or from other sites which have their own link pages. A good strategy when you find a site which has high traffic is to go to one of the search engines and do a search for all of the sites which are linking to them. Then, send an email and suggest to trade links with your site as well. Use competitive research to your advantage to leverage your efforts. Although creating links with other sites doesn't create as much traffic quickly as some other methods, it is one of

the most consistent traffic generators as your site grows.

25. Banner Designer

Design banner ads. Banner advertising is probably the most popular form of advertising on the web and the average banner being used in a search engine keyword is only useful for 2 - 8 weeks before its click thru ratio starts to decline. Everyone always seems to need new banner ads...so you create long term incomes from the same clients coming back to you time and time again.

The key to doing banners is to find the right tools (I recommend you start out with Paint Shop Pro which you can find at <http://www.download.com>) and that you learn as much as you can about which banners have the highest click thru ratios. Then, go to work practicing and testing different designs on the free link exchanges.

26. Internet Press Releases

An overlooked aspect of advertising online by the majority of web sites is using press releases. One article in a magazine or major newspaper will do more for your traffic than advertising online for a year. The key to this though is to become a web site that is newsworthy. It cannot just be a sales letter. It has to provide some unique benefit to the readers of that publication.

As an Internet press release agent, you could become the person who writes these releases and sends them out via email to the publishers of targeted industry publications. To start this business, you should learn everything you can about doing press releases and then start collecting the names and email addresses of the media (you should personalize emails to the publication's editors and writers for best results).

27. Classified Submissions

Classified ads can work, but they require a ton of effort to place enough of them online. You could purchase some of the programs which submit to search engines, free-for-all links pages, and classified ads. Then, start selling your submission services.

This is a quick business to get into, but it doesn't hold nearly the value of learning how to get high positions on the search engines. In spite of this, I have seen prices between \$10 and \$97 for this type of service and monthly plans for submissions done every 30 days. So, it could be a quick service business you could start which will earn a little extra income for your site along with whatever else you are doing..

28. Multimedia

Technology is advancing! The Internet is advancing with it. In the future, I can see a day when the web will be interconnected with TV and video will be delivered effortless across the online world. That day isn't quite here yet, but every day we are taking another

step into that future. You could become a Multimedia consultant who helps people deliver audio or video over the web.

RealNetworks at <http://www.real.com> is the company which is leading in this area at the moment and you should start yourself off by learning everything about their products. Then, your business could be as simple as taking video and changing it into RealVideo for the web and placing it on people's servers. Or you could decide to train small businesses how to create and use video for their online presence. Audio and Video are going to continue to advance online so this may be a growing market for the future of internet commerce.

29. Website Overhauls

This would combine the skills of many of the services mentioned above, but it is also a badly desired WANT of many of the online marketers. They have a web site online, but they want to know how to refine it for more sales. They want to get more traffic to it. They would like to add audio or video to their presentation.

Once you start learning many of the other skills above, you could begin offering overhauls to other people's sites or to their marketing plans. Many of them might just be missing the theme that we spoke of in the first chapter. They might need to combine their marketing efforts into one whole purposeful and targeted business. Help them target their online marketing!

30. Domain Name Gold Mining

I know some major courses and seminars which are teaching this a major business online...and it is a very simple one actually. Domain Name Gold Mining is simply referred to as going to a registration service and reserving the domain names which other businesses would want. For example, if you were able to have reserved <http://www.internet.com>, I am sure you would have been able to sell it for a very hefty price.

Domain name gold mining is built on coming up with domain names that you know people will want, buying them from a service such as godaddy.net for less than \$10, and then selling them for a higher price (determined by how badly people will want to use it). I know some people personally who have done well doing this, but I don't see this business as such an exciting business that many of the seminar sellers are making it out to be.

Business 31 - 40: Build Your Own Information Empire

Information products are the ideal business to start if you are looking for an online business. They are easy to produce, simple to ship, and can enjoy high markups because people are not paying for the physical form the product is delivered in. They are paying for the valuable information contained within.

Although most people only see reports and books when we speak of information products, I want you to see just how versatile this market can be. You could produce software, videos, audio's, newsletters, secret sites, and more. The only limitations in this business are the ones you create yourself.

Below I am going to give you a quick system of producing audio tapes (one of the easiest ways of getting into this business). Don't just limit your potential informational empire to just these techniques though. All types of information products can be created out of your hobbies, your interests, or your experience. What have you learned to do that someone may want to learn about?

You may say to me, "But Terry, I just don't know how to do anything that people want!" Well, I have a solution for that problem. If you have found a market that wants a product of a certain nature, contact an expert and do an interview with them...then sell that tape! (Most experts will do the tape with you right over the phone for just the cost of consulting - Usually \$100 - \$1000).

If you do have knowledge that people want (which I highly expect is true even if you won't admit it to me)...then you can do your own audio tape course.

Below I am going to give you a quick 6 step system for creating your own tapes...and then we will do a short overview on how to contact an expert and get them to do a tape with you.

Step 1 - Make a list of your hobbies, interests, and problems which you can solve.

Do people come to you often and ask for your advice on certain things? If so...there is a product idea! Design a product that solves their problems. Find a problem or a desire people have that you have overcome, and then the system you followed is the basis for your product.

Do you train dogs? There's a product.

Do you build model airplanes? There's a product.

Do you save money through auctions? There's a product.

Did you figure out how to set up a web site? There's a product.

Do you get Top 10 rankings on search engines? There's a product.

Do you write killer sales letters? There's a product.

Product ideas are all around you. There are probably at least half a dozen products inside

you waiting for the chance to come out!

Step 2 - Research your targeted market to find out what they are interested in.

If you plan to sell your product online, make sure there is a market for it first before you ever create the product. Visit forums and newsgroups do some research. Prepare a short Questionnaire and give something away free to people who answer it for you.

Corporations spend millions of dollars a year in research, but as a small home business you can do your research for free online through contacting and networking through newsgroups, forums, and mailing lists.

Step 3 - Purchase the necessary equipment.

You don't have to go to a studio to record your tape unless you have an unlimited budget. If you can afford a studio, it will produce a little better tape, but for most people starting out that is just another undue expense.

Go down to your local Radio Shack and purchase high quality audio tapes and a dynamic microphone. A good one will probably cost you between \$40 and \$100. Ask one of the sales representatives to recommend a good one. If you need an adapter for your tape recorder, get one of those as well.

If you don't own a double cassette deck, you will probably want to get one of those. Why? You can also dub your first couple of tape sales right there in your home and wait to send it out to a duplicator until you know for sure it is a real hot seller.

Notice that you don't need expensive equipment to get started in this business, although you may upgrade later as you go on.

Step 4 - Make an outline.

When you did your research in step 2, what were your potential customers interested in most? Now, create a product that gives a step-by-step training on how to overcome that problem or achieve that objective.

Rack your brain and come up with steps that will take your customers to their desired solution. You have to make it simple. This is probably the most difficult part of your product. You have to boil down all of your research, your experience, and come up with a simple system people can follow to achieve their objective.

Step 5 - Record your tapes.

Now, shut off the phones...and set-up your little recording studio. Make a time on your schedule to do your tape or your series and stick to it...because you will probably want to

procrastinate the process into oblivion.

Sit down and record under 60 minutes for the tape (Note most tapes actually have 62 - 64 minutes on them). You have to be careful to stop way before the end of the tape so that there is room to record an intro or a "Please turn the tape over" message.

Step 6 - Start marketing today.

How much is your tape worth? You can sell an individual audio tape for \$9.95 - \$29.95 depending on the subject OR you can produce a series of tapes. I have seen these sell for as much as \$495 if they were on the right topic. You really have to test your price.

Any secretarial service can transcribe your tapes for you if you want to produce a higher priced product out of them. You do a little bit of editing to them, combine your new manual to the tapes, and you have a higher valued product to sell.

How to get an expert to do the work for you!

If you just can't come up with an idea of a decent product for yourself, find an expert to do one for you.

You would still have to do step one, two, and three yourself coming up with the product idea, researching, and purchasing the equipment. Note that when you purchase the equipment for this you may need to buy a microphone which hooks into your telephone (ask the friendly sales people at Radio Shack and they will have just what you need).

Then, contact the right experts for the mission. Find people who are experts in the areas you want to present to your customers and send them a letter telling them exactly what you want to do. Most experts will agree to this if you approach them correctly.

Show them the benefits they get out of this...

1. You are doing the market research to find a hot product.
2. You are paying them their regular consulting rate for the tape.
3. You will prepare the questions for them to answer and give them ahead of time unless they already have something ready.
4. You will give them Full Reprint rights to the tape so both you and them can sell it.
5. They will be able to present other products and services they have for sale on the backend of the tape.

It is definitely a Win-Win situation. They get all of those benefits and you have a new product to sell in your business.

It's Not the Only Way - But It is a Good Start for You

This is not the only way to create information products by any means, but it is enough to get you started. Are you going to make some mistakes...YES....but you will have started in the right direction. If you follow this process, you will have your own hot product to sell online for years to come. All you have left to do is write the ad, but that is a subject for another day.

Ten Types of Information Products You Could Create or Be Involved with...

31. Books

This is the most commonly known information product. So many people just limit their potential businesses to just this one avenue. They see how long it takes to create a full book and they just can't imagine how they could ever get involved in the information business. The big disadvantage to books is the time it takes from creation to completion and the pains associated with getting it published. The advantage of books over some of the other methods though are a possible increased circulation with all of the avenues of distribution that print books have over the other forms of information.

A newer version of books are the electronic kind like you are reading now. Publishing time is only a few minutes using many of the software programs available out there. The only time involved is the time it takes to create the product. If left in it's electronic format, there is a \$0 fulfillment cost for the book and it can be easily downloaded off of the web by any of your customers.

32. Reports

Shorter than full length books. Reports are great for subjects which constantly change (such as internet marketing, etc.) or are a shorter discussion of the subject. Reports are also perfect for a Free or low cost bonus to go along with other product you sell or to a be lead-in to your higher priced products or services.

Reports can also be in a printed format or in an electronic format just the same as books can.

33. Courses

If you come up with an information product that gives step-by-step directions on how to reach certain results, you may want to consider packaging it as a training course. (Course could be books, videos, manuals, reports, audio's, etc. all separately or together in one package).

Training courses in general will contain very specific information and step-by-step directions (including worksheets, samples, etc.). They are also priced higher than some of

the other methods and are sold for between \$97 and \$997 in most cases. Videotaping a seminar often can make a good course as well.

34. Seminars

If your presentation really works well with hands-on training, then you may want to consider doing a seminar or workshop as your product or as a backend to other products you may be selling. They carry a premium price on them (generally \$199 - \$15,000) and are usually the best training people could possibly find on the subject.

If you are going to do seminars, you should spend quite a bit of time learning how to do public speaking (joining Toastmasters wouldn't hurt) and preparing workbooks and presentations for your audience. Also keep in mind that most seminar presenters were first speakers at other people's conferences before they started running their own. Seminars are not for beginning infoproducers.

35. Videos

Videos are best if you want your customers to actually see how to do something. They are most often used in the information business for How-To products and for demonstrations of a backend product. The biggest problem with videos though are the technical skills required to produce them.

If you are planning for your first video, you are better off hiring a cameraperson and professional editor to do the actual technical work for you. Then, you concentrate on the content. The price of the video equipment needed to produce your videos will be much higher than the cost of hiring these individuals to help you with your first few productions.

36. Audio's

Audio's were discussed in length above but they bare repeating again. They are an easy way to get started in the information business and the spoken word can often carry a lot more weight and value to the hearers than what is received through the written word in many cases.

The other major advantage to audio tapes to some of the other formats available for your information products is the fact that they are easy to listen to. To read a book or watch a video, your customers have to sit down and take time out of their hectic days to learn. Audio tapes can simply be placed in a tape player on the way to work, when you are out for a stroll, or anytime they want.

37. Secret Sites

As I travel the Internet, I am noticing more and more "Secret Sites" are developing in all different industries. They basically charge a one-time fee or a monthly fee to have access

to constantly updated web pages full of specific targeted information for that market.

Secret sites appear to work best when you need to constantly update your customers on new information. Successful models of secret sites I have seen include Internet Marketing, Commodities, Stock Trading, and News. I expect we will see an increase in these types of sites as time progresses and you could be one of the owners.

38. Newsletters

Just because the Internet "Information Superhighway" is growing at an unequalled rate doesn't mean that print media has disappeared. Specialized print newsletters are still flourishing and present a good opportunity for would-be publishers.

Newsletter subscription rates run between \$30 and \$300 per year in general (although I have seen newsletters as high as \$4,500 in very specialized areas). If you build a list of 1,000 subscribers, you will be making a very nice income and will have the potential of doing Joint Ventures with other products in your market to your subscribers with awesome results in many cases.

39. Dealer Programs

For those of you who would like to start out with a proven information product, there are dealer programs. This is how 98% of us get started in the information business and it gives you the easiest time getting started. You can take someone else's proven product and proven sales letters and start making money immediately. The disadvantage to these programs is that you have to share the money that comes in with the product owner.

Something to watch out for in dealer programs though are the high prices some companies are trying to charge just for a right to sell their products. 90% of dealer programs on the web are free to start off and the ones which cost should just be charging a small fee for dealer materials and training. Watch out for HIGH prices on dealer programs!

40. Reprint Rights

The next step up from dealer programs are purchasing reprint rights to proven products. Many information producers are now selling reprint rights to many of their products in all different formats. The advantage to this is that you get to keep ALL of the money that comes in. The problem with it is that reprint rights carry a premium price: often \$1,000 - \$10,000 for each product.

If I were to get started for the first time ever in an information business today, I would choose to find reprint rights to a product that I was most interested in. It costs more, but it will also give you the best chance of success starting out.

Business 31 - 40: Create Your Own Online Membership Site

So you want to be an information publisher...

In my opinion, it is the best business you could ever be involved in. It has low start-up costs, doesn't require employees, and has large margins. I love information marketing!

In my business, we currently sell ebooks, audio tapes, CD-Roms, videos, software, and have a paid membership site.

We also have a free ezine, publish free ebooks, and have a free content web site. I know what I am doing when it comes to the online information publishing business.

All of the above are very profitable for me, but 98% of information publishers who try to market ezines, content sites, and ebooks never make any real money doing so.

Throughout this section I will be revealing some of the secrets (if you want to call them that) to earning a very lucrative income online through information.

You can earn money selling information...a lot of money...but only if you know where each "piece" fits into play in the chess game we call Internet marketing.

Achieving success on the Internet is kind of like baking a great cake. To bake a cake you will use a recipe. Put all the ingredients in the right order, pop it in the oven and you will end up with a delicious cake.

Don't try to make the same cake without a recipe or by changing the ingredients along the way.

Chances are you're not going to end up with a cake at all. In fact, you're probably just going to end up with one heck of a mess!

It's the same way with online marketing of information products. Find someone who has already created the business you want and follow their recipe. Be sure you don't leave out any of the ingredients!

All of the publishing models currently used have their place, but you must understand them fully if you plan to get the maximum benefits from their use. You need to know how much of each ingredient to use in your Internet cake.

Model #1: Ezines

There are currently over 500,000 ezines on the Internet. The number is growing every single day.

Most of these ezines publishers never earn any real money (over \$1,000 a month). They

work their butts off week after week to produce good content and then only receive a very minor income from selling ads or linking to affiliate programs.

The best use of an ezine is to first create your own information product, and then use excerpts from your products as the content for your ezine. Use the ezine to just sell your information product.

Near the end of this report I will be showing you the absolute most profitable use of an ezine in today's publishing environment.

Model #2: Content Sites

This model never has been that attractive to me, and it is becoming even less attractive. For most people it means setting up a web site and trying to produce as much content for it as possible to keep visitors coming back.

Sure, it can work this way, but it is a whole lot of work for very little income. Plus, advertisers aren't out searching for sites to place ads on anymore online.

Unless you are one of the top 100 overall sites on the net, you will have a very difficult time selling your ad space.

What are content sites good for? They are great at generating leads which you push into a free ezine (read later in the report on correct use of this model). Look at my site <http://www.bizpromo.com> which really only has two purposes in it.

First, the main goal of the site is to get you to give me your email address so I can send you future emails. The secondary goal is to get you to take and use my content so other people will show up at my site and give me their email addresses.

The purpose of a content site is to get the emailaddress of your visitors.

Model #3: eBooks

If you thought ebooks were the next big publishing revolution, think again.

People are quickly finding out that selling ebooks online isn't always the "dream" it is promoted as being.

Sure, you can make money selling ebooks. There is no debating that, but it is quickly losing its "darling" status for self-publishers.

Because of increased competition and the low quality of work from 99% of the ebook publishers out there, all ebooks are beginning to lose their value. So many publishers are going back to a model of selling "hard" products such as manuals, CDs, audio tapes, and videos.

Although I still use eBooks as part of my overall publishing model, they are not my primary and only focus in my business. They are one income source from my multiple streams of income approach.

All three of these Self-publishing models are being affected by the same problems:

Problem #1: Too much competition

Everyone is trying to do them, and every time you turn your head someone else is doing one. It is becoming very hard to differentiate yourself.

Problem #2: Low Quality

Ninety-eight percent of them (ezines, content sites, and ebooks) are garbage. They are just an exact copy of what other people are doing with no real value.

Problem #3: Advertising revenues are decreasing.

Wall Street has lost its love affair for the Internet. IPO companies are no longer throwing away money on every ad they can place. Unless you are a top 100 site, no one really cares to advertise.

Problem #4: It's too much work.

It's hard to produce good quality content if you aren't being compensated well enough for it. Most of the publishers are part-time home businesses and they don't have time to work without getting paid for it.

Problem #5: You never get a consistent paycheck.

One week you get great sales. Another week is a little slow. For some businesses, they may only get sales once in a while. How is that anyway to run a business?

Problem #6: Money comes in slowly.

The above items (ezines and content sites, with possible exception of some ebooks) take a long time to start producing a decent income. Even if you make it, you will spend time building your traffic and list to generate good profits.

Luckily, the above publishing models are not the only "Internet-based" self-publishing models available to a discerning marketer.

I've recently discovered a much more lucrative model of publishing online...although I should call it "re-discovered" as this publishing model has been used for years.

That's right. Publishing a "paid newsletter" has been the model of success for decades to small and home based businesses.

Jay Abraham published a paid newsletter.
Gary Halbert published a paid newsletter.
Bill Myers published a paid newsletter.
Paul Hartunian publishes a paid newsletter.
Dan Kennedy publishes a paid newsletter.
Peter Sun publishes a paid newsletter.
Marty Chenard publishes a paid newsletter.
Jim and Audri Lanford publish a paid newsletter.
Jonathan Mizel publishes a paid newsletter.

Publishing a paid newsletter is not a new idea by any means...but I think Bill Myers has said it best...

"Just about everyone I knew who has made money in the past, and just about everyone I know who is still making money today, started out by publishing a newsletter. In most cases, publishing a newsletter was the first thing these people did that ever made them big money. That's the way I got started, the way that Gary Halbert, Jerry Buchanan, Gary North, and Jay Abraham all got started . . . in fact, just about anyone who is anyone in the information publishing business today got their start by publishing a newsletter."

When you publish your own paid newsletter online, you eliminate many of the problems associated with having a newsletter entirely:

- * You don't have to worry about printing or mailing it.
- * You don't have to worry about renewals.
- * You don't have to worry about the research because there are Internet tools which simplify the process.

If you can write a 1-2 paragraph description, you can publish a Paperless Newsletter.

Here are 10 reasons why your own paid electronic newsletter is the Ultimate lifestyle business.

Internet marketing isn't just about money. It is also about creating the lifestyle of your dreams. A paid Electronic Paperless Newsletter is the perfect "vehicle" for use to get you to this destination.

1. Everything can be handled Automatically.

You don't have to worry about handling the new customers, billing their credit cards, or anything like that.

As a matter of fact, there are companies which will completely handle all of the day-to-day bothers such as this for a small portion of the profits so you can concentrate just on the creation of your product.

2. Automatic Backend Income

The income from any business doesn't occur on the first sale. Many companies even lose money on their first sale to a customer. You have to have a backend product in your business to be highly profitable.

The monthly or yearly rebilling of your current subscribers is a built-in backend income for your business.

3. Predictable Monthly Income

You don't have to worry about your income from month-to-month or year-to-year. A certain percentage of the subscribers will stay with you long-term and continually produce profits for you.

4. Complete Online Fulfillment

You won't have any products to ship or any services to fulfill. Everything can be taken care of 100% online and in most cases without even your involvement. You could do this business from anywhere there's an Internet connection.

5. Perfect Lead Generator For Other Businesses

A paperless newsletter is the perfect product to also initiate sales of other products or of products you affiliate with.

Since you would continually be contacting your members every week, they will get to know you and trust you to buy other products from you.

6. The work only takes 12 to 15 hours a week

You can cut your research time down to a minimum. There are many automated tools which can organize and send you the research you need everyday.

7. Low Competition

There is currently very little competition for this type of product...although this won't be true in the future. Now is the time to get your paperless newsletter started so you can carve out a niche for yourself for the rest of your life.

8. Low Cost to Start-Up

It costs less than other forms of product creation, including even doing your own eBook. Doing an eBook requires you to at least own eBook software which costs \$60 to \$200. You can start your own newsletter with just web site design software and a web site (let other companies worry about the hassles of fulfillment).

9. Doesn't Require Extraordinary Writing Skills

If you can write a 1-2 paragraph description, you can publish a paperless newsletter. Using this unique "writing formula" anyone can follow, you will be able to produce your own highly saleable product.

10. Use the Materials for Other Projects

Once you have published for a while you will be able to repackage past issues of your newsletter into a different product and resell it. You have built-in product development abilities.

Are there any disadvantages to a Paperless Newsletter?

Of course there are, but the good news is that they are only based in your own dedication to the project.

1. You have to be committed.

A paperless newsletter isn't like an ebook where you create it once and it is done forever (although most ebooks need to be updated regularly also).

You have to be committed to the project and doing your research work every month (or do your work ahead a few months if you like). This kind of commitment is good to start practicing today as it will help you in everything else you do.

The payoff for this disadvantage is that you will get a residual predictable income from your newsletter. So it is definitely worth it.

2. You have to be unique.

You can't just enter the market by being exactly like the other guy. This is true of any self-publishing business, not just a newsletter.

The Internet is an extremely competitive marketplace and you have to differentiate yourself so you stand out to your prospects and customers.

You Can Maximize Your Profits by Combining a Free Ezine with a Paid Newsletter.

Your free ezine can quickly become the number one promotional tool for your paid

paperless newsletter if you follow the simple plan below.

Instead of writing entirely new content for an ezine, publish a bite sized portion of your Paperless Newsletter. For example, if you normally publish 10 resources in your newsletter, then publish one resource every week in a free ezine format.

If you have 3 people writing articles for you for your newsletter (find out how to get other people to produce your content for you in the course), then publish one half of one of the articles each week for a free ezine.

This will produce a very short ezine (people don't like reading long ones anyway) and will continually convince your "freebie" subscribers to sign up for your paid newsletter.

This is much better than just sending them sales letters about your product. Give them a little taste each week of what they could be receiving. If they keep getting these little drops, many of them will go on to become full paying subscribers.

Below are 10 possible ideas for you to create a membership site or paperless newsletter on.

31. Dating Site

You wouldn't want to be a general dating site as there are just too many of these out there, but you can have a targeted niche dating sites...for your state, your religion, or a hobby couples share to together.

This is an example of taking a larger niche market, dating, and specializing even more to find a very tightly focused niche for your business. Online business is not about reaching the largest audience. It's about providing the best products and services for a very narrow easy to reach online market.

Example site:

<http://www.avemariasingles.com>

32. Hobby Site

Are you passionate about something? Are you passionate about anything? There are membership sites springing up on every subject you can imagine...including car lovers sites.

All it takes to have a successful membership site is to find something that you're excited about and that thousands of other people are excited about as well. You don't need 100,000 members. You need 1,000 to 10,000 to have a very profitable site. How many subjects are there in the world where you can find 10,000 other people excited about them?

Example site:

<http://www.ptcruiserclub.org>

33. Book Clubs & Educational Sites

You could start a book club on any subject. You could create a community site with extra reports and training for parents who home school. You could even start up a site filled with cartoons and short stories.

You could license something to people through your site for the monthly fee (such as marketing tools, cartoons they can use, educational materials for teachers, home schooling resources, etc.)

Example site:

<http://www.moderntales.com>

34. Online Coaching

You could create an online “coaching” program for any subject. Coaching is a hot market in every niche, but it’s too expensive for a large number of people. You can use the membership site atmosphere to provide coaching for a large group of people at a low price.

Your coaching could be accomplished through a discussion boards, live chats, teleconferences, or simply a set of software tools like our example site. This site provides goal setting and help through software inside their site.

Example site:

<http://www.mygoals.com>

35. Puzzles

That’s right. People are even paying to access puzzles online now. The site below has compiled puzzles from all over and adds 70 new puzzles per week. People are paying to access this web site and the games on it.

How does this apply to you? It’s simple really. If you can come up with anything that people collect or are passionate about, then it is a possible site for you. Even better if you can get other people to do the product creation for you every week by having them submit the content!

<http://www.upuzzles.com>

36. Rent DVDs Or Other Objects Online

This is a very interesting model. People pay a yearly fee for access to your site and club.

Then they request DVDs by mail which you send them. They return the DVDs and can then check out other ones. It's similar to a library except it's done online and has a yearly fee for being a member.

You could apply this same model to audios, CDs, and other things. People pay a yearly fee to be a member and then have access to something you send them by request.

Example site:

<http://www.netflix.com>

37. How-to Subjects on Anything

Here is a how-to membership site based on cooking and recipes. You could do this same type of idea on anything people want to learn. You could have a home improvement site, a fishing in Florida site, how to surf the big waves site, etc.

Anything that people want to learn can be targeted through a membership site. Notice how this site also uses a database of recipes as one of its primary attractions. What kind of database can you come up with that people will pay to access?

Example site:

<http://www.cooksillustrated.com>

38. Financial Sites

Some of the most common membership sites are financial sites. Almost any type of investing strategy also has a membership site which goes along with it. There are hundreds of them already out there priced from \$10 a month to \$300 a month depending on what they're providing.

Some provide tools and training. The more expensive ones often show the owner's trades as they're happening live. Financial sites are good examples of membership sites which don't have to be low priced.

Example site:

<http://www.bollingerbands.com>

39. Sports or Fantasy Games

You could even start a membership site based on a type of sports or on fantasy gaming. This again shows that anything people are passionate about has the potential to become a profitable membership site.

This sample site actually helps people play fantasy football and other fantasy sports by providing reviews and information on picking the best teams to play with.

Example site:

<http://www.fantasyguru.com>

40. Unique Membership Sites

This really isn't a membership site or paperless newsletter, but it is an example of another type of continuity product. This system provides shopping cart access, autoresponders, affiliate software, ad tracking, and more all in one easy to use package.

It goes to show that every membership site doesn't have to be based on information. Sometimes it's based on software and tools which can be provided through it.

<http://www.makebuyingeasy.com>

Business 51 - 60: Be The Next Bill Gates with Your Own Software

What does the richest man in the world do for a living?

He sells software...not just any software though. He sells the software absolutely everyone needs to use if they want to use a computer. If you are able to open this book, then your computer has to be running a copy of his software - Windows.

Why software for a product?

First of all, all buying decisions are based on one of two different reasons:

1. To Gain Pleasure
2. To End Pain

Look at any buying decision you have made recently...and it will be based on one of those two reasons. You either wanted to achieve pleasure out of the product you bought or you want to end the pain that some problem has been causing you.

Every day, computers are making another inroad into our lives. They are controlling another aspect of it. Along with this progress though also comes the frustration of learning to deal with them. I don't think anything causes more frustrations in users than trying to learn how to deal with their computer.

The most popular video on the Internet has been of an individual taking his computer out and destroying it. It is a thought that has ran through the minds of every person reading this.

I know I have been so frustrated at times with mine that taking a sledgehammer to it seemed like a good idea at the time (I never acted on those instincts though which I am very happy to report).

You can use these frustrations to your advantage though. Remember, one of the major reasons people buy is the desire to END PAIN. That is the goal of much of the software out there. It can help you to end your pain.

What does a word processing program do for you? It helps you to do your writing much quicker and to easily edit or change it. It makes your work much easier than using an old fashioned typewriter. To create this book I am using a program called InfoCourier because it takes away the pain of delivering this information to you in an easy to read format.

Guess what? People will quickly purchase anything that can end the pain in their lives and they will do so without you having to convince them to buy it. If they can see that it is a solution to their problems, the sale can be made easily and without any fuss.

Software sales makes a good primary business and it can also be used as a secondary income stream from most web sites as anyone visiting a web site is interested in some type of software. They had to be or they wouldn't have been able to get to your web site.

To help you get started in this business, I have included 10 businesses below which somehow relate to selling software. Nine of them deal with being a dealer for a software program because let's face it...creating software is not an easy job. It isn't something you can learn to do this weekend.

Take a look at each of these ideas below and also check out the Associate Programs involving software which you can find at <http://www.associateprograms.com>

51. Become a Software Developer

The best option of course would be to produce software solutions customers need themselves. This isn't an easy business to start though. Learning the necessary skills to create your own programs will take years to accomplish. You can hire someone else to design your software ideas through a web site such as <http://www.rentacoder.com>

52. Web Position Gold

Are you ready to get to the top of the search engines? If so, this software will help you and it will even keep track of all your top search engine positions. It will help you create, submit, and analyze your search engine results for maximum free traffic.

<http://www.bizpromo.com/webposition/>

53. viralPDF

Now you can make PDF files brandable. Up till now we've been forced to only offer self-executing files in a brandable format. Now you can give away free ebooks (or paid ones) and make them brandable for the users to put their own web site address in (for more motivation to pass them along virally).

<http://www.jooz.com/go.php?offer=bizpromo&pid=1>

54. Instant PDF Generator

The full Acrobat program costs around \$250, but you can pick up this PDF generator for \$97. It allows you to create ebooks and digital files playable on any computer...both IBM and Mac.

<http://www.instantpdfgenerator.com/x.cgi?id=28408&pid=2015>

55. Dynamic Bid Maximizer Advance

This tool allows you to manage all your PPC bids on the smaller PPC engines. Once you've done everything you can with Google and Overture, then you need to expand into smaller PPC. This makes the expansion practical.

<http://www.apexpacific.com/dynamic/default.asp?partner=25726>

56. Postmaster

This is email automation software. This program is an email application/database all rolled into one. It allows you to set up filters and even check for incoming phrases allowing you to have template messages sent out to a large portion of your incoming email. It is a serious business time saver.

<http://www.post-master.net/rs/bizpromo/>

57. Wordtracker

Wordtracker takes keyword idea generation to a whole new level and allows you to come up with keyword variations, synonyms, combinations, and more. It even allows you to save all your keywords in a shopping cart to download or email to yourself.

<http://our.affiliatetracking.net/wordtracker/af.cgi?4835>

58. Ezine Announcer

One of the traffic building strategies which has done the most for me is sending out articles to ezines. Ezine Announcer can automate this for you. It has a built-in list of ezines which accept articles. All you have to do is click a few buttons and your article is submitted automatically.

<http://wetrack.it/eza/af.cgi?927>

59. Arelis

This is a link exchange program to help you build a link directory. Linking strategies are becoming a vital part of any marketing campaign and this is the tool to do it with. Plus you can even use this program to "spy" on your competitors and see who is linking to them.

<http://www.axandra.com/go.to/bizpromo>

60. MakeBuyingEasy eBusiness Automation Software

The shopping cart I currently work with offers a full shopping cart system, built-in autoresponders, affiliate software, tracking systems, and more. It is a complete

ecommerce system. You don't have to have any CGI experience or programming at all. It is ran independantly of your web site and has it's own full-time customer support staff.

<http://www.makebuyingeasy.com>

Business 61 - 70: Work With Video

Although we covered videos very quickly in the section on doing your own information products, I wanted to do an entire section just to show you a few more ideas in this direction. Videos are an extremely popular format to use in information publishing and that is due to a few reasons:

1. Most customers want information in a video format (they are used to it from watching TV all of their lives).
2. They don't have time or the desire to read books.
3. Video on the Internet is not very practical yet...except for short video clips.

All of this adds up to opportunities for smart entrepreneurs to create videos in small niche markets. Understand that when I speak of niche videos, I am talking about producing low budget videos targeted to a very specific group of people. This is not a Hollywood production nor a subject that TV will take on. Those are two competitors that are way out of your league.

You want to pick a market that neither one of those video giants is willing to go for. You are not going for the masses. You are going to go where there wouldn't be a big enough market for Hollywood, but there is a big enough market for you to make a good profit from.

Let's not go into a full production of how to do the videos, but I would like to mention that you don't need to go out and buy all of the video equipment yourself or that you have to learn all of it before you start. If you were to choose that direction, it could be years and tens of thousands of dollars before you will ever be able to do your first video.

The easiest way to do your own video is to come up with the idea, a step-by-step outline for it, and then hire the technical staff you need for the operation. Videographers can be hired. Studios can be rented. Professional editors can do your editing for you. This way you won't have to learn the equipment nor will you have to buy any equipment.

Hiring a cameraperson for a day and then having the video tape edited will probably only cost you \$500 - \$1,500. This is only a small portion of what it would cost you to just purchase just a little bit of the equipment you would need.

Once your video was produced, you could send it off for duplication (there are hundreds of video duplicators which you can contact online by using one of the search engines) and begin preparing what you need to start making sales immediately. The three things you would need to do to get ready are:

1. Design a web site or have one done for you.
2. Prepare a Press Release for all targeted magazines and newsletters.
3. Then, set up a way to take orders...secure ordering pages or an order taking service.

One video like this isn't going to make you a millionaire, but it will get you started on your way to your own information publishing business in a very short time. Once you have good concept and script created, it will probably take you less than 2 weeks to get this project up and running.

Once you have this one making a good profit and running on auto-pilot, then you can go out and do the same thing with another idea. After a while, you could be creating new videos every month or every couple of months once you have the system down (then you may think about your own equipment).

I am not going to tell you exactly what videos you should do, but I want to "turn the light on" for you so to speak. I want to give you a few ideas to get your brain cranking and coming up constantly with ideas that you could do.

This is true of this entire electronic book. I am not giving you detailed instructions or telling you exactly what business you should do or to use as an extra income stream. I have one goal in mind through this: I want to help you come up with ideas for your own business. I want to show you how many options are out there. Then, you can figure out exactly what it is that you want to do!

61. How-To

Is there something you know how to do? I sure hope so! Well, the most common type of niche video is simply a video that shows how to do something. You may show how to create a web site or how to fix an engine. It can be on how to sew or how to play paintball. It can be How To Do Anything you know how to do (or that you can find someone else who can do). Just be sure it isn't something that is readily available on TV somewhere. It needs to be Unique.

62. Events

The quickest video would be to go to an event such as a trade show or a product expo. If you received permission beforehand to tape the event (this is as simple as sending a letter and calling the event promoters), then you can go through taping and interviewing the people at the different booths. There are thousands of these events held every year across the country, so you will be able to find something near you which would make for an interesting and exciting video.

63. Software

Remember the frustration of trying to learn how to use a new program. It is such a pain in many cases. This means one thing for entrepreneurs: opportunity. Videos could be done on a number of different software programs, especially Internet related programs (programs which can help to increase someone's business income or drop their work time).

64. Technology

New technology always comes with new problems, mostly in the frustration factor. Any type of new technology can come with videos. You can show how to use the technology with the most leverage and how to avoid problems with it. Think about new tools that this can be done with and keep your eyes open. There are new opportunities showing up every day.

65. Demos

Many companies are now turning to video catalogues or video demos of their products. This especially works well with high ticket items. It is difficult to sell above a certain price level online, but that can be overcome by producing a video on the product and subject. You price the video at a low level: Free, \$5, \$10, or \$20. Then, let it do the presentation for you.

66. Seminars

There are hundreds of seminars being done every week. You can present to the event promoter that you will video tape the event for free and give them the full reprint rights to all of the videos as long as you own the rights as well. This can be an easy way to get your own video set done on a popular subject (it was popular enough to do a seminar on).

67. Hobbies

I tell this to people all the time when they ask me what they should do for their own home business, "Do something that you enjoy!" What hobbies do you have? Any of your hobbies could easily present a video opportunity. Whether you train dogs, paint pictures, or design cartoons, you will be able to find a market for a video. Look through magazines that apply to your subject and think up ideas by reading both the articles and the ads.

68. Pains

People buy for two reasons: to gain pleasure or to relieve pain. Find a problem that people are having and create a video information product that is the solution to it. To the budding entrepreneur, problems are not problems. They are opportunities for new products. Start looking for problems. Once you find some (that should take about 5 seconds), start searching for solutions.

69. Dreams

Do a video on people's dreams...How to travel the world, the best Bed and Breakfasts, How to take a Cruise, Local Romantic Restaurants or Hotels, etc. Fulfill people's dreams for pleasure. Give them that "Dream" they are constantly thinking about and have fun doing it.

70. For Hire

Do videos for other companies. This one requires you to learn how to do camera work or editing, but it can provide a good source of extra income for any video business. There are many businesses out there that would love for an outside company to do the entire job for them and take a portion of the profits in a Joint Venture arrangement.

Business 71 - 80: Join a Dealer Network

Dealer networks or associate programs are one of the best ways of adding multiple income streams to any web site. Although I don't usually recommend someone use an associate program for their primary product, they make great secondary products on the way to your multiple profits from any web site.

You are better off having some type of unique product, service, or item that you own reprint rights to as your main product so that you can earn the majority of the profits on the first sale to your customers (this first sale is also the most expensive one to make to them). Associate programs on average only let you keep 10% to 40% of the money off of your sales so you are better off with a higher percentage item on your front end.

With reprint rights to products at a \$1,000 or less in many cases, that is where I would look first for my primary product to start off in business. Then, I would find associate programs to help me create extra incomes that all support my primary theme.

Choosing the Right Associate Program for your Site

There are three major questions you should ask yourself when looking for an associate program to join:

1. Does it fit into your overall theme?

Stay with a theme. We discussed this in the first chapter. You have to develop a theme and then stay with it. Way too many web sites have become just a place to list a bunch of associate programs. Don't let that happen. Make sure to have one theme and strategy flowing throughout your entire site. Don't sell nutrition products and software on the same site. It doesn't work and will only confuse your prospects. Everything on your site has to have one consistent flow and feel to it.

2. Is it a good product or service?

Make sure you can recommend enthusiastically. Do you love the product or are you just trying to make some money? People will be able to tell when they take a look at your presentation. Make sure that it is a product you would recommend to your family (if it applied to them).

3. Does it pay well?

You can't make money if the program doesn't pay. Take a look at the pay plan **ONLY** after you have answered the first two questions. Don't jump on a program just because it seems to pay well. If it doesn't fit your site or doesn't have a killer product, you will have to pass on it anyway!

Below are a few samples of affiliate programs for your to take a look at (all chosen from

completely different industries to give you an idea of what is out there). We are not specifically recommending any individual program:

71. Automobiles

At Autoweb.com you can be paid a commission for referring potential car buyers or for individuals who place ads selling their used cars.

<http://www.autoweb.com>

72. Books

Amazon.com is the most well known web site for selling books online and currently has over 300,000 affiliates.

<http://www.amazon.com/exec/obidos/subst/partners/associates/associates.html/>

73. Nutrition Products

This web site not only allows you to be an affiliate, but it also has a dropship program so you can build your own customer base...and sell to your own customers while they do all product fulfillment and delivery.

<http://www.discountnutrition.com/dropshipping.html>

74. Magazines

This web site has one of the largest selections of magazines available and now you can make money through referring others.

<http://nba.com/affiliate.html>

75. Information Products

You can promote my collection of over one dozen Internet marketing training products and services. When you promote, your first sale to a customer is only the beginning. When one of your customers buy further products from us, you continue to get the commission on all future items they buy.

<http://www.makebuyingeasy.com/affiliates.html>

76. Perfume

Fragrancenet has over a 1,000 different fragrances for you to profit from if it goes along with your web site theme.

http://www.fragrancenet.com/html/service/cs_partners.html

77. Golf

Golf is a passion for millions and now you can make extra profit by selling golf lessons to your customers and visitors.

<http://www.1877alession.com>

78. Bass Pro Shops

Bass Pro Shops is where you can sell all of their outdoor and fishing supplies for a cut of the profits.

<http://ww2.basspro.com/affiliates/befree/befree-pitch.htm>

79. Travel

Inntopia allows you to make a commission off of luxury travel that your web site visitors take.

<http://www.inntopia.com/products/twotier.html>

80. Groceries

Just about anything you can imagine has an associate program available. This one even allows you to sell groceries online.

<http://www.ethnicgrocer.com>

Business 81 - 90: Create Your Own Opt-In Email List

Let me reveal to you exactly what I do step-by-step to make money online. If you pay careful attention, this could quite easily be the most important book that you will ever read in your online career.

I could go into a complicated discussion of what this person does or what that person does. There are a lot of little twists people do in the marketing to make it more effective. You should never stop learning...BUT what I am going to show you today is a SIMPLE system everybody who I know that is making money online is following!

If you would like to learn my simple 3 step formula for creating wealth online...Keep Reading:

1. Generate Traffic for Your Business

You have to get your business exposed first. This is also the biggest question I am constantly asked by people, "How do I get more traffic to my site?"

The secret to getting traffic is actually so simple most people miss it. If you want traffic at your web site, give people a reason to come to your website! What do you give to them once they get there?

The best thing of all is give them FREE CONTENT. I am not talking about just free reports either, though that is a very good start. Find something in your industry that everyone needs online (Free SE submissions, FREE Listing of Ezines, FREE Training Course Online, etc.). Pick a HOT idea that is going to get people to link to you.

If you spend enough time at forums and talking with people in your industry, you will find a HOT need everyone has that you can offer to them for free at your site. Once you have something like this, your traffic counter will go through the roof!

2. Start Your Own Opt-In Mailing List.

Start your own Opt-In Mailing List, But do Not SPAM. For those who don't know what "Spam" is, it is the practice of sending email to thousands or millions of people who have not requested it or have never contacted your company before.

I know you get "Spammed"....everyone does. Personally, I receive around 50 or so a day of these emails selling whatever product or service they have to offer. I delete most of them with barely a glance, yet they keep on coming.

They are usually (though not all of the time) poorly written and full of extremely hyped messages. One will be for bulk email products. The next might be for search engine submissions (I wonder why they have to bulk for it if they are so good at search engine submissions?).

The list goes on and on. I get ads for dolls, cars, credit cards, merchant accounts, and more. We won't even talk about the worst stuff which is sent out. One piece after another has to be deleted...and it just keeps coming.

Why So Much Bulk "Spam" Email?

If everyone is deleting it, then why do they keep sending it? It's simple. Although the response rates are extremely low, they still do get orders for their product or service. Their financial cost in sending it is almost nothing, so it is looked upon as a good advertising vehicle. Some sales are better than nothing...Right?

Wrong...In all of the offers about bulk emailing, notice that you never seem to receive the other side of the story. What happens after you send bulk email?

You could lose your local Internet Service Provider, your web sites, your email addresses, and more. Just a few complaints (which you will get even if you try to hide) and your server will cancel your account.

This doesn't even cover your reputation or the legal ramifications of sending unsolicited bulk email. Currently, several states have laws on the books or in the works which can fine you \$500 or more for each piece of bulk email you send without a prior business relationship.

Bulk email just isn't worth the ramifications. If you have considered bulk email, don't do it. There are SO many other more effective ways to market your product or service on the net that it is not necessary to take the risks that go with bulk email.

"What Should You Do?"

I can tell you in one sentence what you should do instead of bulk email... "You should start building Your Own Opt-In Email List TODAY!"

Email Marketing is effective. That is why so many people are using it in the "Spam" arena. It can produce sales constantly in your business!

Anytime I see someone trying to build a business online without developing any type of Opt-In list I know they are shooting themselves in the foot. It is possible to build a business online without a list, but **WHY WOULD YOU WANT TO?**

Email is free to send out. Even if you have to purchase a listserver or some other type of application to do your email, we are talking about only a couple hundred dollars a year to send out UNLIMITED communications to your prospects and customers. Go to your local post office and ask them if you can send out as much mail as you want whenever you want for one low lump sum. I guarantee you will be laughed at!

Opt-In email is the wave of the future online. The easiest way to do that is through your own ezine. If you don't have one now, YOU are going to have an ezine in the future of Internet marketing if you want to stay competitive. The easiest way to set one up is to use Listbot at <http://www.listbot.com> who will give you one absolutely free!

You can offer your ezine monthly, weekly, or even daily, whichever one is best for you. If you can't write your own articles, there are dozens of people who will let you use theirs for free. Just ask! It is so simple to run your ezine, and so profitable, you have NO excuse for not doing so if you are a serious Internet businessperson.

3. Use the Seven Profit Streams of Every Opt-In List.

Your Opt-In Mailing list have 7 Profit streams. In this short space I am going to mention just 2 of them which can produce a GUARANTEED residual monthly income for you no matter what type of business you are in.

The first monthly profit stream from your ezine is your own products or services. Every month you can offer a special offer on a NEW product or service OR offer a special bonus to go along with the product.

Whereas bulk email has horrible response rates, Opt-In email with your subscribers has been known to produce response rates of 1% to 10%! Think about it.

If you have a \$97 product which you offering to a list of only 2,000 people, and pull in a response rate of 1%, you would have a gross income of \$1940! If you received a 2% response rate, you would have made \$3880! PLUS, You can do this every MONTH or even every week!

What if your list had 50,000 members on it? I know of mailing lists online that have 600,000 or more members on them. Only having 2,000 subscribers is honestly a pretty small list and can be built in around 2 - 3 months even without much of an advertising budget.

The second profit stream from your ezine is classified advertising. As your list grows, you are going to want to give people the opportunity to purchase classified advertising space. If you are selling ads for \$20 a week and sell 10 ads per week, you would be making \$800 a month in classified advertising. This isn't a big sum of money, BUT it is a nice residual income to have coming in every month.

Now, think about when you put the other profit streams to work for you in your Opt-In list...what will happen then?

NO Excuses Allowed...

Usually when I tell people to start their Own Opt-In List, they give me one of three excuses about why they can't do it:

1. They don't know how.

I usually am the least patient with this excuse, because everyone of us had to learn at some point in time what to do. I don't think anyone jumped on the Internet and all of a sudden knew exactly what to do every step of the way. As a matter of fact, I know they haven't.

There are many resources online to learn how to start your own ezine. Dozens of ezines come out every week talking about the subject...not the least of which is this one you are reading!

Ignorance is no excuse. You can learn how to do your own Opt-In list and you can learn how to profit from it. Don't let me hear you use that excuse!

2. They can't come up with that much content.

Maybe, you don't believe you can come up with that much content, because you aren't a writer. First of all, I hope you know a lot about whatever subject it is that you deal with in your business. Whatever you are selling...whatever problems you are solving...can be the basis for much of your content.

The second thing you can do is use other people's content. Hundreds of ezine publishers will allow you to use their articles in your ezine as long as you leave their contact information attached to the bottom of all of the articles. All you have to do is ask and most of them will give you their articles free to use. I know I will!

3. There are already too many ezines and newsletters out there.

Who said your Opt-In Email List had to be an ezine? When I speak of Opt-In Email, it doesn't have to just mean ezine, although this is the most popular application. I am going to give you 10 different Opt-In List ideas that you can get started using right this minute.

One admonition I want to leave you with though is to get started TODAY! If you don't get started in one way or another today in either the development of an idea or in the actual set-up of your idea, you by odds will NEVER do it. Owning your own Opt-In list is so important to the effectiveness of your business online that I have to stress you need to get started today if you want to succeed in your online business.

For more information on the other profit streams of every Opt-In List OR how you can add 2,000 subscribers to your list in 3 months or less, email me at emailmarketing@aweber.com

81. Ezine

This is the basis of most Opt-In lists. You can start an ezine on any subject (an ezine is

simply an online newsletter which is sent out by email). In your ezine, you will be providing free information about whatever your specific subject is. For samples of ezines, go to <http://www.ezine-universe.com/> (there are over 3,000 here). Subscribe to a few of these and start thinking of ideas of what you can do in your ezine.

82. Tip of the Day

Samples of this type of Opt-In list include "Joke of the Day" or "Recipe of the Day." Create any subject and put it in this blank: "_____ Tip of the Day." Then, go around and find a specific tip for each day to send to your list. Build a daily relationship with your prospects with this simple idea.

83. Updates

If you can't come up with another idea for an ezine list or you just don't want to take time for a weekly or monthly mailing, send out update notices whenever your site is redone. Whenever you add new products or new services, send out a short notice to all of your subscribers.

NOTE: For this type of list, you will definitely have to include a Free bonus for people who subscribe and make sure to mention the bonus whenever you send out your updates so people can remember subscribing.

84. Resource Lists

This is another simple idea to use for an Opt-In list. Send out lists of resources to use in your industry to all of your subscribers. What makes it so simple is that you can save sites you visit in your favorite places as you are studying your market online. Then, use your favorite places resource as the basis for the lists you send out to everyone.

85. Diaries

I have noticed this format being used more and more often lately. Basically, all you do is send out a daily business diary of what went on in your business that day. You may say how you find a new supplier, made so many sales in this market, gave out free information on a certain subject, etc. The people who use diaries of their businesses can often build a strong bond and relationship with their readers if they are high quality publications full of good information.

86. Friendly Letters

If used appropriately, this may be the best format of all. You send out your weekly or monthly letter to your subscribers in a personal format (it is best if you use a CGI program or listserver which personalizes the emails). They write good information their readers can use and then use P.S. for sales tools, endorsements, etc. Ads are rarely used in a friendly letter format, because you want to keep the personal touch like it was a letter

written just for them.

87. Online Class

Create a 6 week, 12 week, 24 week, etc. class which is sent out by email every week. On this one, you would want to make sure you use some type of automated follow-up autoresponder such as AWeber to do the actual work. Then, you save the email addresses once they have went through the entire class and send them out updates on the information or further training along with advertising for your business or joint ventures deals you have set-up.

88. Magazine Site

Many webmasters are beginning to move over to ezines which are published on a web site in a magazine format. This way they can include pictures, formatted text, anything else you can have on a web site. The advantage of this method is that you can include more information on topics in an easier to read format. The disadvantage is that not as many people will read it, because they have to go to the site every month instead of just getting it in their mailbox. If you use this method, make sure to still keep a list of email subscribers so that you can tell them when the new issue is ready.

89. Monthly Audio

If you would prefer to do an audio presentation every month instead of writing, then you may want to think about using Real Audio to create web site audio which can be updated every month. Then, send out an email to your list and let them know when the new monthly message is up and what benefits are in it for them.

90. Monthly Video

The same idea can be followed using video as using audio. The major problem with both of these methods though is the slowness of many people's connections and the fact that they will have to install additional software, even though it is free. As time progresses though, you can expect that both Audio and Video are going to become much more prevalent throughout the net.

Business 91 - 100: Create a Residual Income

Wouldn't it be wonderful to receive \$1,000, \$5,000, \$10,000 or more in MONTHLY income which comes in consistently month after month without ever selling another product or service?

And don't worry...I am not talking about network marketing or trying to recruit you into any opportunity.

Through the internet and the use of what is called a "Subscription Site," you can do this very feat. You can create a web site, sell subscriptions to it, and bring in money for it every single month for the rest of your life.

Although subscription sites used to be only for the adult sites out there, it is quickly becoming a much more commonplace occurrence in every online industry. As a matter of fact, I know of a site in the stock market which sells subscriptions for \$300 a month and has a few thousand subscribers. Do the math and figure out the income on that one.

I have seen successful models of subscription sites for not only the adult industry, but also for news, stocks, commodities, internet marketing, web site promotion, newsletters, and industry specific resources. Just about any market has room for subscription sites.

To be a successful one though, you are definitely going to have to come up with unique information or tools that everyone in your market needs. For example, if you were going to do a paid subscription newsletter, it definitely will have to have unique information which can't be found anywhere else AND bonuses to go with it which are at least worth the value of the price of the subscription itself.

Remember, most of the information and many of the tools you will be selling on your site can be found for free if your visitors were to search the net hard enough. The key is that you will have to present it or organize it in a manner that is much easier to use and simpler to understand than can be found anywhere else.

C-Net reports that only 10% of internet users are willing to pay for access to a web site, BUT that number is growing every day. People are becoming frustrated with having to search a million sites to find what they want. If you can provide it in an easy to use format, then you can profit from helping people relieve their internet frustrations.

For a few quick ideas in this arena, check out these ten businesses you could start with web site subscriptions.

91. The Total Source

This type of subscription service is when you can collect together in one place the information that everyone needs to get started today in a specific business and provide support to it. For example, a very successful internet marketing subscription site I know

gives you internet marketing information, software downloads, products to sell, discussion boards to meet other marketers, and more. They become a one stop shop for the internet marketing tools business people need. You could do the same in your chosen business.

92. Resource Lists

If you can collect the complete list of resources some one needs in an industry and keep it continually updated every week, then you have a potential subscription site. This has been done with lists of classified ad sites, employment resources, wholesale sources, money saving sites, and more. Come up with a unique idea of a list that everyone is looking for and you might have found your residual income.

93. Promotion Tools

Linkomatic, AWeber, Submit It, and more have all found an edge. They created a tool that helps people to promote their online businesses, and people pay them month after to month to use it. If you can find or create a unique web promotion tool that brings traffic to people's sites, you may just have a guaranteed winner of a subscription site.

94. Lead Generation

Generate leads for a specific type of business online and you have the subscription site that PEOPLE online are dreaming of. If you can generate lead after lead of people looking for specific products, businesses in that category will beat a path to your web site. Here is another frustration point for internet users. They can't create the leads they need to profit online. If you can, watch the income stream in.

95. Audio Bank

Do an audio seminar online. Record interviews with industry leaders and make a complete audio bank online with new interviews and information being added monthly to your site. The \$0 cost of delivering audio online can help you to build a profitable "Tape of the Month" club in your industry without the duplication and postage costs.

96. Video Bank

Do the above with videos. Recording a new video every month or every week contains good hard hitting information. As access speeds grow for the average user, this type of site will become more and more popular every year.

97. Web Cams

Unique and interesting web cam sites have been profiting from subscription sites for the past year. The key to provide enough content for free while making the paid subscription site attractive to order and good enough to keep renewing every month.

98. Newsletters

How can you do a newsletter for money online when 1,000s of people are doing it for FREE. Being unique wins again. Not only must your information be the best out there, but you will also have to provide FREE bonuses along with the subscription which are worth the money people are paying for the newsletter. Let them know they get more VALUE than what they are paying for.

99. Web Services

Selling web services is probably the most popular subscription item you can sell online. Every business must have a web site, and you can profit from it in practically any industry. There are a lot of web services out there which pay dealer commissions, but in my opinion Thirdsphere offers the best program because of their high commissions and unmatched customer service. They are available at: <http://wwwbizpromo.com/freehost.html>

100. Up-To-The-Minute

By far, the most exciting and profitable subscription sites are those which offer continuous up to the minute information. Sites such as stock market sites, commodities, and news which are updated constantly are the subscriptions which bring in the highest revenues (sometimes as much as \$2,000 per month) and keep the most subscribers. If you are involved in an industry that HAS to have constant information, then you might just find this is the most successful business you could be involved in online.

Business 101: Joint Venture Marketing

How would you like to make up to \$100,000 in ONE day?

Joint ventures are the quickest and easiest way to make the BIG money online.

To put it simply, joint ventures are when one company who has developed a list of customers makes an endorsement of another company's products or services to their list sharing in the profits.

It is based on one business rule, "People prefer to buy from someone they know and trust." The most precious asset you have in your business is the relationship you have built with your customers. It is an asset that isn't measured in dollar signs, but that doesn't make it worth one penny less. If you learn how to leverage your business, this asset is worth pure gold.

Let's say for a moment that you rent a list of names and addresses from a list broker. You carefully plan your offer and prepare a killer sales letter. Your campaign becomes a winner and pulls in a 1 to 3 percent response on the offer. That is a very effective direct mail project, but with those numbers, you may or may not make money.

In many cases, you don't make very much profit on the first sale to the customer. It is on the backend sales later on down the road that you make your profits. As a matter of fact, many of the Infomercials actually lose money on every sale they make. They are willing to lose money on 10,000 customers a month so that they can make money on the backend.

Using endorsement offers though can change those numbers completely. A joint venture can take place in this instance by the owner of the list making a deal with the product company to endorse the product to their list. All that the list owner has to do is write about the product owner's greatness, his unmatched service, his high quality product, and how valuable he considers this deal to be. It only needs to be one page written by the owner of the list and inserted with the exact same sales letter as the one we showed before.

Now, this same offer (only a one page sheet of endorsement by the owner of the list) has been known to sell 10 TIMES as many products with the same mailing to the same list. That means it is possible for this offer which pulled only a 1% - 3% response rate a moment to now pull a response rate of 10% to 30%!!! WHY? The mailing list trusts the list owner because they have done business with them in the past and are willing to do it again based on their recommendation.

Let's run the numbers for a moment. If you were selling a \$197 product to a list of 10,000 people by direct mail, and received a 1% response rate, you would make 100 sales. That would be a gross income of \$ 19,700. If your mailing costs totaled \$10,000 (which is quite possible) and your expense of your order line plus product were another \$5,000,

you would have made a profit of \$4,700 before the cost of list rental. In other words, your profits would have been decent, but nothing to write home about.

Now, let's take the same direct mail campaign and make it a Joint Venture. The list owner endorses your offer and you achieve a 10% response rate on the mailings. You made 1,000 sales. That would be a gross income of \$197,000. The cost of mailing stays the same and the cost of your product and order line is now \$50,000. You have made a \$147,000 profit. You have to split this 50/50 with the list owner and you both make out with \$73,500.

Is this a better deal?

Both you and the list owner make thousands more than you could have considered ever making without this partnership. Plus, more customers get to take advantage of your wonderful products (I am assuming they are wonderful or you should go find new ones). It is a WIN-WIN situation for everyone involved in the process.

Would you like to know how we could have leveraged your sales even further and removed ALL RISK from the process. If the list owner had a newsletter which they sent out to their customers regularly, he could have included your product offer as a ride-along and had NO additional postage costs to include it. The entire offer would have had NO risk to you or the list owner and the potential for over a hundred thousand dollars in profits.

What does this have to do with your business?

Everything...

If You Are a Product Owner: There are thousands of web sites out there which have already built relationships with their customers. They have Opt-In Email Lists, discussion boards, or regular visitors to their sites. They have the targeted consumers you need and are looking for in your business. If you will LEVERAGE their customer asset and share the profits of your product with them, you can build an online business almost instantly.

If You Are a List Owner: If you find the right product offer and send it out to the 10,000 subscribers of your newsletter along with the right Joint Venture elements, you can instantly earn tens of thousands of dollars in new found wealth for your business. This can occur while helping your subscribers and without having to spend a minute on developing a new product.

If You Don't Have A Product Or a List: Even if you are starting at ground zero, you can take advantage of Joint Venture Marketing Principles. You can become a deal maker who finds the product owners and list owners and sets up the opportunity. If you were working on a profit split, you could easily earn 10% - 30% of the profits on the deal!

How do you find these deals?

There are infinite numbers of ways to find these deals and set them up, but I want to help you get started and generate some ideas for you with these three techniques:

1. Look for deals with Ezine publishers. Many of them have 10,000 or more subscribers and send out emails to their lists every single week (some daily). Over 3,000 of them organized by industry and market can be found at <http://www.ezine-universe.com>.
2. Start participating in discussion groups. You can actually network your way to wealth by participating in the networking method of the next century.
3. Do a search on one of the search engines such as <http://www.yahoo.com>. Finding dozens of potential partners in any business will be snap using the online tools we have available to us.

How to contact them:

Once you find your potential partners, prepare a letter and send it by courier to the decision making person in the company. Tell them that you have a way to leverage the assets in their business for immediate profits. There is no cost to them whatsoever. Then, call them. Introduce yourself and start interviewing them. Ask about their company, their sales, their business, etc.

Share the information you have learned here with them and get the deal going for maximum profits for both of you.

NOTE: If you would like to maximize the profits of your current ezine list while consistently growing it to new levels...OR if you are the prime source of a product that you would like to have endorsed by an ezine...then make sure to pick up our brand new [Internet Joint Venture Secrets Revealed](#) product today.

SPECIAL BONUS REPORT #2

48 Ways to Generate Traffic To Your Web Site for Maximum Profits

Generating Traffic To Your Web Site

The question that people most often ask me concerning the web is simply...
"How do I get traffic to my site?"

I get this question constantly...at least a dozen times a day. How can you get traffic to your site? I used to think of it as one of the most difficult questions to answer for several reasons. First of all, there are so many ways to get traffic. I can't say there is any one single way that I have received all of my traffic. I get traffic coming to my site from so many different methods.

The second problem with answering this question was that I found it hard to explain the exact methods they should take to start getting traffic themselves. I never really stopped and looked at my exact traffic building methods nor had I taken the time to examine other successful webmasters and their methods.

Now that has changed. Since everyone kept asking the same question over and over again, I eventually took the time to study, research, and write down every single traffic building method I have used to get my site to where it is now.
Why is everyone so concerned about traffic?

I know that many marketers say, "It isn't the traffic that matters...It is the buyers." Guess what? I have said that too, and it is 100% true and correct. If you are getting thousands of hits daily from people who aren't the targeted market you are looking for, then you aren't going to make any money with your current product.

You can make a ton of money from this traffic pretty simply though. All you have to do is start asking some questions, taking some polls, and find out what they want.

What do the people who visit your site want to buy? I guarantee that there are some things they are currently buying. All you have to do to make money is to find out what it is they want. If your current products don't fit the bill, then get some new ones or joint venture with someone who already has them.

So if you have thousands of daily visitors and aren't making any money...you are selling the wrong products OR you are trying to sell them in the wrong way. Find out what your prospects want, and then give it to them.

Hint: It will probably have something to do with what brought them to your site in the first place.

It is extremely easy to make a site with tons of visitors and no product successful by adding the correct product mix. It takes a much greater effort to sell a great product if you haven't established any traffic yet.

If you have the traffic, there are thousands of companies who want you to sell their products. Who wants to just give you traffic though?

Which comes first...the product or the traffic.

If you look at some of the most successful sites on the web, they established the traffic well before they ever introduced a product. For example, Yahoo started as a free directory of the Internet. They didn't have anything at all to sale when they first started.

Now, they are the number one traffic site online. As they grew, they added one product after another to their online mall.

Look at the other online portals. In most cases, they sought the traffic first. Then they developed or joint ventured for the products. This is really not a new marketing principle by any means.

For decades, many of the greatest marketing minds have been telling us to look for the prospect first. Find the market. Find the customers. Then, develop or find the products that they are most interested in buying.

Develop a consistent stream of traffic to your site...and finding a product they want to buy will be the easy part.

Please Note: One of the primary ways of getting traffic is to develop a strong Unique Selling Position for your web site or products. If you are just an echo of what other marketers are doing, you will never reach your full web potential. If you figure out how to set yourself apart by doing something a little better and more customer based, then you will probably never have another traffic problem again.

For specific instructions on developing a Unique Selling Position, please pick up my [**Internet Marketing Secrets REVEALED**](#) course.

We are going to be dividing up our traffic generating methods into two separate main sections in this manual. The first section deals with direct marketing techniques such as free advertising, paid advertising, email advertising, offline advertising, and publicity. With each of these sections I am going to be giving you specific methods and traffic building techniques.

The second section of this manual deals with the subject of viral marketing. Viral marketing is so-called because it travels and spreads just like a virus. It begins spreading your business without you ever having to lift a finger. This is the ultimate source of traffic, because once you have a viral marketing plan running it will continually grow your business without you ever lifting a finger or spending another penny on marketing.

You will be able to produce almost unlimited traffic at your site using the direct marketing methods you will learn in the first section and the viral marketing techniques that are explained in the second section.

So, if you have been wondering how to produce traffic at your site...wonder no longer. The answers that you have been desperately seeking are in this manual. A world of unlimited traffic and sales has been opened up to you today.

Almost everyone when they are first introduced to the Internet is told that there are millions of people just waiting to visit their site. I am sure you have been told to build it, and they will come. If you have been online for over a week, you have probably already learned that this isn't entirely true. Just because you build it does not mean that they will come. If you want traffic at your site, you are going to have to advertise it.

The best place to start is with the free advertising techniques which are revealed to you through this first part of section one. The Internet does have a world of possibilities when it comes to free advertising, but you do have to know how to use them to get any use out of them.

So, unlike previous publications which may have just given you a cursory glance at information at marketing for free online, in this section we are going to detail each of our specific techniques in order and tell you exactly how to use them at your web site.

Free Traffic Techniques: 12 Free Ways to Generate Traffic to Your Site

Traffic Tip #1: Finish Your Web Site Before You Begin Marketing

There is nothing more annoying to the thousands of visitors you will be receiving than showing up at your site and seeing an under construction sign. Make sure that your site is up and has been tested by several different people using different browsers. Web sites look considerably different on different browsers.

Have a couple of your friends look at your page as well. The computers that your visitors are using will have different screen sizes and resolutions. You don't want your page to just look good on your computer and look horrible to the rest of the world.

Make sure all of your links work. Test your secure order forms. Test everything you can imagine. Make sure that your web site includes free content or some other type of freebie which can draw more people in and keep them there longer.

It takes time to prepare a good web site, but it is worth it. You don't want to spend your time or hard earned money bringing people to a web site that doesn't pay off.

So, make sure that your web site is content rich and that any sales letters or offers contained on it are benefit rich as well. Make sure that your site will work once you generate the traffic you have coming to you.

Traffic Tip #2: Prepare to Collect Email Addresses

Very few web sites can make enough sales on a prospect's first visit to be profitable. If you plan on building a long term successful Internet business, then you absolutely have to get the prospect's follow-up information.

Some companies use their web sites just to collect leads for offline follow-up. For example, they may just have a free report that they offer online. When someone signs up for it, then they are sent the report by direct mail along with any offers the company has prepared. Some companies are now even moving over to telemarketing the leads that come into their site to get a more personal approach.

For the average web business though, I recommend just making an effort to get the email address. You could offer a free report by an autoresponder which automatically sends out follow-up messages to your leads. You could also start sending out your own newsletter at whatever time intervals are good for you (daily, weekly, or monthly).

Whatever you do, get that email address. Every page on your site should have a form for collecting email addresses and every marketing communication you send out should give an incentive for giving you the email address. Don't let your prospects get in and out of

your site without being given every imaginable incentive for becoming a member of your email list.

I credit at least 80% of the success of my business to making sure that I get the email address and using it for follow-up. If you don't do it, you are crippling just about any chance of success your business could have ever had.

Traffic Tip #3: Submit Your Site to the Major Search Engines

Many marketers say that 80% of their traffic comes from the major search engines. For my site, only about 20% of my traffic comes from the major search engines. The reasons that so many people have such a high percentage of traffic coming just from the major search engines is that this is all that they rely on in many cases. This is only one technique out of dozens of possible ways you could be advertising your site.

For the major search engines, it will be in your best interest to learn as much as you can about each one and what helps you to get a good listing. I spend time studying what works and what doesn't work with the search engines, but I don't focus too much on them.

As the search engines are continually growing "smarter," the tricks that people used to play on them simply don't work anymore. You can't try to use the old tricks of title spamming, keyword spamming, etc. The best technique for achieving a high ranking position on all of the search engines, especially Yahoo, is to create a web site that contains a lot of content.

If you really want a high ranking though, you will need to do a little work and possibly invest in a program that really helps you get the top rating. The best of these programs in my opinion is Web Position which can help you get a top 20 position... You can find more information at our site in the next section.

Traffic Tip #4: Use a Program such as Web Position To Increase Your Position on the Major Search Engines

If you are really going to work at getting top positions on the search engines, you need to get a program such as Web Position to help you out.

The search engines are always changing their ranking systems, dropping pages, adding pages, etc. No one stays in any position for too long (except for the occasional anomaly). Use a good software program to help you achieve the position you are seeking after.

Web Position is a stand-alone and true efficient search engine top-positioning tool that makes web site promotion a snap.

With Web Position you can easily create HTML pages optimized and ready to reach the TOP20 at the major Internet search engines as well as automatically modify and optimize

existing web pages with the same focus as above. It also has an automatic top-positioning support for the top search engines.

Last, but not least, you can upload your HTML documents to your server from within Web Position and automatically submit them to the major Internet search engines; also you are able to check your website position for selected keywords with the easy-fast click of your mouse.

I am not going to list exactly how to get top positions in this report, because by the time you read it they could have changed. If you want to enter the fight for the top positions, then grab a program such as Web Position, learn how to create lead pages, and get to work. Focus on trying to get multiple keyword listings. In other words, don't go for "real estate." Go for "Indiana real estate." You will find that by targeting your potential customers with very specific phrases you will greatly enhance the chance that you can get one of the coveted top ten positions.

Traffic Tip #5: Submit to Thousands of Search Engines

When you see an ad saying that you can advertise your site on 1,200 search engines, don't get too excited. It sounds a whole lot better than it really is. Many of these sites get little or no traffic themselves. Having a link on a page that is only getting a small amount of traffic cannot produce much for you.

Notice I did not say that it would not produce something for you. It is definitely worth your time to submit to these sites if you have it handled automatically for you. You can build up good traffic by constantly resubmitting your web sites to these smaller search engines.

By using my own experience as a guide and the opinions of other Internet marketers I have spoken with, it is quite possible to build up around 100 hits a day to your site using a submission program over and over. By that I mean submitting your site to over 1,000 search engines 2 to 4 times a week.

You could never even consider doing this manually, so don't try it. Use one of the free submission services to do it for you.

NOTE: When submitting this often make sure that you are not submitting to the major search engines. They will sometimes ban you for spamming if they are being submitted this often. So, remove them and submit to the rest.

One online free submission service to 1,200 search engines and link pages is available for use at: <http://www.addme.com>

Traffic Tip #6: Submit To Award Sites

It will increase your traffic when your site wins awards. So, whenever you see that a web site gives away certain awards, make sure that you apply for them. You can also do a search on one of the search engines for "web site awards" to find other award sites.

Below are Links to some of the Most Important Awards on the Web...

<http://cool.infi.net>

<http://www.browsertune.com/flanga/hotspots.htm>

<http://www.startingpage.com/html/awards.html>

<http://www.selectsurf.com/addsite/>

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

<http://www.web100.com/>

Submit to Many Awards on One Site here: <http://www.award-it.com/>

NOTE: When you win an award, do not put the award on your main page as most award programs suggest. They are trying to get you to do this to create traffic for their own sites, not for yours. Include all of your awards on a separate page of your site.

Traffic Tip #7: Create Your Signature File

If you follow my marketing system, you will be using your email a lot. It will become your primary marketing vehicle and will work right along with your web site. So something that you will want to do before you move on to the other free marketing techniques is to create your signature file.

A signature file is a short message that goes out on the bottom of each of your emails. It should give people your contact info, usually your email address, and contain a benefit - web site combo. For example, if you were only advertising one web site and one product, it may look something like this:

Terry Dean - <mailto:webmaster@bizpromo.com>
Learn How to Develop a \$100,000 Per Year Internet
Marketing Strategy, Receive Unlimited Traffic, and Earn
Multiple Streams of Income from your web site by
visting <http://www.bizpromo.com>

If you have multiple web sites and/or multiple products you represent, your signature file may look a little more like this:

Terry Dean
webmaster@bizpromo.com
Free Internet Marketing Center - <http://www.bizpromo.com>
eBusiness Automation System - <http://www.makebuyingeasy.com>
Internet Marketing Mastermind Summit - <http://www.advancedsecrets.com>

Of course, there are hundreds of other ways you could organize your signature file. You can even advertise free reports on the bottom of your signature file and produce long sig files.

You will want to keep your signature files down to 5 or 6 lines when you are posting in newsgroups, forums, or mailing lists. You will also want to keep it to a minimum such as this when you submit articles to ezines and magazines. Let your content speak for you and don't try to turn those free advertising mediums into a hard sale atmosphere. It will backfire on you every time.

You can set your signature files up in your email software. I personally use Eudora and all I have to do is choose Special - Signature. Then, my signature file will be set up to go out on all outgoing email. Just look in the manual or help file that came with your email software to see how to set up a signature file.

Also remember to save a copy of your signature files on your hard drive for those situations where you want to use them...such as in discussion boards or submitting articles you have written. You will want to have them saved so that you can copy and paste them instead of rewriting them every time.

Traffic Tip #8: Be a Good NetCitizen

It is actually kind of interesting. Any one of these free marketing techniques can keep you in business practically forever. I know of marketers who do extremely well online and only focus on using one or two of these marketing techniques. So, don't think that you have to get every one of these techniques down pat immediately.

Start using the ones you most enjoy and then expand into the others when you are ready.

This technique can be really fun. Basically what you do is search out online meeting places where the traffic you want resides. Then, you begin looking for opportunities to participate in the discussions that are going on. You never directly advertise your business. You post good content to the discussions and help as many people in your area of specialty as possible.

During this whole time you let your very short signature file do the advertising. Your goal is to help people. As you help people get what they want, they will end up trusting you and buying from you.

It will shock you how many orders can be produced just by applying a non-aggressive posture such as this. After a time, people will begin looking at you as an expert in your niche. Then, when they need or want something you have to offer, guess where they will go. That's right. You are going to earn yourself a customer.

To find discussion boards, mailing lists, and newsgroups, simply do a search for them on Google with your keyword phrase + discussion board as the search term.

Find 10 or so discussions, join them, and then start participating. Quietly and without fanfare you will begin earning yourself customers. No other online marketing technique can be accomplished so easily.

Traffic Tip #9: Submit Articles to Ezines

How would you like to reach a couple of million people with your products and services...for FREE?

That is exactly what occurs when you start writing articles and submitting them to hundreds of ezines online. Currently there are tens of thousands of ezine publishers online and almost all of them have one thing in common. They are all looking for good content to publish in their newsletter.

If you have good content (not a sales letter cloaked as an article), then you can be their savior. You can give them exactly what they need. Then, they will give you what you need in exchange. They will give you exposure for your business.

Every article comes with a resource box attached at the end of it. While your article should not be an effort to promote your business, your 4 to 6 line resource box should be an outright ad for you and your business. You are free to advertise your web site, your products, your services, or any affiliate program that you are a member of.

You may say to me that you are not a writer. Well, that just doesn't matter. What do you know about your industry? I am sure there is something you know. The writing style online is not that of English professors. The best explanation of what is popular in the online world would be to define it as a "down home" style of writing.

Since the technology we are all using seems so impersonal, your readers are seeking someone who is real. You can write in a conversational tone. Below is a quick step-by-step system to writing your first article.

1. Decide on a topic.

You want to choose a hot online topic. What are people talking about on the news, in discussion boards, and in ezines that you are receiving. Look at the articles from some of the magazines in your industry to gauge where people's interest is at. You want to make sure that your article is covering a subject people are excited about.

2. Create a Title.

The title will make or break your article. A title for an article is just as important as a headline for an ad. If your title doesn't grab people's attention they will never read the rest of the article. If they don't read the article, they won't see your resource box. Write a

minimum of 10 - 20 titles and then let your family or friends pick the most interesting one to use in your article.

3. Write 3 - 5 Major Points (if it was a special report, you may do as many as 10).

The key to making your writing easy is dividing up the content. Through creating these main points you can also establish a flow to the article. Using a step-by-step system will also help you stay organized in your mind .

4. Decide on the number of words...probably around 500 for ezine articles.

Most ezines publish shorter articles than what you see in magazines. The best number to plan for is to create articles that are around 500 words in length although some ezines may ask for a little bit longer of articles.

5. Divide up the number of words and create each section individually.

If you have 5 points, each one only gets 100 words. Once you add on a short introduction and a short conclusion, then you are at about 80 - 90 words per section. If you have 3 points, then each section will have around 150 words plus an introduction and conclusion. It is easier to get started when you think of it like this. You don't have to write 500 words. You need to write 150 words.

6. Create Your Resource Box.

Give your contact info such as your name, email address, and web site. Then, give one or two benefit phrases, headlines you could say, along with web site links. You will receive your absolute best results if the benefit phrases coincide with the article you have just written.

7. Edit it.

Take a step back after you have written and prepared your article. Sleep on it. Come back to your article the next day and edit it. Rephrase sections that you can make better. Do a spellcheck. It is amazing what a short rest will do for the creative process.

8. Email it to ezine publishers with a short cover letter.

Find a large section of ezine publishers with their name and contact emails. Send it to them with a short personalized cover paragraph at the top. Personalization is a major key since most ezine publishers receive hundreds of these emails every day. You need to make your emails stand out of the crowd...

The two best free databases I have found of ezine advertising resources is at:

<http://www.homeincome.com/search-it/ezine/>

<http://www.homeincome.com/writers-connection/index.html>

For \$39.00 you can also join the Directory of Ezines at:

<http://www.directoryofezines.com>

For sending out personalized emails, I like to use Postmaster which has a very demo available here...

<http://www.post-master.net/rs/bizpromo>

Traffic Tip #10: Ask For Links

Most of the traffic that any web site receives comes from Links on other web pages. Sure, all of the other traffic techniques work, but the king of web site traffic is getting as many people as possible to link to you. These links will continually drive traffic to your web site week after week. Once you have thousands of sites linking to you, you will have an unstoppable traffic machine.

The problem is that most people have no idea how to ask for links or how to find sites that will likely link to them. Although we discuss this very thoroughly in the second section of this manual, I do want to give you a few quick tips on how to get hundreds of webmasters to link to you.

The best way to find links is to find your competitor's sites and web sites which are similar to you. Then, use the search engines to find out everyone who is linking to them. For example, if you have an ezine, make a list of other people's ezine subscribe addresses and then search for those addresses on the search engines to find out which web sites are linking to them.

If you have an affiliate program or a free service, then look up other similar competing sites in the search engines to find out who is linking to them. In other words, use your competitor's work to create a network of sites which link to you.

An even better technique is to use a program called WebFerret which can be downloaded for free at <http://www.ferretsoft.com>. Once you have this program on your computer, you can make your searching even easier. It will search all of the search engines at once for you and allow you to click on the links from your WebFerret browser (plus you can save your list of links to come back to later).

Now all you have to do is put in `link:http://www.website.com` with "website.com" being the name of the web site which you would like to do research on. Then, it will bring up many of the links that are going to this site.

Now, visit each of the pages that come up...examine them...and then possibly send an email to the owner asking for a link (also explaining the benefit they get from linking to you such as a reciprocal link).

Although it sounds really simple this can be one of the most powerful techniques you will ever use in building up your web business. Once you have an established number of links to your site, you will have unstoppable continuous traffic for whatever you want to do.

Please refer to section two for the real insider secrets on how to get thousands of links to your site (including the three tips that really make this work).

Traffic Tip #11: Participate in Online Services

AOL has over 15 million members. Don't neglect it. It has thousands of forums in different subjects. If possible, become a member. Then, join some of the forums and begin posting to them just as you would any other discussion group. Submit articles to selected sections. Offer to host a chat in your industry. Become a Good Netcitizen and you will reap the rewards that are offered to you as you begin to be seen as an online expert.

AOL isn't a primary target for many people's marketing efforts, but that doesn't mean that you should ignore it for a minute. If you get your articles published and become a participant, you may eventually find more traffic coming to your site through AOL than some of your other free advertising methods.

Traffic Tip #12: Hold a Contest At Your Site

Nothing gets people excited like a contest. Come up with a good angle for your contest and then seek free publicity for it. There are hundreds of online resources for contest listings and there are even newsgroups devoted only to listing contests at web sites.

Make sure that the contest somehow involves a prize relating to your product or service. You don't want to get a bunch of traffic that isn't interested in what you have. For example, give away one of your products to the winners. Don't just give away cash. Not only do cash prizes bring the wrong prospects to your site, but it has also been proven not to be a very strong motivator for contest participants (unless of course you are offering a million dollars or more).

Go to the search engines and look up contest directories, listings, etc. Find all of the sites which will list your contest for free. Then, remember to also list it in your offline marketing materials, ezines, and signature files. Make a few mentions of it on discussion groups and the correct newsgroups as well.

Paid Advertising Traffic Techniques: 6 Ways to Advertise for More Traffic

Traffic Tip #13: Pick Thousands of Keywords On <http://www.Overture.com>

How would you like to get 10,000 unique visitors at your web site for \$1,000.00? Webmasters have done it and are doing it right now by purchasing keywords at Overture.com for only ten cents each. Overture.com is a new search engine which is allowing people to purchase any keyword they want by bidding on it. If you bid 10 cents and no one else has bid on the search term, then you get the number one position.

Then, whenever anyone clicks on your link Overture.com will deduct 10 cents from your online account. If you bid 10 cents on your keyword, then they deduct 10 cents from your online account.

There are two keys to prospering on Overture.com. The first one is coming up with hundreds or even thousands of different keywords which describe your products and services. Then, place low bids of 10 cents on each of these keywords. I know of people who have thousands of keywords with these types of bids on them and receive up to 10,000 hits monthly this way for next to nothing.

The second key is to know exactly how much each web site visitor is worth to you. If you know that each web site visitor brings in an average profit of \$1.00, then you should have no problem bidding up to 50 cents for the best keywords. If you only bring in twenty cents per visitor though, you will need to make sure to keep your bids below ten cents or whatever is reasonable to you.

Make sure your web site has adequate tracking mechanisms in place so you can find out your average profit per visitor. Then, you know how much to bid on each keyword.

There are numerous other search engines you can do this with such as:

<http://www.google.com>

<http://www.findwhat.com>

<http://www.sprinks.com>

<http://www.kanoodle.com>

<http://www.epilot.com>

Traffic Tip #14: Sponsor Ezines

The best bang for your buck in online advertising are ezine ads. You can advertise in publications with 10,000 to 300,000 Opt-In subscribers for less than \$50.00. This method along with Overture.com advertising will produce the best paid advertising results you could ever receive.

The two best free databases I have found of ezine advertising resources is at:

<http://www.homeincome.com/search-it/ezine/>

<http://www.homeincome.com/writers-connection/index.html>

For \$39.00 you can also join the Directory of Ezines at:

<http://www.directoryofezines.com>

Don't forget to track all of your ads...Do a keycode if you receive emails from the ads or prepare a mirror page on your site for responses. Even the best web site tracking software won't show the clickthroughs of email so you need to have a separate page up to track your responses. Classifieds may be cheap, but they aren't free and money shouldn't be wasted.

Any ad you place without tracking the ad is wasted money! All you have to do is make a copy of your web page on your site (called a mirrored site) so that you can see how many hits or sales came in from each ezine ad.

Traffic Tip #15: Place Ads On High Traffic Sites

Although you can make money through advertising with banners in link exchanges and Internet ad buys, the best prices will usually come from Internet sites. There are a lot of web sites out there with high traffic that you can purchase ads from (only after you have tried everything to get a free link of course).

The best way to see what kind of traffic is at a specific site is to use the Alexa software which shows you the contact info of each site and a simple representation of the traffic which they are receiving.

Alexa can be downloaded for free at:

<http://www.alexa.com>

Note: This software is very good for organizing Joint Ventures as well since it gives you the contact information for the web sites and it also shows some of their competitors.

Traffic Tip #16: Buy Banner Impressions

When anyone talks about paid advertising online most people immediately think of banner ads. This is the most common form of advertising available and you can find almost unlimited sources of it everywhere. It seems like any site with a significant amount of traffic has banner impressions available for sale. Plus, most affiliate programs start you off with their banners to advertise on your site.

There are numerous free banner exchanges that you can join and share traffic with. Plus there are several banner exchanges which allow you to refer other members and receive a portion of their traffic as well (we will discuss these and how you can profit from them much more fully later in this section).

Most web sites participate in one or more free banner exchanges to help increase their flow of new visitors. They can benefit you and your site, but they do require you to at least have a measure of traffic already coming to your web site. If you want to really create brand new traffic at your site, then you are going to have to spend some money on your banner ads.

What you need to understand though about paid banner advertising is that it isn't for beginners and it isn't for those who don't already have a pretty proven sales system. There is one thing you can be certain about with banner advertising...It is expensive!

Plus, banner click through rates are continually decreasing. You have to have a killer banner ad and then you have to track it thoroughly. Then, you have to find low cost sources to advertise with.

It is worthwhile, but don't even try it if your sales system isn't already proven or you don't have significant tracking measures in place. You don't just need to track visitors, but you also need to track sales.

After speaking with some of the top Internet marketers I learned that many of them created an affiliate program at their site to track their own sales more than anything else.

Sure, they make money through helping other succeed in the affiliate program. The major purpose they installed the system for was to track their own ads. They sign up with each banner purchase under a different affiliate number so they know exactly how much money is coming in from every ad they place.

Traffic Tip #17: Buy Banner ClickThroughs

Since banner click through rates are continually dropping, many advertising sources have started offering click through banner advertising. Instead of paying \$200 for 10,000 impressions of your banner, you pay \$350 for 1,000 clickthroughs on your banner. You don't have to worry about your click through rates. Your web site traffic is assured.

You still will have to track your banner thoroughly, because you won't know how many sales are coming in from each banner ad. You need to always compare price to the number of sales. So, use the above affiliate program technique for your click through banner advertising also.

One additional technique that you can make use of in click through banner ads is that of the branding effect. Many times the service you are buying ads from will have to give you additional impressions to make sure it reaches your click through purchase. To give yourself additional sales later on down the road add your web site address to every banner you create. Then, people might visit your site later on also.

Don't let this keep you from tracking your current advertising by making up an excuse of later sales. The branding effect does work, but the sales created from it are not to such a degree that they will ever make up for bad results you receive up-front.

Traffic Tip #18: Join The Ezine AdAuction

Everyone who plans on using ezine advertising should check out this site. Any unsold inventory in many ezines gets placed here for resale at greatly discounted prices. So it's a great place to pick up some advertising bargains.

<http://www.ezineadauction.com>

Keep an eye on this site from time to time and then jump on any advertising opportunity that is targeted to your current market.

Email Marketing Traffic Techniques: 6 Ways to Use Email For More Traffic

Traffic Tip #19: Start Your Own Newsletter

My first successes online can all be credited to one thing...email marketing. I created my own weekly newsletter early on in my Internet career. Then, I noticed an interesting aspect to my online income. Every time my newsletter list grew, so did my weekly income. You could actually look at my income growing online and have a direct comparison at all times to the size of my list.

What has happened to me is not an isolated incident. Others I have spoken to have also experienced this as well. If they built email lists of people who contacted them and then provided good quality content to them, their incomes would grow with their lists.

If you want to make money online, build an Opt-In email list (an opt-in list is one where every member of your list has specifically requested to be on the list). This is directly opposite from those who choose to try to spam their way to riches.

Spamming is when you email lists of people who have not contacted you first. If you choose to employ spam in your online business, you will quickly find that thousands of people will do whatever it takes to see you and your business completely destroyed off of the Internet.

Your list needs to be Opt-in and you need to build a relationship with your subscribers. You can do this by sending them good content every month, every week, or every day. Your subscribers will soon start getting to know you. Then, they will trust you enough to buy from you.

Come up with a good subject for your newsletter in whatever industry you are involved with. Then, get started doing it. You can't afford not to!

To mail out your newsletter, you could use:

1. Software such as Postmaster.
2. A service such as MakeBuyingEasy.

Traffic Tip #20: Create an Update List, Daily Diary, etc.

Many marketers just aren't ready to start their own newsletter yet. To them it appears like too much work or they just don't want to spend that much time writing. It isn't as difficult as people make it out to be. All you have to do is divide up your writing into small sections and small steps. If creating your own newsletter sounds like some sort of medieval torture to you, then you will have to come up with another idea.

Even if that is how you feel, please don't let that stop you from building your own Opt-In list. You could start a free updates list (letting your subscribers know when you have added new resources to your site). You could start a daily or weekly diary letting subscribers know what is going on in your business. You could have a contest list or specials list.

No matter which idea appeals to you or what other ideas you come up with, above all else make sure you come up with a good reason for your visitors to give you their email address. Then, follow up on them and build relationships with your subscribers.

Traffic Tip #21: Trade Ads with Other Publishers

One of the reasons many people create their own Opt-In list is so that they can start getting even more free advertising for their business. Once you have your own list you can trade classified ads, sponsor ads, and more with other ezine publishers.

Find publishers who have an equal amount of subscribers as you to trade with or offer a larger percentage of space or number of runs to larger ezine publishers. Treat your ezine space as a source for more free ads. Continually make more deals and trade more ads with other publishers.

The key to the success of your online business is promotion. If you don't promote, your business will die. So, one of your daily goals should always be to make a trade with another publisher or web site owner.

Your email list is valuable...Treat it as such and start using it to get what you want. Offer ad space in exchange for products, email advertising, or web site advertising. I have even seen some of the larger ezine publishers make trades with magazines for ad space.

We currently have a list of publishers who trade ads at:

<http://www.bizpromo.com/ezinetrades.htm>

Traffic Tip #22: Create Forms On Your Site

Every page of your site should give people the chance to subscribe to your Opt-In list (and it should be offering bonuses for subscribing). You should also be offering people a chance to request information on any product or service you are offering.

I have found that more people will fill out a form on your site to ask questions than will send you an email. So, if you just tell people to email you, then you will miss out on at least half of your potential prospects and customers. Create a simple page and then offer 3 - 5 special reports on different subjects relating to each of your products or services. Also ask for comments or questions they may have.

Now, use these leads for subscribers and to follow up on. They are definitely hot prospects since they contacted you. Treat them as such and you will find yourself making a large number of sales to these people.

Your web host should have instructions for installing a mail form. If they don't have instructions on this and don't have support to help you, then you should get a new web host.

Traffic Tip #23: Follow-Up On All Free Reports and Sales Letters

You need to become a follow-up master. The fortune is in the follow-up. Direct mail experts have been telling us for years that it takes a minimum of 7 contacts to make the sale. Well, that used to be expensive so most marketers just wouldn't do it.

Now, email follow-up is free and you have absolutely no excuse for not using it to its utmost advantage. Learn how to get the email address and then follow-up constantly on your prospects. Prepare a follow-up letter series for everyone of your products. For example, you may have 10 letters about web hosting...5 letters on your marketing course...and 7 about a software program.

No longer should you think in terms of a sales letter or web site. Think of a sales system including your sales letter, free reports, follow-up messages, and order forms. The companies with the best systems are going to find themselves the most successful in the coming years.

Traffic Tip #24: Recommend Other Ezines

Not too long ago I teamed up with three other publishers to offer each other's ezines on our thank you pages. The four of us made a deal and we each recommend the other's ezines on our thank you page. This way we all receive three to four times the number of subscribers from our sites.

By joint venturing together we all benefit. Plus, our subscribers get to choose more quality ezine information. It is a Win-Win-Win situation. By joint venturing we all receive a multiplication in our results.

It would be very easy for you to set up a similar deal with other publishers in your market. Find two to four other writers who publish good quality content and make the deal. You will multiply the number of subscribers quickly...

Always be on the look-out for joint venture opportunities. Who is selling products that your market wants? Who has the subscribers you need? Can an endorsement be made? Who has similar traffic to your site? Do you have something to trade?

The joint venturing concept is so powerful that even competitors are banding together for the greater benefit of all. For example, take a look at <http://www.ezinehits.com>. This site

was created by Kris Stringham and is a joint venture between some of the top publishers of Internet marketing information. I advertise you to visit here today for a chance to win well over 100,000 ezine ad impressions.

Publicity Traffic Techniques: 8 Types of Publicity to Generate Traffic

Traffic Tip #25: Send Press Releases to Magazines

Many webmasters forget the power of the press. And those that do remember the press often get caught up in just sending out product announcements and web site announcements. They don't provide any benefits to the press.

If you have sent out press release after press release and have never received any media attention, then that should tell you something. Whatever you have been sending out is not newsworthy. Publishers publish the news, not an ad for your company.

Pick up a few of your targeted magazines when you are preparing a press release for magazines. Read through them and take notice of those articles or announcements which were probably sent in as press releases. They will be the ones that look like announcements: sites, individuals, industries, etc.

Then, when you are preparing your press release, endeavor to make it as much like the announcements you have seen published in the magazines. Don't try to re-invent the wheel. Copy success.

Please pick up our free e-book about Publicity at our web site for more info on writing the actual release.

Traffic Tip #26: Send Press Releases to Newspapers

Follow the same strategy for getting published in newspapers. Look over any successful industry media attention that you find in the targeted newspapers. What are they about? What made them interesting to the publisher?

Remember that the readership is not as targeted when you are sending to newspapers as they are within magazines. Pay special attention that you don't use any industry jargon that may not be understood by the readers.

The Internet is extremely hot in the minds of most people in the world today. Anyone who is marketing on it in a different way with greater benefits for their visitors is considered hot news. Take advantage of this current trend as it is much easier to get info published about your web site this year than it will be in 3 to 5 years from now.

Traffic Tip #27: Send Press Releases to Radio Stations

There are hundreds of thousands of radio stations waiting to hear your newsworthy stories. Be prepared. With these you will often be asked to do a radio interview as an expert to discuss your industry subjects.

Most marketers who are new to press releases try sending out their press releases to some of the smaller radio stations first. This way they will have a chance to practice their skills live on the radio without causing too much of a danger to their businesses.

Then, they go after the bigger targets as they become more confident in their abilities.

Traffic Tip #28: Send Press Releases to TV Stations

Don't think that you can't get publicity through TV just because they are going after the big news. I know an Internet marketer who received over 12,000 subscribers to his Opt-in publication because his site was mentioned on TV.

Watch TV and find out what kind of Internet news they are publishing information about. Prepare a short press release using the guidelines in our free publicity e-book and send it out to all of the TV stations. One mention on TV could quickly produce more traffic to your site than a year of other types of free advertising.

Traffic Tip #29: Write Articles

Publishers need articles. You need publicity. These two factors work together perfectly. If you are following some of the other guidelines I have presented to you (writing articles for ezines and publishing your own ezine), then you should be practicing your writing already.

Well, take one of your absolute best articles and submit it to magazines and newspapers. Don't just think of publicity in the terms of press releases. Once you become a good writer many publications will begin giving you free publicity continually by publishing your articles for all the world to see. Your inside secret is that on every article you have a resource box which drives thousands of visitors to your web site.

Some magazines will even pay you for your articles. So, not only do you get free advertising, but you get paid to boot. Plus, your readers will begin to see you as the expert on the subject and will look to you for the solutions that your business is already offering.

Traffic Tip #30: Create An Event

If your business doesn't have anything newsworthy to it, then create something. For example, if you are an Internet marketer or sell web services, create a local event on how to get started marketing online. Hold a free seminar on the subject. Then, send out press releases about it to the newspapers, local TV stations, radio stations, etc.

If you don't have anything that is currently newsworthy, then get started by creating something that is newsworthy.

Traffic Tip #31: Piggyback on National News

Always be on the look-out for national news which relates somehow to your business. The quickest way in the world to get free publicity is to piggyback on what is already hot. If the subject of the news is on teenage violence and you run a site focused on parents, teenagers, or schools, then get your press releases out immediately.

Jump on the bandwagon because you never know how long it will last. Create your press release and send it out by email or by fax. For hot news stories, direct mail is just too slow. You want to get in on the beginning of the wave.

Traffic Tip #32: Become Involved in Someone Else's Press

If you see someone is getting a lot of press in their business, then make an effort to do some type of joint venture with them. What do you have that will help them take better advantage of the press coverage? How can you joint venture links to benefit both of you.

For example, if you have a specific product or service that directly relates to media they are receiving...offer to do a special joint venture deal with them where they get 50% of more of the profit.

If a business is getting a lot of media publicity, then they will also be getting a lot of traffic. How can you create a Win-Win situation out of this?

Offline Traffic Techniques: 15 Way to Expose Your Web Site to the World

Traffic Tip #33: Use Business Cards

Create benefit rich business cards which give your web site address. Then, make every effort to give them away every chance you get. Put them in all of your bills. Post them on message boards. Hand them to business contacts.

Think of every person that picks up one of your business cards as a potential sale at your web site. If you are going to be in business for real, then act like it. Business cards have been used for making and keeping contacts for decades. Put this age old advertising technique to use in building your traffic.

Traffic Tip #34: Use Letterhead

Create your own business letterhead with a benefit rich phrase and your web site address. Every letter you send out becomes a business promotion. Does your business currently have a letterhead. If not, you can go to any local office store or printer to have one done. If you want a small amount of letterheads done, then you can do it yourself at home using Microsoft Publisher or any of the other design programs.

The benefit phrase you use on both your business cards and your letterhead should be the defining characteristic of your business. It should be the Unique Selling Position that sets you apart from your competition.

If you haven't already developed a USP for your business, then you need to stop and do that right this minute. Write down all of the benefits you provide to your customers. Then, write down what sets you apart from your competition. A simple technique in doing this involves taking out a sheet a paper and writing "You know how most _____."

The blank should be the type of business you are in: Internet businesses, painters, carpenters, etc. Write down how most businesses in your industry do something. What is it that frustrates most people from doing business in your industry?

Halfway down the page write, "Well, what I do is..." Then, write what sets you apart from the norm. What makes you different? Why should people do business with you instead of the global competitor which is only one click away? If you don't know the answer, you better figure it out quickly.

Samples of USP's could be: better prices, guarantees, customer service, quantity, selection, etc. With each of these you need to define specific reasons why your business is better than all of the competitors.

Then, take down the whole statement you write and cut it down to one sentence or phrase which lists the benefits you provide along with your USP...This is what you use on your business cards, letterhead, web sites, and everything else you create.

Traffic Tip #35: Participate in Postcard Decks

The Integrated marketing approach of using both offline and online advertising techniques together provides the best results in your business. Online free advertising often brings a large number of freebie seekers who are just lookers and never intend to buy anything. Offline advertising will often not bring the same number of visitors to your site, but they are much more qualified and willing to buy.

One of the best techniques to generate leads and integrate an online and offline marketing campaign together is to use postcard decks. A postcard deck is a group of 50 - 100 postcards which are put together and mailed together. This keeps the printing, shipping, and lead generation costs to a minimum.

A postcard deck sent out to 100,000 people will usually cost you around \$2,000. This is a cost of only 2 cents per lead (instead of the 50 cents it costs to generate leads, print, and ship each individual card).

A well designed card can produce 1,000 - 2,000 leads for your online business. This isn't a large amount of traffic, but it is a large amount of buyers to add to any newsletter or lead follow-up system. With a powerful follow-up system and the right offer you should be able to close hundreds of people into your products or services.

Traffic Tip #36: Run Magazine Ads

Both display ads and classified ads can be very effective in generating traffic and leads for your web business. Magazine classifieds have been relied upon to generate leads for decades. The biggest mistake that people make is to try to make sales directly from classified ads instead of just generating leads for later follow-up. By using a lead generation ad to send people to your site you will greatly cut down on the major expense of lead generating...the follow-up.

People claim that the Internet is the "El Dorado" goldmine that business opportunity seekers have been hunting for, but you can easily notice that magazine ads haven't started dropping at all. Banner click through rates have declined, but magazine ads are still going strong.

Don't neglect offline leads. Submit articles. Place ads. Keep your business growing and especially focus on offline "buyers."

Traffic Tip #37: Run Newspaper Ads

I know of quite a few people who are generating a good amount of leads and sales by advertising in newspapers. The main advertising that they are doing is by using classified ads with a headline, benefit phrase, and then their web site address. If you can get a good traffic building system through newspaper classified, then you will find that you have thousands of places you can advertise your site.

It is definitely worth testing to see if it can produce traffic and sales for you (The quick lead times of newspaper ads make them very good for testing).

NOTE: Don't even try offline advertising unless you have your own domain to direct people to. Your prospects are not going to remember a long web address to specific directories. You need to have your own domain.

Traffic Tip #38: Do Direct Mail

Do a direct mail offer with your web site. This can build your traffic quickly, especially if you have a list of customers who have already requested information from you or have ordered from you in the past. You can also put a print catalog together of your products and services and send that out in the mail to those who request it.

Direct mail has been used for decades to produce sales in direct marketing businesses. Just because the web is the hot thing does not mean that direct mail doesn't work. You will find that the combination of direct mail and an Internet site can work wonders for your business.

Consider driving traffic to your site with direct mail. Also consider responding to some of your online leads by sending out a direct mail letter. Set up a guestbook on your site and send out a free report/sales letter to those who request it by direct mail. You will find a very high success rate with these customers.

How to Do Direct Mail the Easy Way...

It used to be ton of work to send out 1,000 letters or 10,000 letters...but now there is an easier way.

A new company called ELetter which can be found at <http://www.letter.com> will do all of your mailing for you for a decent price. They will even mail merge your letter so that you can personalize your direct mail offer for the best results.

You just send them your letter and your list. They take care of the rest.

Traffic Tip #39: Send Out Postcards

This is a variation on the direct mail system. Postcards can be sent out much easier and at a lower cost than direct mail letters. Plus, they often receive a larger number of readers

since you don't have to go through the effort of trying to get your recipient to open the package in the first place.

Businesses are currently using postcards as a very strong lead generating system. You can send out 1,000 postcards to a very targeted group of consumers for about \$400 - \$500 (including lists, printing, postage, etc.). You will find that those who respond to these cards are ready and willing buyers for your products if you have targeted yourself correctly.

Note: This type of system works best with higher ticket items. You would find it next to impossible to generate a large amount of wealth for your \$20 product using direct mail and postcards to drive traffic to your site. If you have a \$1,000 product though, you just about can't beat the results you would receive through these offline advertising methods.

If you want your postcard mailings done for you, check out <http://www.eletter.com>

Traffic Tip #40: Create An Ad Co-Op

How would you like to reach 1,000,000 million or more potential customers without spending a penny of your own money? It can be done and there are web businesses doing it right this minute. What kind of traffic would you have at your site with this kind of reach going out for you every single month?

What you do is purchase an ad yourself such as a postcard deck which goes out to 100,000 people for \$2,000. Then, you divide the card up into sections and sell off 10 sections for \$200 each. This way you recover your entire investment. Then you run your ad on top for free!

When you really want to start driving the traffic to your site you can start using 10 or so other postcard decks with the same system and having your own free ad being seen by 1,000,000 or more people every month. If only 1% visited your site, you would be getting 10,000 visitors coming to your site ready to buy monthly!

This same type of system could be used for magazine ads, direct mail ads, and many other types of advertising. Begin to think in the co-op mode. Your customers win because they get low cost advertising. You win because you get free advertising.

Traffic Tip #41: Have Specialties Created

You could have pens, t-shirts, hats, etc. created with your benefit phrase and web site address. Although you may never have thought of such a thing before, this could be a good way to keep your business in the mind of your customers continually. Plus, others will see your web site address and end up visiting your web site because of it.

Traffic Tip #42: Use telemarketing

This isn't as much of a traffic generator as it is a traffic seller. A technique that seems to be very effective for many online sellers is to place a contact form on their site where people can request to be called on certain products and services.

The web can be an intimidating place for those of us who are technically challenged. You can produce some extremely effective results by actually showing your visitors that there is a real person on the other side of the web site. Plus, it is a good way to research what your prospects actually think of your web site.

Traffic Tip #43: Join Local Associations

Join the local chamber of commerce. Start networking with other business professionals outside of the Internet. If you sell any type of Internet service such as web hosting, software, training materials, etc., you will find that this market is even more responsive to you personally than anyone is at your web site.

Sure, automated Internet marketing is fun and it works, but don't limit yourself or your business only to the Internet. There are thousands of local businesses in your area who would love to get on the Internet. They would love to start earning money through a global market. They just don't know an easy way of doing it.

You are currently online and building a business. Therefore, you already know more than at least 95% of the businesses in your area which have no idea what to do. These business people can create a very lucrative market for you and your web site if you provide the tools or the training they need.

Traffic Tip #44: Go to Seminars

This point goes along with the last one. Get out there and start networking for traffic. Meet some business people. Make some new friends. Set up joint venture traffic deals.

Do a speech at your local chamber of commerce or any other business event. Let them know about Internet marketing. Look for events going on in your industry which you can attend to make the contacts you need in your business.

Traffic Tip #45: Buy An Auto Plate

Here is a simple little tip to gain some extra traffic. Have a plate made up for your automobile with your web site address on it. Get ID tags made up. There is a site at: <http://www.autoplates.com/home1.htm> that can help you do this for less than \$30.00.

This isn't going to create flood of prospects at your site, but it will bring a few new eyes to your web pages. Use your imagination to come up with as many different ways as possible to drive traffic to your site. What if nine out of ten of your ideas only bring a few

prospects, but one of your ideas goes through the roof. It will drive traffic to you forever. Keep your eyes open for any advertising opportunity that may present itself.

Traffic Tip #46: Create Place mats

Have you ever seen the place mats at restaurants with all of the different business ads on them? I am sure you have. Well, some one organized the whole creation of these place mats and earned a tidy profit while doing it.

They called around and made deals with restaurants to put the place mats on the tables. Then, they sold advertising space on the place mats to area businesses. Finally they paid a printer to create the place mats and they delivered it to the restaurants.

Usually they will bring in hundreds of dollars in profits AND a load of free advertising for themselves using the co-op concept explained earlier. You could do this same idea with your web site and advertise it on the place mats that are created.

Traffic Tip #47: Use Your Imagination

I probably could go on forever talking about offline advertising opportunities, but by now you should be getting the idea. Just about anything and everything that goes on can be used for a promotional opportunity for your Internet business. All you have to do is start being imaginative.

How can you promote your business today? Every day you should wake up with that thought in your head. What new ways will you get your web site address out there in the public eye. How are you going to target more prospects?

You should be looking for new promotional opportunities everyday. If you don't promote, your business will die!

Traffic Tip #48: How to Start Your Own Traffic Virus

Who said Internet marketing was fair?

I created a computer virus that wiped out my competitors' businesses and drove their traffic to my site.

Does that sound fair to you?

It was so much fun the first time...I'm going to do it again.

This time I am going to let you join me to wipe your competitors off the map. You can read more a little later in this report.

First, let me explain just what I mean by a traffic virus and tell you step-by-step how I used one to propel my site to almost instant success online.

What's a Traffic Virus?

Unlike a computer virus that will destroy your software and damage your business, a traffic virus isn't harmful at all...except to your competition.

In reality, it also isn't a virus at all.

A traffic virus is just termed a virus because it has a few of the same features to it.

A computer virus gets passed from computer to computer automatically without any effort from the creator. If there is a virus on your computer, anyone else can get it on their computer if you share a file, disk, or email attachment with them.

Most of the recent viruses spreading around the net have also been programmed to automatically email themselves to any of your friends (email contacts) and to everyone you send email. They automatically spread themselves and you may not even know about it!

A traffic virus has this same feature built into it. It will spread itself around the Net automatically from person to person without you even being involved.

Unlike a computer virus, it isn't damaging to the recipients. It helps them instead! This is the key aspect to a traffic virus, it helps the users and this causes them to send it to their friends.

For example, one type of "traffic virus" is a web site postcard system. Many web sites have installed a free postcard system so their users can send postcards to friends and

family. They pick a picture, choose an audio presentation, write a short note, and then email it to their friends.

The key to the viral system (another term for a traffic virus) is their friends and family must come to your web site to pick up their card. Your web site gets automatic traffic without you having to actively be involved in it.

Then, hopefully they will send postcards to their friends and family. This never-ending cycle will continually bring new visitors to your web site who you market your products and services to. It becomes an automatic traffic generator.

Here are few examples of possible viral marketing strategies:

1. Postcards - Visitors send postcards to family and friends. Their recipients visit your site and send postcards to people they know. The cycle continues for automated traffic.
2. eBooks - You give away a highly informative ebook free and then other webmasters take your ebook and post it to their sites. People all over the web get your information and links because those sites are advertising for you.
3. Refer a Friend – You can use these scripts to have your visitors recommend your sites to friends and family. The goal of this is to provide valuable information they will pass on to others!
4. Software - Look at programs such as ICQ. ICQ is available at <http://www.icq.com> and gives you the ability to chat online with your friends. The key is your friends must also have this free software to chat with you. So you automatically try to get them to download the software to.
5. Free Email - Ever wonder why so many companies are offering free email addresses? It's because they want their own traffic virus. Every email someone sends from a free email address includes a little link at the bottom taking the recipients to your web site.
6. Free Web Sites - This is a traffic virus as well. The web hosts offering these free sites place ads on your free web site. When you advertise, you are also advertising for them. More people sign up for free sites and the process continues.
7. Two-Tier Affiliate Programs - When you offer a two-tier affiliate program, then your members advertise for more affiliates to promote you. Not only do you have affiliates you sign up advertise your site, but they refer others to advertise you as well.

People are always asking why they need to start their own viral marketing strategy...It's simple. A traffic virus means you may never lose money advertising again!

You Never Have to Lose Time Or Money On Advertising Again

That's right. Having your own traffic virus could mean that every ad you place from now on can be a winner!

The above sentence is a pretty strong statement, isn't it?

It's true.

I almost surprised myself at just how powerful a traffic virus can be when I first put mine in place. Every ad I placed instantly became a winner...even when I lost money!

Let me explain.

Let's say you place an ezine ad, which costs you \$200. You make \$20 for every item you sell. You sell 9 of them through the ad so you bring in \$180. You have now lost \$20 on your ad. Most people would call it a failure.

I use a different system, which reduces my advertising risk. Instead of advertising directly for a product, I advertise to bring in email leads. My goal is to get people to give me their email address so I can follow-up on them.

Using autoresponders that automatically follow-up gives me the ability to set up a completely automated follow-up system for the product. Three, Seven, or even Thirty email follow-up messages can be used to generate sales for my product.

Instead of only having one shot to sell my visitors from a web site, I have thirty tries to sell them. Who do you think will make more sales?

My system actually goes one step further. I always try to use an element of viral marketing in the promotional aspect of the offer. My favorite technique is the traffic virus ebook offer.

In exchange for prospects giving me their email address, I will give them a highly informative free ebook, which they are allowed to pass around and give to their friends. Not only will the book teach them, but also they can use it to produce more traffic and sales at their web site.

They win by getting a very valuable book for free. I win because my traffic virus gets started. I still get to follow-up by email to sell them my products and services...so I am still bringing in immediate profits from my advertising.

Let's say I place the ad above for \$200 and only bring in \$180. I lose \$20 today, BUT this is only the beginning of the traffic the ad will generate for me.

All of those people who visited my site...who may or may not of bought my product...are now passing around my free ebook and sending more visitors my way.

More sales are made next month...and the month after...and the month after. It is a never-ending process of sales being made.

The \$20 I lost originally from the ad will be replaced hundreds of times through new visitors I never have to work or pay for. Every single ad I place becomes a launch point for another aspect of my traffic virus.

Having a traffic virus reduces your advertising risk.

Look at this way. If you are paying for your advertising, then every time you place an ad you are risking your money. Your ad may or may not produce a profit. You could make \$1,000 from your \$200 ad or you may lose \$100.

If you have a traffic virus in place, then your ad can continue to work for you years into the future and it reduces your advertising risk. Even when you lose money, you still win in the long run.

What if you are only using free advertising methods? This system still reduces your risk. Free advertising costs you time (and we all only have 24 hours in a day so it is limited just like money). You may spend your time placing free ads and produce \$100 in profits.

If those ads took you 10 hours to place, then you only earned \$10 an hour for your time. Ten dollars an hour wouldn't be very good time investment for your business. If you had a traffic virus in place, other people would then start advertising for you by taking and handing out your traffic-generating machine to others.

You may have only earned \$10 an hour while working on your free advertising, but your traffic virus then goes to work for you 24 hours a day 7 days a week. You generate traffic forever for the 10 hours you spent advertising this week.

Wouldn't it be better to profit today...and build a residual income for the future at the same time?

Let's take a look at some of the major corporations using their own traffic virus and let's also look at what happens when you don't have a traffic virus working for you.

Some Major Companies Understand the Internet...Others Just Don't Get It

Some companies are using a traffic virus as the key to their whole Internet strategy. Look at these four companies as perfect examples for your Internet business:

Company Number One: Hotmail

Hotmail gives away free email addresses to anyone who wants them. They have quickly grown from a small company to being bought out by Microsoft. They did this with very little advertising needed.

They had a traffic virus working for them instead. Whenever anyone signs up for Hotmail and sends email they are also advertising for Hotmail. Every email leaving their system comes with a little link at the bottom telling you to go to <http://www.hotmail.com> for your free email address.

With millions of users sending emails daily, it is like having hundreds of millions of advertising impressions being given for you every day free. While the rest of the Internet spends enormous rates for opt-in email advertising, Hotmail gets it for free.

Notice how many companies have now copied Hotmail to create their own free email address services. There are literally well over ten thousand companies offering free email addresses because the traffic virus works so well. Copy success.

Company Number Two: ICQ

ICQ is the number one most downloaded free software for the past three years. If there was ever an Internet success story, this is it.

Mirabilis was a small software company who only had a total budget of \$100,000 to spend on their web strategy. They wanted to sell their software, but they just didn't have a budget to compete with the million dollar mega-spenders.

So, they decided to give it away for free.

ICQ can be visited at <http://www.icq.com>. This software enables anyone on the Internet to engage in chats or to personally contact anyone else who is online at the moment and a user of this software.

The key to this traffic virus is you are only able to contact and chat with people who also have this free software. You need to contact and tell all of your friends to download it!

How does this success story end? Well, the program is still the number one downloaded software program on the Internet, but the original creators cashed out when AOL bought them for \$287 million dollars.

Company Number Three: Blue Mountain Arts

This is one of the popular greeting card sites and they are at:
<http://www.bluemountain.com/>

The key to their traffic virus is providing you with good graphics, cards, music, and more to create online postcards with.

When you send out the postcard, the recipient must visit their site to pick it up...and then they are asked to send out cards to their friends. Every time someone uses them to send postcards, their traffic and users grow in number.

Then, they sell the site impressions to advertisers in the form of banner advertising.

Company Number Four: Pass This On

Although this is not a large company, it is competing with them on their level. Pass This On is owned by Sanford Wallace and requires only a few hours each day from him to maintain. Check it out at <http://www.passthison.com>

He earns over five million dollars a year in profits working by himself on this site. Pass This On is number 20 of most popular sites on the net, has 17 million opt-in email names, and produces all of it's income from joint ventures.

If I had to give you a model of success for a small home based entrepreneur, it couldn't be much better than what Sanford has accomplished with his site. He competes on an even level with billion-dollar corporation with thousands of employees...Only he earns a profit unlike them.

The traffic virus at his site is accomplished by asking you to send all of his "jokes" to your friends. Basically it is just putting a Refer-A-Friend script to maximum use. Visitors refer dozens of their friends to his site everyday.

What About Those Companies Which Don't Get It...

Now, let's take the reverse viewpoint and look at the companies going out of business daily online. In almost every case, the problem isn't a lack of sales, lack of good products, or a lack of good management.

In almost every major failed company, the primary reason for their failure is that it costs too much to advertise. They spend more money on advertising than they bring in through sales.

They're dropping like flies...Take a look at your local paper for the newest one and then apply the below test to them to prove I'm right.

They don't get any major traffic for free...

Every piece of traffic they receive costs them something. If they advertise during the Superbowl, then that's another million. If they do publicity and spend time during radio interviews, then they have to pay the staff member doing it. If they work on search engine marketing, then they are paying the search engine guru.

They don't have a traffic virus working for them...

Up till now, we haven't even covered one of the most valuable aspects of a traffic virus and just why you need one working for you.

I love creating and using traffic viruses for my web sites. They beat losing money on advertising any day. My favorite ones are the eBooks. Not only do they spread themselves around the Internet automatically, but they also build credibility for my business at the same time. It becomes a double-edged sword for the growth of my business.

Webmasters take my ebook and post it to their web sites to build content at their site. They use it to bribe people to give them their email address for follow-up on their products or services. Those people download it and then use it on their sites. It is a constant traffic building cycle for my site.

Not only is it building traffic, but it is also building credibility for me at the same time. This may be the most powerful aspect of all to the process.

Every time someone offers it from their site, they tell their visitors about how I'm an Internet expert. The person reads the book and finds information they can use. They then visit my site. By the time they get to my site, they have already decided I'm an Internet expert, can help them in their business, and that my information is very valuable.

Can you find a better state of mind for your visitors to be in?

I don't think so. The average web site visitor is already on guard when they visit your site. They don't trust Internet merchants and are very suspicious of any "catches" you may have on your offers. They flat out don't trust you.

About eighty percent of the selling process at your web site is to convince your visitors you are trustworthy and know what you are talking about it. It's risk free for them to buy from you. You have to create this type of atmosphere through testimonials, proof, free demos, etc.

Visitors who come through my ebook traffic virus are different. They have already jumped over this hurdle and they are primed to buy from me.

You're fighting an uphill battle with your visitors while mine are ready to enter a "slippery slope" on the way to ordering.

The key principle behind this is "Give First and Prove Your Worth."

Your eBook allows you to do this automatically while generating traffic at the same time. The next section shows how I accidentally stumbled over this breakthrough one Christmas week.

Breakthrough: 101 High Profit Businesses You Can Start Online

It was a cold weekend in December 1997. Christmas was fast approaching and I decided my ezine subscribers deserved a free Christmas surprise.

So I spent three days scanning through my notes and writing the ebook "101 High Profit Businesses You Can Start Online with Little Or NO Money."

It was a short book and most people could probably devour it in one sitting. It isn't the length that matters. What it did do was open up people's eyes to the tremendous possibilities of marketing online and all of the different options available to them.

It gives you 101 possible Internet business ideas and starts you down the path of building your own profitable Internet business.

Well, I uploaded the ebook to my site and offered it as a free gift to my Web Gold subscribers right before Christmas. We had 7,000 subscribers at the time and over 1,500 downloads were made of it in the next seven days.

I thought that would be the end of it. Some people would download it, learn from it, and then move on. I never fathomed what was going to happen next.

By the middle of January I had received somewhere near 500 emails asking if they could give away the ebook from their web sites. Of course, I said yes, knowing this would put me in contact with more potential customers.

Up to this day, I still receive at least two requests a day to distribute that ebook from other people's web sites. This is after two years of it being out! It is still growing and expanding on it's own.

One Christmas present in 1997 turned into free traffic for me forever.

An eBook traffic virus can do the same thing for you.

Sure, you may not have 7,000 subscribers to send it to. So, it won't launch as fast and furious as mine did. You can easily purchase an ad in someone's ezine who does have that many subscribers though. You can use the other traffic tools available in this eBook to generate the first download of traffic virus.

You can do what I did, because you know even more than I did at the time after reading this book.

How You Can Create your eBook Traffic Virus

You're convinced. You have to create your own traffic virus.

Rule #1: If you wouldn't be able to sell it, then people aren't going to pass it on. I see other people trying to copy what I've done and almost without fail...they break rule #1. They are trying to pass around junk and call it an ebook traffic virus. Then, when it doesn't work, they get mad at the system.

You can't just put a sales letter together and call that an ebook. It won't work. People aren't going to pass your sales letter to anyone else for you. They're not going to put it on their sites. They're not going to talk about it. It simply won't work.

You also won't be able to just put together an ebook with dozens of articles from different publishers and call this a traffic virus either. Sure, it will build traffic, but not for you. It is going to generate traffic for the writers themselves since you have to post their resource boxes with their articles.

If people wouldn't pay for the information, then it won't become a traffic virus. You have to give good quality information in a format people will understand. Ninety-nine percent of the ebooks out there aren't doing this. They are just rehashed junk people won't waste their time with.

For my ebook, I would have priced it at \$19.95 if I hadn't planned on giving it away. It would have sold thousands of copies at this price as well.

You need to work on your traffic virus just like you would if you were writing a real hardcover non-fiction book. Study the subject you are writing about. Become an expert on it. Interview experts on the subject and then transcribe them into a book.

Three Quick and Easy Ways to Create your Traffic Virus:

1. Interview Experts

I always get this excuse when telling people to create their own information products, "I'm not an expert and don't have anything to write."

Here's your solution. Find an expert. Interview them. Write down what they say. It sounds pretty easy, doesn't it? Well, it is easy. People just don't get off their butts and do it. Find three or more experts on the subject you want to do your traffic virus on and interview them. Send them a personalized email asking if you can interview them on the phone while you record it.

Send them over a copy of the questions you will be asking them so they have time to prepare and make themselves comfortable. Go down to your local Radio Shack store and tell the associate there you need something to record a phone call with. They will set you right up and it will only cost you around \$20 for a cheap phone record system you plug into your tape player.

Do the half-hour or hour long interview and then use the tape to create an ebook out of. You can either transcribe it yourself if you are very short on funds and want to do a lot of editing. Or you can also look on one of the search engines under "transcription" and find a secretarial service to do it for you.

Do three or more of these interviews and you have your first traffic virus.

2. Create a Tips eBook

This is one of the easiest formats to write and is the one I recommend for anyone wanting to write their own first ebook.

Anytime you look at the top 100 books you are sure to find at least several which are tips books. For example, "1001 Ways to Be Romantic" is a top selling book. So guess what? Gregory Godek came out with a follow-up book: "1001 More Ways to Be Romantic." Just take a notebook with you during research and throughout your day and write up 77 ways to, 784 easy designs, 176 golf tips to lower your score, and 283 ways to make more money online.

This notebook will become your writing fuel. Every time you visit a web site and see a new tip idea, add it to your list. If you think of an idea while in the shower, put it down. If your friend mentions an idea, write it down.

You can ask for people to send you ideas from the mailing lists, forums, and newsgroups you have been participating in. Under each tip you may make a paragraph of simple notes.

It is quick and easy to create...and is built in the exact model that Internet users love. Remember what everyone loves most is to be able to have more free time. With a tips booklet format, you are able to give them a large amount of information without taking up much of their time. It is the perfect Internet product.

My traffic virus, "101 High Profit Businesses..." is a tips book.

2. Do a Resource Guide

Most people don't want to spend their lifetimes searching the net to find information. They want all of the best resources given to them in one easy format.

The hot selling "Net Detective" is an example of this type of product. It gives you thousands of web site links for finding relatives and doing background research on other people you deal with. It is one of the hottest selling products online and all is basically is a resource of links for private investigating.

I have seen Internet Marketing Resource Guides, Wholesale Resource Guides, Import/Export Resource Guides, Fitness Resource Guides, Network Marketing Resource

Guides, Free Advertising Resource Guides, Magazine Resource Guides, Publicity Resource Guides, etc.

I know the experience of trying to find information I need for whatever (maybe even a simple Java code to create a popup box on a web site) and it takes hours or even days to find this type of thing. For me as a webmaster, I would be more than willing to pay for a resource guide of all of these types of tools.

I am sure you have had the same experience at sometime or another. You know exactly what you want, but no matter what search engine you use you just can't find the simple resources you want. It takes days! So, a resource guide with all of the top resources given specifically may have quite a value in your market.

If you want to create your traffic virus with almost NO work and writing...join me in my newest project

You Haven't Seen Anything Yet...Now Comes My Three Pronged Attack

"101 High Profit Businesses You Can Start Online for Little or NO Money" was only the beginning of my traffic viruses.

I have now created my brand new ebook you hold in your hands today...Plus I took my old ebooks and updated them for this year as special reports.

Every webmaster on earth wants and needs the information in this book. Their sites are like old-fashioned ghost towns where the traffic counters never move...and all there is just tumbleweed rolling through.

The book you are reading right now can change all that. Not only does it reveal the most powerful traffic-building concept...a traffic virus...but it also reveals 48 ways to get your traffic virus started.

It gets even better...I am going to let you profit from my traffic virus...For FREE.

You can now profit from all of my work.

This ebook has been created with a very special feature. There are master's versions available from my web site for anyone who signs up for my free ezine.

This special master version allow you to go in and change the front page of the ebook so that it has your web site link on it in addition to mine. It becomes your own traffic virus.

People download it from your web site. Then, they go back to your site because the link is already contained there. When they return, your site has already built credibility in their minds and they can't wait to order from you.

Plus, you can now sign up for my MakeBuyingEasy affiliate program and have the opportunity to promote ALL my products and services. When you brand this ebook with your affiliate link, it will automatically update every link in here to your own affiliate link.

So you'll be making MONEY from anyone who downloads this ebook from your web site through any products or services I sell to them.

Other webmasters download the ebook from your site. They post them to their own sites and instantly start generating free traffic for your web site. Your traffic virus has started with almost no work on your part.

What should you do now?

You should go to my web site now [by clicking here](#), sign up for my free ezine, and then follow the instructions at my site for creating your own personalized copies of my ebooks. Upload them to your web site and get started with the other traffic techniques in this book.

Your traffic virus will do the rest.

RESOURCE DIRECTORY

Profit Building Links & Products to Help You Earn Maximum Income From Your Internet Business

Complete eBusiness Automation System Can Turn Any "Normal" Web Site Into a **Supercharged Order Pulling Machine** with Dozens of Cutting Edge Secret Weapons...

"Who Else Wants to Learn The Hidden Secrets of Quickly and Easily Turning ANY Web Site Into A 100% Automated 24/7 Cash Machine"

You Get Plug-In Affiliate Software, Easy to Use Ordering Systems, Unlimited Sequential Autoresponders, Digital Product Delivery, Back-up Ordering Methods, A Copyrighted Tracking System, And So Much More in an **Easy to Use Package ANY Beginner Can Easily Understand!**

By Terry Dean

I make my living based on using technology and computers, but sometimes they drive me up a wall!

This program won't work with that program. You set up an online ordering system and then it won't work with your merchant account. Your autoresponders keep emailing people even after they order. **I've literally wanted to pull my hair out** it got so confusing sometimes in my Internet business!

It would take a programming genius to understand it all...UNTIL NOW!

Recently a programmer came to me with his automation solution. He told me it cost over \$100,000 in research and development and that it had been tested on **\$1,000,000** in live transactions.

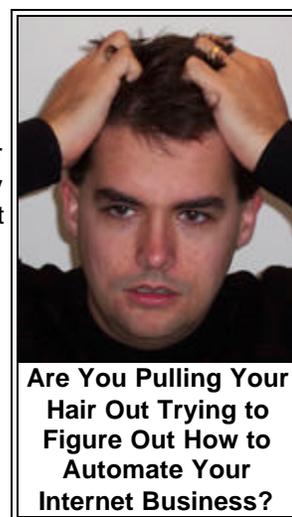
I was very skeptical. I've seen it all a million times. I've heard all the promises and all the hype. But I decided to give it a try anyway.

It surprised me the first time I logged into the system. It was so easy to use that I had it set-up and processing it's first orders in **only 5 minutes**.

After running it for a few days I gave the programmer a call. I said all of this is great...it's easy to use, it works like a dream, and these order forms have actually increased sales at my site.

But it still wasn't perfect. So I gave him one suggestion after another to make it the **most complete system in existence**. Within just a few weeks he had installed every single feature I requested. Every issue and problem I've had or complained about in the last 6 years has been resolved and fixed in **one easy to use solution**.

So I immediately invested in a portion of the company and moved all of my web sites over to this new system. **Sales doubled at my own personal web sites!**



[Click Here Now to Go To The eBusiness Automation System I Personally Use...](#)

Here's your chance to...

"Kidnap A Top Internet Marketing Guru and Interrogate Him Until He Tells You Every One of His Proven Money Sucking Secrets to Generating Massive Loads of Cash from Low or NO Cost Internet Marketing"

By Terry Dean

Wouldn't you love to sit down with a top marketing guru and force them to tell you all the secrets about making money online?

Secrets such as...

- ? How to setup **automatic** product ordering, fulfillment, and affiliate programs so you earn **\$1,500 to \$5,000 a month** from multiple "little" streams of income coming in automatically.
- ? An ad that brings back **double** the cost every time you run it...like clockwork, without any work or action at all...**just \$500 profit anytime you want..**
- ? How to become a \$10,000 copywriter overnight...and why **anyone can do it** if they're willing to do this one EASY step...**forget everything else** you've ever heard about copywriting.
- ? The **3 web sites you MUST be advertising on**...and why you're leaving money on the table if you're not there right now!
- ? A unique up-sell method you can use to add an **additional \$75 to all your orders**...with only a single email required to generate it...this is ingenious.

Spending time with a world-class Internet marketer does more than just change your online profits overnight. It let's you in on something a little deeper.

By spending time with and hearing the expert answer question after question, your mindset will begin to change. It's almost as if you begin to see life and online marketing from their eyes. **Nothing is impossible anymore**...and there are just simple steps and systems for any level of online profits you want to experience.

If you want to earn \$1,000 a month, **you can do it**. If your goal is \$10,000 a month, it's within your grasp. If you want to become a serious marketer and start bringing in \$1,000,000, then just follow the steps you need to take to get there.

[Click Here Now to Find Out More Information About This Package...](#)

Brand New Information Proves...

"How a New Jersey Truck Driver Earns \$130,267.33 A Year Online Without Any Products to Sell"

You don't have to be a genius.

You don't even need a product.

The beauty of the Internet is any "Average Joe" can succeed...even if all you've ever done is deliver pizzas for a living...or drive a truck for \$14.25 an hour.

High Paid CEOs with 12 years of education can't seem to figure out how to create successful Internet business models. BUT tiny little one person at-home operations are quieting building incomes of 6 figures a year or more. No fanfare. No venture capital investors. No ad budget.



Frank Garon standing outside the truck he used to drive for \$14.25 an hour...

Frank Garon is one of these. He earned **\$130,267.33 online last year**...working at home on a computer he didn't even own...without any of his own products.

He has learned the ultimate skill...

How to Make a Good Income Anywhere, Anytime By Simply Promoting Free Affiliate Programs

The Internet doesn't require you to have your own product. There are tens of thousands of companies out there with products to sell...and they need you to do it for them.

These companies will provide you with web pages, ad copy, banners, ads, and more...everything you need to succeed in your own business. The majority of them are completely Free to join.

Frank signed up for over two dozen of these companies and now receives **27 different checks totaling over \$11,500 a month...all from home...without any of his own products.**

He didn't do anything that anyone else can't do.

- ? He didn't become a high class professional copywriter.
- ? He didn't develop any products.
- ? He didn't write an ebook.
- ? He didn't become an expert on the search engines.

He isn't anything special.

That's what's so incredibly exciting about this. If Frank can do it, you can do it too. He's not one ounce smarter than you...although **he's producing 100 times the results**

[Click Here Now to Find Out More Information About This Package...](#)

SECRETS REVEALED! Discover why **the days of "FREE"** on the Internet are long gone, why subscription sites (like *The New York Times*, *AOL* and *The Wall Street Journal*) are thriving on the Internet — **even in a sluggish economy!** — and how **YOU**, too, can capitalize on this exciting and immensely profitable **NEW** trend.

Listen. If you're frustrated with dead-end businesses and empty promises, and you're sick and tired of seeing Internet businesses **drop like flies** in today's highly competitive, "roller-coaster" economy, then **you MUST read this special report!**

In it, I'll reveal how a proven, bullet-proof business model is currently making us **obscene amounts of cash** — and growing **GEOMETRICALLY**, non-stop! If you're searching for a way to **make real money** online, read on and I'll show you...

"How To Develop, Launch And Promote Your Very Own RED-HOT, High-Powered 'Paid Membership Website' — And How To Transform It Into a Forever-Flowing Fountain of Funds — In Just 60 DAYS Or Less!"

"In Fact, As You're Reading This Special Report, Hundreds Of 'Little Membership Sites' Are Cranking a Mind-Blowing \$5,000 a Month Or More in Profit Right Now! YES, You Can Be Next..."

"... (And NO, It Doesn't Involve MLM, Auction or Porn Sites)!"

Three well-known Internet marketers (e.g., *Kirt Christensen*, *Terry Dean* and *Ted Ciuba*) recently joined forces to put together an incredible, packed-to-the-rim, "connect-the-dots" guide that will show you, step-by-step, how to easily start your very own, in-demand, moneymaking **paid membership site** — like the **'big guns'!**

You'll read about information that our friends thought **we fell off the 'deep end'** for disclosing to the public! But follow the simple steps outlined in this guide, and like us you'll be **making an absolute killing** on the Internet in no time! With it, there's...

- ? Very little effort or time required (you need just a few minutes a day!),
- ? Very little money needed (and we're talking just a few bucks or less!),
- ? Very little to **NO** technical ability required (our guide is "geek-**FREE!**"),
- ? **NO** experience necessary (even if you've **NEVER** launched a website),
- ? And very little marketing expertise needed (it's easier than you think).

... We'll show you how **ANYONE** can launch a profitable membership site in **60 days or less** — and in months earn a monthly income of **five grand or more** — with just a few minutes a day! We're even giving you over **\$5,538 worth of materials** to help you kick-start your membership site and watch it **take off like a rocket!**

[Click Here Now to Find Out More Information About This Package...](#)

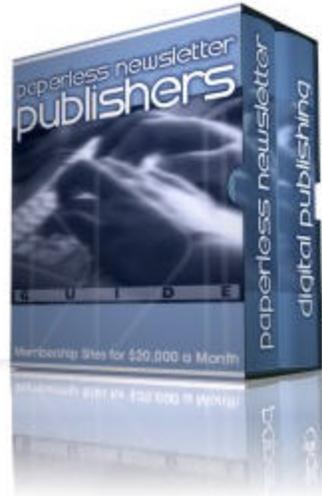
Attention: E-zine Editors, authors, and info publishers...

Who Else Wants To Learn The Hidden Secrets Of Quickly Turning ANY E-Newsletter Into A \$20,000/Month Automatic Profit Generator?

Best part: You can do it overnight, without any special skills or equipment or investment! Almost NO ONE has caught on to these stunning secrets...

If you thought publishing ebooks was the next big money making revolution, think again.

I've recently developed an electronic newsletter publishing formula that's so powerful, I can stop marketing today - not get another paying customer for the next 6 months - and **STILL** pull anywhere from \$10,000-\$20,000 a month.



This formula:

- ✓ **DOESN'T require you to get advertisers.**
- ✓ **DOESN'T require you to have any extraordinary writing skills.** In fact, if you can write a 1-2 paragraph description, you can make it work for you.
- ✓ **DOESN'T require a huge investment.** I started off with an \$18.95 a month Web site, and a 15-hour weekly commitment.
- ✓ **Is HARDLY being used online.** So your competition is practically zero. (Right now, I don't have ANY competitors.)

[Click Here Now to Find Out More Information About This Package...](#)

Here is the special report every network marketer must read...

"Bankrupt New Jersey Truck Driver Discovers Simple, Idiot Proof Secrets to Earning Serious Money on the Internet...And His Insane System Works With Absolutely Any Network Marketing Program"

By Terry Dean

You can generate thousands of free leads every month, have them begging to join your opportunity, and transform them into unstoppable downline building clones...in 90 days or less.

Network marketing doesn't have to be difficult. It doesn't have to take decades of your life. It certainly doesn't require you to try to recruit everybody who dares to stand within 3 feet of you.

That's the old system. That's the same system which told you to make lists of 100 people and recruit friends and family.

We're living in the Internet age...and we need to use all the methods and tools available to us. Don't let anyone fool you into thinking you're stuck using the antique methods that only work for a few people.

The Internet is the great equalizer. Antique methods require a certain type of personality to succeed. The Internet allows **ANYONE with half-a-brain** to build a multi-million dollar business with worldwide distribution.

[Click Here Now to Find Out More Information About This Package...](#)

This is your chance at the big-time...

“One Year From Today, You Could Be Sitting At Your Home Computer, Counting the Money That Flowed Into Your Bank Account That Day... Because You *FINALLY* Built Your Own, Cash-Generating Web-Based Business!”

Or you could still be limping along... wishing that you were making money on the web – still hopping from seminar to seminar, book to book... looking, searching, digging for the truth about success on the Internet.



“I don’t know about you... but Terry and I don’t like to see anyone limping along... so why not let us make the difference for you?”

“As a member of our brand new, monthly Internet Marketing Coaching Club we guarantee you’ll have your own money-making web business up and running within the next 12 months!”

Kirt Christensen
Internet
Marketing
Expert

Kirt Terry



Terry Dean
Internet
Marketing
Expert

Dear Internet Marketing Champion,

I’ll cut right to the chase – this is your chance to get the hand-holding, step-by-step guidance you need to create your own great wealth with the Internet.

No... I’m not kidding –

You don’t need to get another book, buy another course, or attend another seminar.

What you need is an expert to show you the ropes – someone who’s been through what you’re going through... someone who is willing to tell you that you’re about to make a big mistake!... or **someone who is there to “run ideas by” to make sure they’re sound, BEFORE you dump a load of money into it.**

Hi... my name’s Kirt Christensen. And quite frankly, I’m that “someone” I’m referring to. But to make it even better, my dear friend Terry Dean has decided to team-up with me on this – so now, that “someone” is us.

[Click Here Now to Find Out More Information About This Package...](#)

The best way to drive top-quality traffic to your website...

“A Good Internet Joint Venture Is Your **Shortcut To Success** – It Can Give You More Qualified Internet Traffic Rushing to Your Site In the Shortest Amount Of Time Than Anything I’ve Ever Seen! And It Can Mean Bringing Your Product To Market Without Spending One Thin Dime Of Your Own Money!”

But you’ve got to do it right – and that’s where I come in...

“Discover the Incredible Traffic-Generation Power of Internet Joint Ventures, How to Find Them, Set Them Up, and Profit From Them Consistently – Month In, Month Out!”



Terry Dean
Internet Marketer

“My powerful Joint Venture methods guarantees you a flood of qualified traffic to your site – and it’s the quickest way to bolster your customer list and increase your profits I’ve ever come across. In fact you probably wouldn’t even know me today if it weren’t for the dozens of Joint Ventures I’ve done on the Internet.”

“But doing Joint Ventures on the Internet has its quirks – and learning to do them right can means lots of hard knocks, mistakes, and a steep learning curve. I’ve gone through it all for you... so now you can tap into my experience and learn how to do it right!”

“You’re Guaranteed Success... or You Get Your Money Back!”

A handwritten signature in black ink that reads "Jerry". The signature is written in a cursive, slightly slanted style.

[Click Here Now to Find Out More Information About This Package...](#)

"How To Earn BIG Money Online Without ALL The Pain and Hassles Of Product Development"

Dear Friend,

It's hard to earn BIG money on the Internet without your own products. Sure, you can make some money with affiliate programs...But then you're limited to 25% to 50% of the money. Own your own product and you start making **80% to 90% of the money** (after fulfillment expenses). You can see which one will make you money quicker.

But creating good products is HARD WORK. You have to do the research, write the product, edit it, add graphics, etc. It takes time and money to create your own product. So most people simply put it off till later.

As you probably know by now, "later" never comes. You'll procrastinate your product development for years...**while you could have been making big money online**.

Once you develop the product, you'll have to write a sales letter and web site for it. This is where many would-be product developers trip and fall in the process. They've spent 6 months creating their first product, but they don't know a thing about writing sales letters. So they have to study and practice sales letter writing skills!

More time passes...the whole time people could have been handing you money for a product you already owned.

Your solution has come with this new RESELL RIGHTS offer from Ron Legrand. He has made a deal with me to offer you resell rights to one of his top selling products...and this is an offer almost exclusively provided only at his multi-thousand dollar conferences.

But as one of my subscribers and customers, you get the opportunity to jump on it. You'll get **resell rights to a product selling for \$397**...and Global Publishing will do ALL fulfillment for you if you choose.

You make the money...and they do the work. **Ron is huge in the offline world, but he wants to become more well known online.** So he's willing to give you this chance to sell one of his best products...with a sales letter he's personally written.

I don't know how long they'll provide me with this offer for you, but you need to take action today. It could be gone at anytime when they tell me to pull the plug...

[Click Here Now to Find Out More Information About This Package...](#)

“How You Can Increase The Conversion Rate Of Your Website Using Proven And Tested Techniques For Writing Killer Copy That Pushes Hot Buttons & Turns Prospects Into ‘In Heat’ Cash-Paying Buyers!”

– but don’t be fooled by all the “old-school” books on the subject... there ARE differences in the way you write copy for the web than for traditional off-line marketing...

Dear Internet Marketing Friend,

Once you’ve targeted your traffic correctly, the most important thing for any website is the words on that website!

You can have all the targeted traffic you want, the most desirable and problem-solving product you can create, and you still won’t make near the money you could be making IF you had the very best ad copy on your website!

THAT... is how important copywriting really is.

And most web marketers just don’t consider copy to be that important. In fact, it’s the last thing that crosses most Internet marketer’s minds!

But Copywriting Is The “Key Skill” You Need To Make Sure You Succeed Consistently On The Web!

It is the very most important skill you will use again and again, no matter what you’re selling, and no matter who you’re selling it to!

I hear people whining about their low conversion rate all the time – well, guess what? Your conversion rate is probably low for a couple of reasons:

1. Your lead generation copy (banners, emails, etc) isn’t attracting the right target
2. Your website copy just isn’t as good as it should be!

That’s it!

Those are the two biggest reasons your conversion rate stinks!

There are many clients I work with who have conversion rates less than ½ of 1-percent!... and that’s selling a low-priced product!

Now please understand... a conversion rate that small is okay if you’re selling a five or six hundred-dollar product – but if you’re selling a \$40 product you’ll be hard pressed to make any money with conversion rates that low.

The conversion rate for all products under a hundred dollars should be two to seven-percent!

So if you’re not converting in that range – you can feel pretty certain that your copy is just not strong enough!

[Click Here Now to Find Out More Information About This Package...](#)

"Eavesdrop on Elite Group of Internet Marketers as they Outline Tactics and Strategies that Anyone Can Copy to Generate Six Figures a Year... All the While Trying to 'Wow' and Impress Each Other in a Classic Battle of Ego and Intelligence!"

I'm positive you've never heard anything anything like this tape set.

The package includes **10 complete hours of audio**, containing thought-provoking conversations with Kirt Christensen, Terry Dean, Armand Morin, Fred Gleeck, Randy Charach, Micheal Buck and Christian Kingsley.

This wasn't a seminar. No audience, no attendees.

It was a mind-numbing competition to impress and astound, to "one up" the other experts in the room, pure and simple. Call it Internet Marketing "901" if you will...

We captured the whole "brain dump" on 10 hours of audio cassettes...

Here's a bit of info on a few of the participants:

 <p><i>Randy Charach</i></p>	 <p><i>Terry Dean</i></p>	 <p><i>Fred Gleeck</i></p>	 <p><i>Armand Morin</i></p>	 <p><i>Kirt Christensen</i></p>
<p>"Earned over \$100,000 online in 5 months, starting from scratch! Highly Paid, Professional magician before the 'Net!'"</p>	<p>"Runs one of the largest paid membership sites online, over 1,400 members at \$19.95 a month! Recently sold \$96,000 worth of his products... In ONE weekend."</p>	<p>"Has over 100 different autopilot websites online! Highly paid consultant and professional speaker, has created over 298 different info products..."</p>	<p>"Author of over 9 different hot selling software products... Earned \$4 million in his first online deal... in only 12 weeks!"</p>	<p>"Sold one of his sites for \$11 million, started another that now generates over \$4 million a year in sales... Earns an easy six figures a year..."</p>

[Click Here Now to Find Out More Information About This Package...](#)