

# **Internet Marketing for Free: The Guide**

**How to Market Your Business on The Internet  
Using FREE, and Only FREE, Techniques and  
Tools**

**by Jinger Jarrett**

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**Disclaimer** – Every care has gone into making sure the information provided in this book is true and correct. Any incorrect information is solely the responsibility of the author.

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### **Dedication**

To my daughters: Ashley, Danielle, and Alexandra.

To my grandchildren: Ava, Brayden, and Amelia.

You saved my life. MANY Times.

**This ebook is brought to you by:**  
**Anita Johnson**  
<http://www.netmarketingfornewbies.com>

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# Introduction

Learning how to market your business on the internet is easy. You only need to understand a few basic principles.

Although internet marketing techniques change, there are certain marketing techniques that work, and not only do they work, but they will work whether you are marketing your own products and services, or affiliate programs and MLM. Apply these marketing techniques consistently to your business, and you will succeed.

You don't have to be an internet marketing expert either. Learn one technique at a time, test it to see it works, and then learn a new technique.

Your goal should be to market consistently. You achieve success in marketing by doing it consistently.

When first starting off, it may be time consuming to do your marketing tasks. If you don't have the money you need to market, you will need to spend your time working on your marketing efforts.

As you achieve success, buy the tools you need to market your business online. These tools include a good autoresponder system and web hosting, as well as some submission tools, like Article Marketer.

Don't be afraid to try new ways of marketing your business if what you are doing doesn't work. Just stay focused on what your business is. You'll achieve greater success if you aren't constantly changing what your business is about.

What I want you to understand more than anything else is that internet marketing is a process. You are building a business, and anything you build will take a little time.

Do your homework. Learn how to build a website. Learn how to write. You can always outsource these things later if you hate doing them, but learn how to do them. Then, when you need to purchase services, you'll know how much they cost, and what's involved in getting the work done.

Stay away from false trends. Too many internet marketing “gurus” invent false trends for the sake of selling products. Follow what works. Find what works for you and keep doing it. Your goal is to take action; action that will build your business into something valuable for you and your customers. As Zig Ziglar once said, “Help enough people get what they want, and you will get what you want.”

# Search Engine Optimization and Marketing

Search engine optimization should be the first step you take before you even build your website.

If you've already built your website, you can make changes to your website. Make sure you're targeting the right keywords for your business. It's a waste of time to optimize your website for keywords no one is searching for.

Many two word keyword phrases are extremely competitive. If you want to get to the the first three search pages for them, you'll have to work very hard to get there.

Your best bet is to aim for targeting several highly searched, low competition keyword phrases. These phrases, usually three to four words long, will bring you more targeted traffic in the long run. Since you optimize pages, and not your entire website for a keyword phrase, you can use a different keyword phrase for each page. Then it is easier for you to optimize your page.

The main keyword phrase you pick for your home page, which is your most important page, should be highly searched for with low competition.

Several other things you should consider:

**Domain name** – Although search engine wisdom says to pick a domain name with your main keywords in it, it's getting harder and harder to do that. If you use Alexa to help you find the top 500 sites online though, you'll find that the top sites are mainly names: Yahoo, MSN, Google, Ebay, My Space, Amazon, and there are others.

It's OK to use your name. My main site includes my name. As a writer, this is the most important domain I can own because people will look for me by name.

Domain names don't have a big impact on your search engine optimization as you may think. Most of the top sites in my area of expertise, internet marketing, don't include internet marketing in the domain name.

Pick a good domain name that reflects what your business is about, but don't obsess over it. A good domain name can help you with branding, but it just isn't as important to search engine optimization as many people think.

If you don't have any ideas, and you don't want more than one site, choose your name. You can always buy other domains later. Buying your name is especially important if you are a writer, musician, or someone who needs to brand yourself.

**Keywords** – Keywords are much more important to properly optimizing your website. You need to carefully select the right keywords, or your website won't be found.

As you continue to build your website, you'll find yourself being found for keywords you didn't know you were optimized for. Don't sweat it. This is just another opportunity for others to find you, and this will actually help you.

To select the right keywords for your site, you will need to use a keyword tool. You have several options, like **Web CEO**, or **Good Keywords**. Select the tool that works best for you. (To download this program, see the bonus section at the end of this book).

Understand that different tools work different ways. Web CEO uses several search engines worldwide, and so the results you will get will be different. If you are translating your site into other languages, then I would recommend using Web CEO. Words that highly competitive in English may not be so competitive in other languages.

For this example, I'll show you how to use **Good Keywords**. This tool bases its results on Yahoo Search Marketing, formerly known as Overture.

Once you have downloaded and installed the program on your computer, you'll need to open it.

Click on the button titled “Keyword Suggestions”. Start with your topic. This could be gardening, writing, business, or some other general topic. This will help you find the most searches, and you can drill down deeper to find keywords that best suit your site.

For this example, I'll use gardening. If possible, avoid using one or two word keyword phrases because they're too general. You only want to use one word phrases to help you find the most number of keywords to get you started.

Here are some words I found with the amount of searches:

gardening 137,943

organic gardening 14,088

gardening tip 11,284

gardening tool 11,115

container gardening 8,908

gardening supply 8,012

The best site to help you find sites is MSN. That's because MSN is updated the most frequently, people who use MSN are more likely to buy, and MSN is very selective about what sites it adds.

If you do a search for gardening here, you'll find there are 14,059,861 sites on gardening.

You will need to apply the following formula to find out if this is a good keyword:

Results (number of searches for the word) divided by Searches (the number of sites for the keyword) equals Keyword Effectiveness Index (KEI)

$$R / S = KEI$$

$$137,943 / 14,059,861 = 0.0098111211768025302668354971645879$$

This is actually a ratio. The closer to 1 the number is, the better a choice it is for optimizing your site.

If we use organic gardening, (you should put the search term in quotes to get more accurate results: “organic gardening”), you get the following result:

$$14,088 / 444,263 = 0.031710945993701928812437677681914$$

As you can see, although this term has fewer searches, this is a better keyword search term to optimize for.

**Web CEO** also has a keyword search tool you can use. This search tool is different in that it tells you the KEI based on worldwide searches of top search engines. If your pages are translated into different languages, this can dramatically affect the number of searches your site is available for.

Translating your site into different languages is actually a “White Hat” technique you can use to get traffic from foreign language sites. Since most search terms are less competitive in these markets, you can get a lot more traffic from these sites.

You'll find complete instructions in the documentation to explain your keyword results.

Once you have chosen your keywords for your site, you need to optimize your pages. Optimizing your pages is a simple process if you use a tool like **Web CEO**.

All you have to do is open your page in the editor and run the program. It will tell you what you need to change to make your page more optimized, i.e., what to bold, italicize, link, etc.

Once you've optimized your pages, you need to upload them to your web host.

Optimizing your pages for the search engines is only the beginning.

Although there are some SEO experts who would disagree with me, I believe you should manually submit your site to the major search engines for indexing. The reason why is that even if your site is online and live, it doesn't mean it will be indexed by the search engines. The search engines have to find it.

You can submit your site to the following major search engines:

**Google** - <http://www.google.com/addurl/?continue=/addurl>

**Yahoo** - <http://search.yahoo.com/info/submit.html>

**MSN** - <http://search.msn.com/docs/submit.aspx>

**Alexa** - <http://www.alexa.com/site/help/webmasters>

**Exactseek** - <http://new.exactseek.com/add.html>

**Add Me** – <http://www.addme.com/> – Although this site isn't a search engine per se, it does have a lot of great tools to help you with search engine optimization, as well as other promotion. Definitely worth a bookmark.

Some tips for getting your sites indexed quickly:

1. Create a sitemap for Google. You will need a Gmail account to do this, but it's free. Google offers plenty of sitemap creation tools, and submitting your sitemap is very easy.

(The best tool for creating your sitemap is Sitemaps Pal: <http://www.sitemapsal.com/>.

Generate the sitemap, copy and paste the results in a text file, and save it as sitemap.xml.

Upload it to the root directory of your website and then submit.)

Once you submit, Google will start crawling your site within hours. When you update your content, make sure you update your sitemap. This will get all of your pages indexed.

2. If you own a blog, use the “Add to Google”, “Add to Yahoo” buttons on your site to add your blog to your news page on that site. This requires you to have either a Gmail account, or a Yahoo account, but it's free. This will help you get listed quickly.
3. To get your blog listed in MSN, submit to **Moreover**, <http://www.moreover.com>.

4. If you find creating a sitemap to be too complicated, try ROR. ROR technology is similar to sitemaps, and it's easy to use.

You can get an ROR generator from **RORWeb**, <http://www.rorweb.com/>. This technology is free and easy to use. All you have to do is generate your ROR sitemap, add the text to the header of your main page, and then submit your feed. You can even use this feed for your sitemap at Google.

5. One of the easiest ways to get your site in the search engines is if you have a blog. You can either build your own or sign up for an account on a site like Blogger. Google spiders Blogger blogs quickly because Google now owns Blogger.

I have a Blogger blog for my articles. My main blog is built using Wordpress because it's the most popular, and in my opinion, the easiest and most feature rich of all the blogging platforms. This software allows me to automatically generate a sitemap making it easy to get indexed.

6. If you don't know about RSS, learn everything you can because RSS is the latest technology for helping you get high rankings for your websites.

What RSS is a type of code that's search engine friendly. It allows you to display headlines and provide constantly updated content on your websites. This can increase your search engine rankings.

It also allows you to syndicate your sites if you offer RSS feeds. Whether you offer a blog, an ezine, or type of communication for your readers, this is another way for you to get subscribers. More subscribers means more readers and more readers will eventually equal more sales.

7. As time dictates, try to submit your site to as many lesser known search engines as possible. This helps you build your backlinks. The more backlinks you have pointing to your website, the better your search engine rankings will be. Linking is actually one of the most important search engine factors because having someone link to your site is like an endorsement of your site. Search engines look at these endorsements favorably and consider them important in your overall rankings.

In my opinion, linking is one of the most effective strategies for promoting your website, especially if you hate to write. In fact, this technique is so effective, you could make it the primary means of promoting your website. Keep in mind though, linking is a long term strategy and takes time. It's worth the effort though, and there are a few quick ways for you to do it, like writing articles.

Another way to conduct an effective linking campaign is to simply submit your site to directories. To do this, you will need to have a website already, and a links page because some sites

will require you to have a link back to their sites. Create your link page first and then add your sites as you submit.

There are two important things you need to remember about linking:

1. Only link to sites that complement yours. If you own a gardening site, then link to sites about gardening. Don't link to sites about internet marketing, or business, or any other topic. If you do, the search engines may see this as a link farm and lower your rankings, or worse, ban your site. You should also only include no more than 50 links per page. More, and your site could be seen as a link farm.
2. When you submit your site, make sure you include your most important keywords in the title of your submission. This title will become your anchor text for your link and is vitally important. (Your anchor text is the text between the a href tag and the /a tag). Write an effective, but short description of what you offer, and create a text document of all this information. Then all you have to do is copy and paste this information into your form. You'll speed up your submissions this way.

There are several types of directories you should be aware of:

**General Directories** – These directories contain sites on just about everything. You should start here first. Once you've submitted to as many general directories as possible, search for directories on your topic.

**Link Exchanges** – These sites can help you speed up your linking by finding other sites that complement yours. Just be careful when choosing sites to link to.

Before accepting a link exchange, make sure your site is actually on the other site. You also want to make sure your site isn't buried on the other site. If there's no link to the main page to the directory, then skip it. Users shouldn't have to click more than three times to get to your listing. In fact, the fewer times they have to click to get to your link, the better.

One site you may consider using is **Link Metro**, <http://www.linkmetro.com>. This site is owned by Brad Callen, a respected SEO professional and is ranked very high on the internet. You'll find plenty of link partners in this directory, and this site is very easy to use.

The next three types of directories will only help you if you have a free ebook or ezine to give away, or you offer an affiliate program. You can find these types of directories by searching for them. With these types of directories, you'll want to create a text file with all of your information first. Some of these sites will require a link back, and you should post your link on the appropriate page.

For example, if you submit your free ebook to the ebook directories, add the appropriate link to the page your ebook giveaway is on. Most directories check, and if your link isn't there, your submission will be deleted.

Here is a short list of places where you can submit your links for your ebooks, ezines, and affiliate program.

## **Ebook Directories**

**Ebooks 'N Bytes** - <http://www.ebooksnbytes.com/cgi-bin/search/hyperseek.cgi>

**Ebook Palace** - <http://www.ebookpalace.com/cgi-bin/search/hyperseek.cgi>

**Ebook Heaven** - <http://www.ebookheaven.co.uk/cgi-bin/suite/directory/directory.cgi>

**Jogena** – <http://www.jogena.com> – Ebooks and ezines

**Published** - <http://www.published.com/> - Directory of Writers and Artists. You can add ebooks and other listings here.

## **Ezine Directories**

**Ezine Depot** - <http://www.ezinedepot.net/index.php3>

**Ezine Hub** - <http://www.ezinehub.com/>

**Ezine Links** - <http://ezinelinks.com/indexu/index.php>

**Ezine Search** - <http://www.ezinesearch.com/search-it/ezine/>

**Newlist** - <http://new-list.com/>

## **Affiliate Program Directories**

**Affiliate First** - [http://www.affiliatefirst.com/cgi-bin/page.cgi?p=submit\\_home](http://www.affiliatefirst.com/cgi-bin/page.cgi?p=submit_home)

**Affiliate Tip** - <http://www.affiliatetip.com/>

**Affiliate Wiz** - <http://www.affiliatewiz.com/Affiliate-Marketing-Resources/affiliate-program-directories.asp> – List of affiliate program directories

**Associate Programs** – <http://www.associateprograms.com>

**Webmaster Affiliates** - [http://www.webmaster-affiliates.net/affiliate\\_programs.php](http://www.webmaster-affiliates.net/affiliate_programs.php)

# Blogging

A blog is a web diary. A blog is also a way for you to organize your information, as well as build a relationship with your customers.

Blogs have been around on the internet for a long time, but only in the last few years have they become popular as an internet marketing tool.

One of the biggest advantages of using a blog is that blogs are search engine friendly. Blogger, a blog site now owned by Google, can guarantee you get indexed by the search engines.

Blogs also rank higher in the search engines because they're search engine friendly. If you use a blogging platform like Wordpress, you can use the sitemap module to automatically generate a sitemap for your site.

With a blog, you can get personal with your readers, adding your thoughts, writing about the latest trends in your industry, or talk about your products and services. There's really no limit to what you can do with a blog, and you can write about just about anything.

If you are a writer, blogs are an especially good way to build a following for your writing. You can write about your writing, whether it's books, poetry, copywriting, or whatever type of writing you do. You have two audiences: your readers, who are interested in what you write, and your writers, those who may write in the same genre you write.

The blog platform you use to write your book depends a lot on how much work you want to do to set it up, and how much customization you want to do. If you're writing a very tightly niched blog, then Blogger may be your answer.

You simply choose your template, make a few changes to your settings and then start posting.

I personally keep a Blogger blog for my articles so that my articles get indexed in the search engines.

My primary blogging platform though is Wordpress. Wordpress is the most popular blogging platform in the world and for good reason.

It offers a lot of customization, as well as tons of templates and plugins. You can customize your templates and plugins to do exactly what you want it to do. Although this takes time, it's definitely worth it because once you set it up, you can basically forget about it and just blog.

If you are using Blogger, you have no control over your permalinks. Permalinks are the links to the individual pages on your blog. With Wordpress, you have a choice as to how Wordpress creates your permalinks. If you want higher rankings, be sure to include your keyword rich category, as well as the title of the post in the permalink. You can add a small amount of code to the permalink page to create the links for you automatically.

The blogging platform you choose to use is really a matter of personal preference. Once you set it up and customize it, all you have to do is concentrate on posting content to it regularly, usually at least two to three times a week to keep it fresh.

Once you have at least five to 10 posts on it, it's a good idea to submit it to the blog directories. You can do a search for RSS directories, and you'll find Robin Good's site. It contains 55 RSS directories you can submit to. There are also software tools available you can use to speed up your submissions.

**A note about RSS:** RSS stands for Really Simple Syndication. It is a form of search engine friendly code. You can use this code to create RSS feeds so that readers can subscribe to your site using an RSS reader. RSS feeds on blogs update themselves, so every time you post to your blog, your feed will automatically update and your readers will know your blog has been updated.

You can also search for blog directories on your topic. This is where you really want to submit your blogs because these directories are more targeted than general blog directories.

Another way to promote your blog is to give away a free RSS reader. At least 30 percent of readers on the internet have never heard of RSS, or blogging, so you want to make informing your readers about RSS and blogging part of your marketing campaign.

I offer an RSS reader on my website for free, as well as RSS feeds for all of the most popular online RSS readers so my readers can use whichever RSS reader they prefer to subscribe with. The goal here is to make it as easy as possible to subscribe to your blog. You can download a copy of it for free and try it out: <http://www.smallbusinesshowto.com/freeware/RealSimpleSyndicatorBranded.zip>.

Syndication is another important part of creating a blog. By offering an RSS feed, you allow other webmasters to offer constantly updating content on their websites. There are scripts you can integrate into your website to offer constantly updating content on your own blog.

However, don't forget the importance of offering email subscriptions on your blog. Email is still far more popular than RSS. Because of it, if you don't offer a way to subscribe through email, you could be losing readers. You can create free subscription box for your site at either **Feed Blitz** –

<http://www.feedblitz.com/> - or Feed Burner – <http://www.feedburner.com/>. Feedburner also allows you to dress up your feeds so they can be read in any feed reader.

After posting to your blog, you should ping your blog. Ping allows you to notify the blog and RSS directories that you've updated your blog. There are several services you can use to do this like Ping The Empire, Pingomatic, and Pingoat. These services are free.

When using these services, you should never ping your site more than every 30 minutes. This will keep you from getting banned by the site. You should choose the service you like best and use it on a regular basis. If you have a Wordpress blog, Wordpress offers a plugin that allows you to ping the ping services automatically every time you post.

Pinging your blog regularly will not only help you rank well on the blog directories, but it will also help you rank well in the search engines.

A relatively new feature you may want to consider for your blog is social bookmarking. You can add links to the social bookmarking sites so readers can bookmark posts you've written. By adding this information, you make it easy for your readers to bookmark you. This is also an easy way to build backlinks to your website.

Another way you can make it easy to exchange links with other sites is to enable Pingback. Pingback is simply creating a link where the writer can copy and paste it into the appropriate field on his/her blog. Once the writer posts, your blog is notified that you are being “talked about”. Pingbacks aren't as important as backlinks, but they can still help your blog.

You can use the following services to ping your site:

**Pingoat** – <http://www.pingoat.com/>

**Ping The Empire** – <http://www.pingtheempire.com/>

**Pingomatic** – <http://www.pingomatic.com/>

One important note about Pingoat: use it responsibly. Although there are plenty of sites now that have RSS feeds for their sites, Pingoat only accepts pings for blog. Load any other RSS feed into this site, and you can get banned.

You can get one way links back to your blogs several ways. Writing articles, posting on others' blogs, and writing press releases. (I'll tell you more about writing press releases and articles later in the book, but you do need to know about backlinks.)

Backlinks are one way links pointing to your site. Although this is time consuming to do, it's a valuable and easy way to build links back to your site.

Start by searching Alexa for blogs on your topic. In my case, it would be internet marketing blogs. To limit your search, put your search term in quotes.

You can check the rankings of the blogs you find. Look for blogs that allow comments and post your comments. Include a link back to your site. Make sure your comments are valuable. Don't post what I call "ditto comments" or "me too" comments. Add something of value to that blogger's blog.

What's important is to stick to blogs on your topic. Although posting comments on any blog may seem valuable, it's not. Just as linking to sites that complement your site is important and works, it's important to link only to blogs that complement yours.

You can also exchange links with other blogs. These links are called blog rolls. You can easily create a blog roll on your Wordpress blog by adding a little piece of code to your template.

Whenever you find a new blog to link to, and you've exchanged links with the webmaster, add the new blog to your blog roll through the control panel of your blog

With Blogger, you'll need to add the links manually, which means you need to know how to write a little HTML. You'll find plenty of information on Blogger to show you how to customize your templates.

Ultimately, the most important thing you can do with your blog is to update it regularly. Try to post at least two to three times a week, more if you have time. Create as much original content as possible. By writing only one post per day, which should only take about 15 to 30 minutes, you can have a website with over 300 pages. You'll have a content rich website that's sticky.

**A note about getting ideas for your blog:** Regardless of whether you are a writer or not, getting ideas for posts for your blog is always a problem. As a blogger, there are times when I'm out of ideas to write about.

**There are several easy ways to get ideas, and you can write about what you read.**

**The first place I look for ideas is my email.** Someone is always offering a new product or service. You can write product reviews about new products, or reviews and updates about new trends in your industry.

**News.** I subscribe to Google News on my topic, (internet marketing, as well as writing), to help me keep track of the latest trends in my industry.

**Amazon.** You can always search Amazon for new products and books on your topic. If you can't afford to buy the book, go to your local library and see if there's a copy of the book you're interested in and read it. Write a review.

You want to provide your readers with the best, and most valuable, resources available.

I personally don't write about any product I didn't like. If it shows up on my blog, then I think it's a good product. However, I do try to give my readers as much information as possible, as well as answer as many of their questions as possible.

**Publish the articles of others.** If you are branding yourself as an expert in your field, then you should only do this occasionally. If you aren't, then your goal is to simply provide your readers the absolute best information you can find. Providing this information works especially well if you are selling affiliate programs or MLM because you don't need to be an expert. You only need to be different.

**Video and audio.** Sites like You Tube, Google, and others now offer video and audio. You can blog these items to your blog. Usually it involves simply copying and pasting a piece of code to your blog page. You can write a short commentary to go with it, and you're done.

Ideas for your blog are everywhere. You simply need to pay attention to trends, and the internet has plenty of information on just about any topic you can imagine.

# Article Writing and Promotion

Of all the techniques I recommend you use for marketing your business online, the most effective is article writing.

Unlike some marketing techniques, like joint ventures, where you have to depend on others to help you, with article writing, you are in control. All you have to do is write good articles.

For those of you who hate writing, this probably sounds like an enormous challenge. However, if you really want to succeed online, this is an easy way to do it.

Your first step should be to decide what you want to write about. If you optimized your site for the search engines, you already have a list of keywords you can use in your articles. Start there.

If you need help getting ideas, then sign up for several lists on your topic. See what other people are saying. Sign up with Google News to receive notifications on your topic. You'll find a wealth of information here, including new products, articles, press releases, and other information about your industry.

You can also study article directories like **Ezine Articles**, <http://www.ezinearticles.com>, **Go Articles**, <http://www.goarticles.com>, or a topic specific topic article directory. Just go to your favorite search engine and do a search.

For example, if you're looking for articles on gardening, do a search for the term, “gardening articles”, or “gardening article directories”. Read several articles on your topic.

This isn't about copying someone else's work. This is about helping you find ideas for your own articles. You can also use the information to help you create products.

Maybe the articles you read don't answer the readers' questions. You can use your articles to answer your readers' questions. This will get you read.

Now, once you have several ideas for articles, your next step should be to write a good headline. You can use a tool like **Headline Search**, <http://www.smallbusinesshowto.com/freeware/headlinesearch.zip>, to help you write good titles.

Your title, like a headline, will help readers determine whether or not to read your article. In fact, like a good classified ad, where you should spend 80 percent of your time writing your headline, you should spend a lot of time constructing a good title for your article. Make sure you include your main keywords in your title as this will also affect the ranking of your article.

There are several formats you can use:

**How To** – This is one of the easiest ones to write, and it's also one of the most effective. You are showing others how to do something.

**Question** – Although question titles, like question headlines, are tricky, they are very effective. Just make sure the answer to your question is yes. If it isn't, readers will think your article isn't for them and click away.

**Tips/Lists** – This is an easy to write title. You can offer the “Top 7” on a topic, or write it as X Tips For.... This is where you add your topic. When writing your topic though, be specific. Gardening, internet marketing, or any other topic is pretty broad. Narrow your focus here.

There are others. You won't have any trouble identifying good titles by searching for good headlines. Keep a swipe file of titles you have found. (A swipe file is simply a text file or any type of file you use to keep headlines, snippets of text or anything else. You can organize your information any way you like).

Once you have chosen your title, you need to make a list of tips. This will help you further define your article and make it easy for you to write your article.

Writing your list of tips will also help keep you on target for writing your article.

Once you have your list of tips, you need to flesh out your article. Write two to three sentences about your tip to further explain. The more tips you have, the less you have to write. Also, you will have less explanatory material, so you need to keep your list of tips between three and seven, but always less than 10.

**A note about including resources in your articles:** If you are using resources in your articles, you need to be very careful about what you include. Despite what a lot of marketers may say, it's very difficult to include affiliate links in your articles, especially if you use your affiliate links. The only way around this is to buy a brand new domain and point toward the resource.

Even if you do this, article directories like Ezine Articles may not accept your article. Article directories are getting strict about what they will accept because too many article writers are more interested in promoting their products than providing good information to attract readers.

If you include links, make sure you include links that are valuable to the reader and reinforce your message.

Try not to include too many links either. The more time the editor has to spend checking your links to see what they really are, the less likely your article will get accepted.

The most important link in your article will appear in your resource box anyway. This is where you want to send your readers to get more information.

Someone once said that when writing a sales letter, you need to tell your readers what you're going to tell them, tell them, and then tell them what you've told them. Articles are much the same way.

You should include a summary at the beginning of your article to give readers a taste of what's to come. Since this summary may be the only things readers see in ezines (they may have to click through to read the complete article), make sure you write an effective summary, and it should include your keywords.

Don't go crazy with your keywords either. Three to five times throughout the article is plenty.

Once you've written your beginning and conclusion, you need to write your resource box. More article writers fail this step than any other because they don't have any focus.

One of the reasons I took my article directory down before is because I got so sick of getting the same resource box under different names.

No one cares how old you are, how many children you have, or that you like cats. (This is just an example).

Your resource box is there to provide more information, offer a reason to visit your website, and ultimately get you the sale because you've built a relationship with your readers.

Give your readers a reason to want to visit your site. Offer more information, a free report, ezine, tutorial, software, or whatever. Just make it something valuable readers can use. Convince your readers to visit your site.

When readers get to your site, make it easy for them to subscribe to your list. You should have your list subscription box on every page of your site. If you don't, readers may never visit your site again, and you've lost that traffic. Recycle it.

Study resource boxes of other article writers and use what you learn in your own article resource box.

Below are several tips for assembling your articles:

1. Use a text editor to write your article. Too many people use Microsoft Word or some other word processor to write their articles. When they copy and paste their articles, weird characters will show up. If you use a text editor, everything is in plain text, and what you have written will display correctly. You can always reformat if you need to. A really good

tool I've found for writing articles, emails, and just about anything you can imagine, is **X Mail Write** - <http://xmailwrite.com/> -. This tool will provide you with word counts, as well as tell you which words will set off the spam filters and keep your email or article from landing in your reader's inbox.

2. Have the following in your text document: title, article summary, article body, resource box, word count, and keywords. In this order. You may not need to use all of this information with every site, but you'll have the information where it's easily accessible.
3. Post the article to your own site. Optimize it for the search engines. Your version of your article may not show up at the top of the search engines. Don't sweat it. It will show up.
4. Submit your article to as many sites as possible. Forget what these self proclaimed gurus are saying about duplicate content. A lot of this information is wrong. Provide your readers with value. The more places you put your article, the more likely it will get read. Period.
5. Don't format your article 65 characters wide, or use hard breaks except at the end of the paragraphs. I see this all the time with articles, and they never display right. You should only format your article this way if you are emailing it to an editor, and the editor requires you to format it this way. Read the article guidelines on sites. This will help you get your articles accepted more often.

Now you're ready. It's time to submit your article to article directories. Here is a short list of places to submit your articles:

**Ezine Articles** – <http://www.ezinearticles.com/>

**Go Articles** – <http://www.goarticles.com>

**Idea Marketers** – <http://www.ideamarketers.com>

**Article 99** - <http://www.article99.com/>

**Article City** – <http://www.articlecity.com/>

**Article Dashboard** – <http://www.articledashboard.com/>

**Article Trader** - <http://www.articletrader.com/>

**Article Empire** - <http://www.articleempire.com/pages/Article-Directories> – You'll find a large list of places to submit your articles here.

If you want to speed up your article submissions, there are two resources I recommend to do it:

**Article Marketer** – <http://www.jingerjarrett.com/recommends/articlemarketer.html> –

You can use this resource free to submit your articles to the top article directories. (This is one click, one submission.) There's no limit on how many articles you can submit. Upgrade, and you can submit your articles to over 200 directories with the click of a button.

**My Article Submitter** – <http://www.jingerjarrett.com/recommends/myfreegiveaway.html>

– Forget about costly article submission software. You can use this software free. You can customize it by adding your own article directories. Add, delete, and include as many articles as you want. This is semi automatic submission. Once you get everything set up though, it should only take you a couple of hours per week to use it.

Write one to two articles a week; this is all it takes, and write regularly. Keep submitting. Articles get very viral very easily.

Finally, if you need actual article writing software, I've created a free software you can use. It will help you quickly write your articles.

**Article Creator** – <http://www.smallbusinesshowto.com/freeware/articlecreator.zip>

This software is written for PCs, and you will need a zip manager to open it. You can get one for free here: ICEOWS, <http://www.iceows.com>.

**Article Distributor** - <http://www.after5webdesign.com/software.html> - This free software will help you submit your articles to hundreds of Article Dashboard sites. I also recommend you use it to complete the profiles on all of the sites because this will give you additional one way backlinks.

Someone once told me there are are no real secrets in life, just sound principles. If you want marketing success with your articles, just write good articles, submit regularly, and build a following. Get your name out there. Being the best isn't what will help you succeed. Taking consistent action and telling everyone who you are is what will build your reputation. Keep doing it, and you will succeed.

# Press Releases

A press release is news about your business. It answers the who, what, when, where, why, and how about your business the same way a newspaper article tells news.

Writing a press release is a lot easier than you think; using press releases to market your business can really improve your bottom line.

The reason is that press releases are seen as more valuable than advertising. Readers on the internet are looking for information. You can provide information about your business by writing a good press release.

Your first step in writing your press release is to decide what your news is. Companies use press releases all the time to announce new products and services, as well as events.

You can choose any of these, or think of something else.

For example, if you're doing a joint venture, you can announce your joint venture as well as the release of the product you are offering.

Make your release interesting by writing about those who are involved in your product release. News about people is always more interesting than news about companies.

Once you've decided what news you want to write about, you need to write your headline. The best way to write a good headline is to visit press release sites, like **PR Web**, <http://www.prweb.com>, and study the headlines on the site. Use what you learn to not only create a swipe file of good headlines but also to help you write your headline.

When studying press releases, as well as press release headlines, pay particular attention to whether or not you find the press release interesting.

Here's why: I wrote a press release for one of my products and sent it out to all of the press release sites. PRWeb rejected it, so I decided to rewrite the release and resubmit.

I studied the releases of a big name internet marketer and before I rewrote mine. Truthfully, there was really nothing compelling about the releases he wrote. It certainly wouldn't make me want to buy the product.

However, because this marketer is a “friend” of PR Web, his releases get almost immediately accepted, and they rank really high on PR Web because of his financial contribution.

Needless to say, I won't make the same mistake again. Don't make the same mistake I did. If you are studying the press releases at press release sites to help you write a better press release, then choose press releases you find compelling to help you write yours.

Don't minimize the importance of a good headline. Whether you're writing copy for your site, a press release, article, or anything else, the title, or headline, is what will draw your reader in. Make it a good one. In fact, you should probably spend most of your writing time crafting your headlines and titles.

Once you've written your headline, it's time to write your press release. Depending on where you decide to submit your release, you need to keep it short, usually no more than 400 words. It's been my experience that writing sales letters and long copy is easier because you have more words to use.

With ads and press releases, you have to be very succinct.

Your first paragraph should include the who, what, when, where, why, and how. This is called the “inverted pyramid style of writing”. You include the most important information in your press release first.

The rest of your release is about elaborating on your first paragraph. You can include quotes here, as well as other information you consider relevant. Give your readers a taste.

With online press releases, you'll want to make sure you include a resource box. Your resource box will be included in your word count, so you want to also make sure your resource box is well pruned and only includes relevant information. Include the link to your site and send your potential visitors to the site that is relevant to your press release.

Like articles, press releases should give readers a taste of your business and make them want to visit your site.

I have included two different tools here you can use to help you build press releases. These two tools will make it easier for you to write your press releases, as well as distribute them.

**Press Release O Matic** - <http://www.bmyers.com/public/539.cfm?sd=30>

**PRX Builder** - <http://www.prxbuilder.com/x2/> - This tool allows you to write a social media press release. It also takes advantage of the latest technologies in RSS so you can embed your press releases in your RSS feeds. You need an account to use this tool, but it's free, and you can also buy a distribution package to here to get your press release on thousands of sites, as well as have your release displayed on your site.

If you have a Gmail account already, you can use this account information to log in here. (This tool is amazing. You need to see it for yourself.)

## **A Few More Tips**

The tools I listed above can help you format your press release so that not only can you submit it online, but you can also submit it offline. Just because your hometown newspaper has a small readership doesn't mean you shouldn't submit your release there. Give your release a local hook. Rewrite the headline to appeal to local readers.

You can include more personal information here. Make your story more people oriented. The smaller the newspaper staff, the more likely they are to include press releases. It's been estimated that as much as 90 percent of what you read in newspapers comes from press releases because journalists and newspaper staffs simply don't have time to write all of the material for a newspaper. Study your local paper. Read the local releases in your hometown paper. You'll be surprised at how many are actually included.

Don't forget to submit your press release to article directories because some article directories do include them. By submitting your press releases to article directories, you're expanding your reach, so don't neglect them.

You should also look for article directories on your topic and then see if they accept press releases. If they do, then submit. Go Articles, one of the top article directories on the internet, accepts press releases.

With article directories, as well as many of the press release directories, you'll be able to get your release into Google, Yahoo, and MSN news. This is important because there is less competition for your keywords in these respective news sites than in their search engines.

To make sure your press release is added to these news sites, you can get the RSS feed from a press release or article directory site that contains your press release and add it to your news page at these sites. This will get your press release indexed in these sites, as well as included in their news directories. It doesn't cost anything to do this, and it can help you get a lot more mileage out of your press release.

Finally, don't forget to optimize your press release for the search engines. Don't go crazy though. Just make sure you include your main keywords in your title, as well as in the body of your release. Don't repeat yourself too often. You simply want to make sure you include the most relevant keywords in your release.

When you've finished writing your press release, include it on your website. You can do further search engine optimization for your press release using Web CEO so that your release is unique to your site.

The best help I have found for writing a good press release is Joan Stewart. She runs Publicity Hound. She offers an 89 part ecourse for free on writing press releases. Unlike a lot of other ecourses on the internet that are simply thinly disguised sales letters, Joan's course has lots of practical tips to help you get more from your press releases. You can get your copy here:

<http://www.publicityhound.com>

Below are several sites where you can submit your press releases.

**PR Web** - <http://www.prweb.com/>

**PR News Wire** - <http://www.prnewswire.com/> - This site will send you a free copy, by mail, of their publication, *Broadcast and Beyond - A Guide to Broadcast and Web-based Public Relations*.

**PR Leap** - <http://www.prleap.com/>

**Press Release Monkey** - <http://www.pressreleasemonkey.com/>

**Press Base** - <http://www.press-base.com/>

# Forums

Forums can do several things to help you build traffic to your website.

First, you can use them to build backlinks.

Next, you can use them to brand yourself as an expert on your topic. You can ask questions, answer questions, and learn more about your topic. You are an authority on your topic, and this will help you build brand.

You can also use them to build relationships with others. This is very important online because the Internet is so impersonal.

I believe this technique works best if you are selling your own products and services. If you are selling affiliate programs, and you can successfully sell them on forums, ultimately you are branding someone else. You are branding someone else's product. Your goal is to brand you and your product.

Your first step in marketing on forums is to choose the right forums. Although internet marketing forums are quite popular, most of the products and services promoted there relate to internet marketing.

Although you will want to find one or two internet marketing forums to help you keep your knowledge updated on internet marketing, unless you are marketing internet marketing products, don't spend a lot of time on these forums.

To find the right forums to market on, you need to do a search. Although I recommend using Alexa because it will give you more information about the forums you are looking for, you can use any search engine.

Start by defining the keyword search terms you are searching for. You can use a tool like Good Keywords to help you find the right terms for your topic.

For example, if you are marketing website building tools, or hosting, you will want to search for webmaster forums. If you do your search at Alexa, you'll get rankings for each of the sites. This will tell you something about the traffic a site receives, but it doesn't tell the whole story.

There are several other things you want to consider.

First, how much traffic does the site really receive, i.e. How active is it?

If the forum hasn't been posted on in months, it's probably not a good place to start a discussion. The fact is, most forums don't generate a lot of traffic, so it's important to keep looking until you find active forums.

Second, how many members does the forum have? The more members, the more people you have to market to.

The “secret” here is to first find the right forums, then check their membership, as well as activity.

Smaller forums with lots of activity are better than large forums where few posts are submitted.

This doesn't mean you shouldn't submit to these forums if they don't meet both criteria. What it means is that you want to find the most active forums on your topic, with the most members.

I recommend you stick with two to three good forums. If you really enjoy promoting on forums, then you may want to use more. However, let me caution you here: the more time you spend on forums, the less time you have for things like product creation, other marketing techniques, and running your business. Forums should only become one aspect of your marketing plan, not the entire marketing plan.

To give you an example of how to find forums, we'll choose a topic. Again, we'll use the topic gardening.

I use Alexa because it gives me lots of statistics about a forum. Another aspect of Alexa is that you can find out who is linking to a particular site. You might want to check out these sites to see if there are any opportunities for linking, as well as places where you can find joint venture partners and affiliate programs to promote.

I put my search term, “gardening forums”, in quotes and hit search.

The first site I find is **Reference.com** - [http://www.reference.com/Dir/Home/Gardening/Forums\\_and\\_Online\\_Communities](http://www.reference.com/Dir/Home/Gardening/Forums_and_Online_Communities). This site is ranked 179 on the internet, which means it gets a lot of traffic. This gives me a large list of forums where I can post. This would be a good place to start because you can get descriptions of all of the forums listed here. Don't forget to niche. Gardening is a broad topic, and you may specialize in a specific form of gardening, so make sure you take this into consideration. (You may also want to consider searching this site for other topics or trying to get listed here).

The next forum I find is called Backyard Gardener, <http://www.backyardgardener.com/forums/index.php>. This forum is ranked around 79,000, so it gets a lot of traffic, and it's ranked very high on the internet as a whole.

I still want to check the membership, as well as the post activity to make sure this is an active forum.

Although this site is ranked high, only the general gardening forum gets a lot of activity. The number of members isn't displayed, so I may have to sign up for it to find out.

Choose several forums and ask the questions I've recommended here until you find the answers you are looking for. Select the best two or three forums.

Your next step should be to study the forums before posting. Find out what the posting guidelines are BEFORE posting. You don't want to irritate the site owner and get banned.

The one thing that will get you in more trouble than anything else on forums is posting advertising. Post advertising in a forum that doesn't accept advertising, and I can almost guarantee you will get banned.

The purpose of using forums to begin with is to generate TARGETED traffic to your website. Even if your website is getting 1,000,000 hits a month, if that traffic isn't targeted, it's a waste of time.

Targeted traffic will improve your website conversion.

If you want targeted traffic to your site, go where your visitors and potential customers will be. Don't waste your time posting anywhere and everywhere simply because that site offers you a chance to advertise.

The point is, before posting to forums, you should understand how the forum works. Once you understand how it works, start asking questions, answering questions, and really make an effort to contribute. This will help you drive targeted traffic to your site.

Before posting through, complete your forum profile. Write a good signature that will be added to your posts. Give your potential customers a reason to want to visit your site. Your site profile also gives you an opportunity to add links to other sites you own, as well as a link to your blog if you own one.

You should also check to see if forums on your topic accept advertising or articles. If they do, make sure you post your advertising and articles on these sites. Even if the site forum isn't too active, this gives you a chance to show up in the search engines and build valuable backlinks.

One package you can use to help you manage the forums you market to is Bot Surfer. This free program will help you track up to 15 forums. You can download it here:

<http://www.smallbusinesshowto.com/freeware/forums.zip>.

One alternative you may want to consider instead of forums is lists. The most popular lists groups on the internet are Yahoo Groups, Google Groups, and MSN Groups.

What makes this technique so much easier to manage is that there are so many different types of lists you can market on. You can use these lists to market topically, as well as for different types of promotions: ezines, ads, articles, etc.

The easiest way to get started is to visit the list site you want to use. I recommend Yahoo groups because they tend to be the most active. Search for your topic, as well as the type of content you want to submit.

For example, if you are interested in submitting ads for your ezines, search for “ezine ads”. Read through the lists to find the appropriate lists for your topics.

Again, the same rules apply here that apply for forums: make sure list is active, has a lot of members, and is targeted.

Once you've found the lists you want to market on, you need to subscribe. You will have to use a valid email address because you will need to confirm each. Yahoo has a limit of 50 lists per day, so keep this in mind.

Next, you need to organize your lists. The easiest way to do this is to use a program like **Group Mail** - <http://www.infacta.com/>. (This program allows you to have up to 100 email addresses on each list, more than enough for your marketing campaigns. You can use the free version for this). You will want to have a separate list for each type of submission and how often you can submit.

When you are ready to submit to your lists, enter the message and send using SMTP. This way Yahoo sees these messages as individual messages and won't junk them.

Again, let me stress that you need to organize your lists and follow the guidelines carefully. If the list only allows you to submit once a week, only submit once a week and submit the right content.

Keep a folder on your desktop or in your documents folder with all of your marketing materials. You will want to write these before submitting to your lists so that when you are ready to submit, you can simply copy and paste your message into the software.

Finally, I want to talk about the most important community on the internet: **My Space** – <http://www.myspace.com/>.

If you really want to multiply your traffic exponentially, and get your sales message out there, this is the best site on the internet to help you do it.

The first thing you want to do is sign up for an account. Use a valid email address as you will need to confirm your account. Once you have confirmed your account, you need to set it up. This includes writing a complete profile, as well as creating your blog.

Once you've set up your account, post your ads, post to the forums, and add content to your blog. You will also want to find new members to network with. Then you can post comments on their pages. This will help you spread your message.

You can also get templates to customize your My Space site, as well as add a subscription box to your profile.

Again, remember to target your message. One of the biggest mistakes I see on My Space is that others want to be added just so they can market on your profile and post their comments about their products. Never mind that their topic isn't related to what you do.

The real secret to internet marketing, and website conversion, is to provide real value to others. Don't just send them something because you want to sell. Send them something they can use and will benefit from. When you treat others right, it makes a huge difference because people remember it.

Overdeliver and underhype everything you do. Treat others the way you want to be treated, and you will definitely sell more of your products and services.

# Affiliate Programs

Your website is your selling tool. It doesn't sleep, and it works 24/7. Once you set it up, all you have to do is promote it.

An affiliate program works the same way. Once you set up your affiliate program, if you promote it, you can build a large sales force to sell your products and services.

The advantage here is that if you build a large enough network of affiliates, you can focus on other areas of your business, like product creation. Also, you are using leverage to sell your product.

For example, if you have 1,000 affiliates, and they each sell one copy of your product each month, that's 1,000 sales. Even if you only have a product that costs \$37, and you split the profits 50/50 with your affiliates, you've made over \$15,000.

Affiliate programs are very lucrative. However, they can also become time consuming. If you decide to offer an affiliate program, make sure you provide plenty of sales materials, as well as resources to help your affiliates succeed.

One thing that's never talked about with affiliate programs is building backlinks. If you set up your affiliate program correctly, you can also build hundreds, possibly thousands of backlinks to your website. This will raise your rankings in the search engines.

The most important benefit though of building an affiliate program, is that when you recruit new members to promote your website, you are building a sales force of your own who can promote your products for you. Build a good affiliate program, train your affiliates well, and give your affiliates a reason to sell your program, and you can have a successful affiliate program.

Your first step should be to find a good affiliate program management script or service to manage your affiliate program. Once you set it up, you'll need to add products, as well as sales materials and autoresponders. Then you can start promoting.

Autoresponders are a crucial part of your affiliate program because each time you make a sale, you want to add the customer to an autoresponder so you can contact him/her again. Your customers are your most valuable asset in your business because you've already sold to them. They are more likely to buy again. Make absolutely certain you have a way to follow up with your customers after the sale.

Now, when choosing your affiliate program script, you need to choose very carefully because this can easily become one of your largest business expenses.

The reason why is that if you choose a company that only offers affiliate programs, you'll pay a monthly fee. If you can afford it, and you choose a big company like Linkshare or Commission Junction, you can easily get your products and services into the hands of affiliates for promotion. Usually the companies that use these two solutions are big corporations like Dell or Walmart.

Another thing to remember is that you want a solution that allows you to make your domain name part of your link. Without it, you can't build a linking solution. This is a built in benefit that will multiply your marketing efforts and really help you establish your presence on the internet.

Also consider the product or service you are selling. If you are selling digital products, you can use a site like Clickbank. Clickbank has a low start up cost and you have thousands of affiliates available to you. The only problem here is that if you sell multiple products, your affiliates' link will only point to your main page. If you want to allow your affiliates to point to different pages, then you will need an additional script where you can integrate Clickbank so affiliates can create links that point to different sales pages. This will increase conversions, and you'll make more sales..

Another issue you will want to consider is payment processing. Do you need to integrate your payment processing with the script, or is payment processing included?

If you need payment processing included, Clickbank handles payment processing too, and Clickbank will pay your affiliates. There are also other services you can consider.

An example is 2 Checkout - <http://www.2checkout.com/>. This service allows you to integrate an affiliate program and shopping cart for a low, one time fee, and then you pay a fee each time you make a sale.

Do your research and decide what type of solution will work for you. Then you can start building your affiliate program.

Here are several sites where you can find scripts:

**Scripts** – <http://www.scripts.com/>

**Hot Scripts** – <http://www.hotscripts.com/>

**Affiliate Scripts** - <http://www.affiliate-scripts.com/>

**Ultimate Affiliate Manager** - <http://www.ultimateaffiliatemanager.com/>

To find more scripts, you can do a search on the search engines for “affiliate program management scripts”.

Below you will find a short list of affiliate networks:

**Clickbank** – <http://www.clickbank.com/>

**Commission Junction** – <http://www.cj.com/>

**Kolimbo** – <http://www.kolimbo.com/>

**Linkshare** – <http://www.linkshare.com/>

For ideas on managing your affiliate program, I suggest this site: **The Affiliate Manager's Guide to Affiliate Programs** – <http://www.affiliatemanager.net/index.shtml>.

I can't stress enough how you should do your research. When I set up my first affiliate program, it cost a lot of money. The setup was complicated, and eventually I gave up on the whole process.

The system I now use for my affiliate program is called **Ultimate Affiliate Manager**. It's part of my membership at Ultimate Marketing Center. This is the best system I have found because I can integrate it with both Pay Pal and Clickbank as well as other payment systems. I can also sell multiple products. It also allows my affiliates to point to specific pages on my website instead of pointing to the main page of my site.

By allowing your affiliates to point to specific pages on your website, you can actually increase conversions. You don't want to frustrate your potential customers. If your potential customers have to search your site to find what they are looking for, they are more likely to click away.

One advantage of having Clickbank as my payment processor is that Clickbank will pay my affiliates every time someone buys through this service. If it's Pay Pal, then I can do mass pay through my site. (**Clickbank** – <http://www.jingerjarrett.com/recommends/clickbank.html> - charges a one time fee to set up your account and then a small charge for each product you sell when you sell it. **Pay Pal** – <http://www.jingerjarrett.com/recommends/paypal.html> - charges no set up fee, and a small fee for each sale).

Another option is sites like **Pay Dot Com** - <http://www.jingerjarrett.com/recommends/paydotcom.html>. You can add your first program for free. After that, you can pay a low one time fee for adding unlimited products.

The advantage of PayDotCom and Clickbank is that you have instant access to thousands of affiliates. Although you still need to promote your program, having access to this network will cut the amount of time you need to spend promoting your affiliate program.

Another option is to set up a two tier affiliate program. There are payment options that will allow you to set up an affiliate program of this type, and this will even help you in recruiting affiliates.

Before you set up your own affiliate program, I would recommend you read, *Creating and Managing an Affiliate Program*. Although this ebook is free, the information it contains is invaluable to creating a profitable affiliate program. You can get your copy here: <http://www.affiliate-announce.com/win-a-free-submission.php>.

If you think an affiliate program might be right for you, then make a list of what you need first BEFORE you create it.

Again, here are the questions you need to ask:

1. Do I need a payment processor? If so, which one do I choose? What kind of budget do I have for this expense?
2. Do I have time to handle affiliate payments, or do I want someone else to do that? (You can still set up a script, have your affiliates sign up there, point to different pages and use Clickbank to handle payments. Scripts like Ultimate Affiliate Manager will allow you to handle this type of integration.)
3. Do I want to build my own network of affiliates or do I want access to a network of affiliates?
4. Will I use a script to manage my affiliate program? If so, which one?
5. Do I want a one tier or a two tier affiliate program?
6. How will I follow up with my customers?
7. How will I contact my affiliates?

Finally, if the thought of building an affiliate program seems like too much of a hassle, you do have a couple of other options.

You can use sites like Ebay, as well as Amazon, to promote your products. Both of these sites have affiliate programs, and so they have thousands of affiliates referring potential customers to their sites. You can piggyback off of this traffic, as well as have instant access to thousands of affiliates to promote your website.

Although neither option is free, it's very low cost to get started. You can visit each of these sites for more information on selling your products.

# Joint Ventures

Joint ventures are the fastest and easiest way to get profits to your business immediately. The drawback to joint ventures is that you need to own your own product or service. If you are marketing an affiliate program, you will need to make some kind of deal with the site owner or purchase a copy of the product or service for each of your joint venture partners.

Now, if you own your own product or service, and this includes books, you can create your own joint venture.

The first thing you need to do is create your own affiliate program. This will help you keep track of partner commissions. (I've already explained some ways you can create your affiliate program in the last chapter).

Once you've set up your affiliate program, then you need to find potential partners. This requires a certain amount of research.

The first place you should start is with: "Who do you know?"

Now, this should be people who are in your area of expertise. If you sell cooking items, you don't want to approach an internet marketer. You want to approach other sites that sell cooking items.

If you know people in your area of expertise, then all you have to do is write them an email, explain your offer, and send them copies of your product.

If you don't know anyone, then you'll need to do some research. It really isn't as hard as it sounds.

First, you'll need to go to your favorite search engine and type in your keywords. Our example is cooking, which is a broad term. Start there. You can also use Good Keywords, or some other tool to help you find keywords to search under.

By searching under the term cooking, I found these sites:

**Recipe Source** - <http://www.recipesource.com/>

**All Recipes** - <http://allrecipes.com/>

**Epicurious** - <http://www.epicurious.com/>

These sites are just examples. There are others.

Once you've selected your sites, and I would start with about 10, study each of the sites. Find out what specific information each site offers on your topic. Does the site sell products? Does the site sell products that complement yours? Does the site have an ezine?

An ezine is very important. If the site owner isn't building a list, don't waste your time because he/she doesn't have anyone to market to.

Also, does the site have a blog? Although this isn't necessary, it could mean extra publicity for you, especially if the site owner writes a review about your products.

Once you've completed your research. You need to contact the site owner.

Some internet marketers suggest writing an email sales letter type of appeal. Although I recommend you stress the benefits of doing a joint venture with you, and stress what you have to offer, avoid hype.

Remember, you are dealing with another business owner here. If your joint venture is a success, you will want to joint venture with your joint venture partner again later. Treat your joint venture partners right.

Here's what you should include in your joint venture email:

- Who you are. This person doesn't know you. Explain who you are and why you are writing the site owner. Site owners are busy people. They don't have a lot of time to waste reading emails.
- What you are marketing.
- Why you contacted the site owner. Explain that your product complements the product offerings on the site owner's site.
- The benefits of doing a joint venture with you. This can include a copy of the product, free advertising on your lists or other free promotion of their sites, and any bonuses you may want to throw in. You should also offer your joint venture partners a slightly higher commission if possible.
- Include a link to your site so that the joint venture partner can see what your product is about.

The point is, make the offer as appealing as possible. If your potential joint venture partner can't see the benefits of what you are offering, he/she will reject your offer.

You can write something of a form mail type email for this purpose so you don't have to write the same details over and over. However, let me caution you: when you send the email, don't use something like “Dear Webmaster”. These types of joint ventures I simply delete. It makes me wonder if the potential partner has even been to my site.

Use the site owner's name. Use details about the site owner's site. This demonstrates that you've done your homework. It makes a better impression on the site owner and gives you a better chance of making the deal.

Wait a week or so to get an answer back. Creating a good joint venture takes time. Contact the first 10 on your list. If you don't hear from these 10 in about a week, send a friendly follow up and wait another week.

If you still haven't heard from these potential partners. Move on.

While you are waiting, create a list of 10 more people to contact and begin contacting them.

Build a list of at least 10 quality partners for your joint venture. You can always add more partners later. In fact, you'll want to add as many partners as you can handle.

One tool you can use to help you write your joint venture email is **Instant Site Creator**. You can use this software to not only build a website, but to write press releases, as well as joint ventures for your website. You can get it for free through **My Free Giveaway**. See the resource section at the end of this book.

Another way to find joint venture partners is to visit the joint venture forums. Although many of these forums are visited by internet marketers, you may find partners who are in different industries.

Here is a short list:

**JV Notify Pro** – <http://www.jvnotifypro.com>

**Joint Venture Network** - <http://www.jointventurenetwork.net/community/>

**JV Alert** - <http://www.jvalert.com/forums/default.asp>

**JV Network** - <http://JV-Network.com/JV/4632> – This site normally requires an invitation. It's free to join. You can get your invitation through me.

You can also search for forums on your topic as a way to find joint venture partners. Make sure you let everyone know, through your signature file, that you offer an affiliate program.

# Free Classifieds, Pay Per Clicks, and Other Traffic

Although classifieds aren't as effective as they once were, classified advertising is still an effective tool you can use to market your business online.

The most important way to use classifieds is to test your ads and find out if they work. You can also improve the effectiveness of your ads by posting on high traffic classified ad sites.

Your first step in using free classifieds to market your site is to write your ads. The easiest, and most effective, way to do this is to study good ads. You can do this by studying both ads in your local newspaper, as well as online classified ad sites.

Which ads appeal to you the most? Which ads are repeatedly posted? Which ads have been repeated from issue to issue?

To tell how often an ad has been used, you will have to read more than one issue.

Another way to find popular ads you can copy is to read several issues of a magazine on your topic. Find ads that are repeated from issue to issue. These ads are performing very well; otherwise, they wouldn't be repeated from issue to issue.

Magazine advertising is usually expensive. Advertisers won't run an ad more than once if it isn't profitable.

Another place to study ads is Google Adwords. With Google Adwords, the most popular ads, the ones that are performing the best, are at the top regardless of how much the site owner bid for his/her ad.

Once you've found ads to help you write your own, create a swipe file. Place copies of the ads you want to use as examples in this file.

When you are ready to write your ad, you need to choose two or three.

Outline them according to the AIDA formula to find out why they work.

**AIDA is the formula used for writing ads.** To write an effective ad, you need to include all of the elements of this formula in your ad.

**The formula is as follows:**

**A – Attention** – This element is incorporated in your headline. Your headline is the most crucial element of your ad because your headline is what makes the reader decide whether or not to read your ad.

In fact, your headline is so important, you should invest about 80 percent of your time in your headline because about 80 percent of the time your headline is what will make the reader decide to read your ad.

**I – Interest** – This element is about enticing your reader to read further. You want offer the reader something of value in this step.

**D – Desire** – You want to create a desire in your reader for your product or service. You need to include your most important benefit here.

**A – Action** – This is probably the most overlooked step. Once you've aroused a desire in your reader, then you need to tell the reader what to do next.

AIDA isn't the only factor in creating your ads though. There are two other thing you need to be aware of. These two areas are absolutely crucial to writing a good ad.

First, you should know who your audience is. “You can't be all things to all people.” Your ads should be tailored to those who will want to buy your products or services.

Second, classified ads are probably one of the hardest advertising mediums to write. The reason is you have so few words to say what you want to say. You need to stress your most important benefit of your product or service in your ad.

Remember, benefits are different from features. A feature tells the reader something about the product. A benefit tells the reader what the product will do for him/her.

Once you have written your ad, I would recommend you create a text file with all of the important details, i.e., the ad, your website url, your email address, and anything else you will need to include when posting your ad. This will save you a lot of time when posting your ad. In fact, this is something you should do whether you are posting ads, articles, or anything else.

Below is a list of places where you can submit your classified ads for free.

**1 Stop Free Internet Classifieds** - <http://classifieds.bmi.net/>

**Adland Pro** - <http://www.adlandpro.com/>

**City News** - <http://www.citynews.com/>

**Classifieds for Free** - <http://www.classifiedsforfree.com/>

**Craigslist** – <http://www.craigslist.org/>

**Domestic Sale** - <http://www.domesticsale.com/>

**Google Base** - [http://google.com/base/help/mktgwantedads.html?utm\\_campaign=en](http://google.com/base/help/mktgwantedads.html?utm_campaign=en)

**Inet Giant** – <http://www.inetgiant.com/>

**Kingdom Classifieds** - <http://www.interking.com/>

**Live Deal** – <http://www.livedeal.com/>

**My Space** – <http://www.myspace.com/>

**Online Exchange** – <http://www.olx.com/>

**Only Pun Jab** – <http://www.onlypunjab.com/interact>

**Postaroo** – <http://www.postaroo.com/>

**US Free Ads** - <http://www.usfreeads.com/>

**US Net Ads** - <http://www.usnetads.com/>

**Web Classifieds** - <http://www.webclassifieds.us/>

**Yahoo Classifieds** - <http://classifieds.yahoo.com/splash.html>

**Grandfather of All Links** - <http://www.ecki.com/links/> - This site offers the most comprehensive directory of free classified sites on the internet.

If you plan to use pay per clicks as a way to market your business, the same rules apply. You really need to study the best ads, that is, the ads that are at the top, to find which ads are performing best. Remember though, this rule only applies to Google.

Most other pay per click search engines put the highest bidder at the top. This means when you select your keywords, you will definitely need to be more choosy.

When planning a pay per click campaign, you need to first choose the product you will be promoting.

Once you choose your product, you need to start creating your keyword list. It is very important to choose the right keywords. Choose the wrong keywords, and you could end up wasting a lot of money.

You will need to check the guidelines for each site. Some require you to use landing pages, while others allow you to send traffic directly to the site if you are promoting an affiliate program.

To do your keyword research, you can use a tool like Good Keywords, but I prefer **Click Ad Equalizer**, <http://www.jingerjarrett.com/recommends/adsequalizer.html>.

The reason this is such a good tool for doing pay per click campaigns and finding keywords is that it not only tells you how often a word has been searched for, but it tells you how much competition you have, as well as how many affiliate products are being marketed. You'll also have access to bid amounts, as well as several major pay per click search engines, including Google Adwords, and Yahoo Publisher.

It includes a manual to show you how to use the software, as well as videos to help you get started. It's an essential tool if you do pay per click campaigns.

Before jumping headlong into promoting on pay per clicks, I would really recommend you test your ads first. Find a pay per click that offers a free trial, or free traffic. Sign up and test your ads first to make sure they're profitable. Once you have a profitable campaign, then you can launch into a full blown pay per click campaign.

To find free pay per click traffic, as well as find the best pay per click search engines, visit Pay Per Click Search Engines, <http://www.payperclicksearchengines.com/>.

You'll find plenty of deals here on free pay per click traffic, as well as reviews on hundreds of pay per click search engines. There's also a list of the top ten best pay per clicks.

Finally, if you're a complete newbie to internet marketing, or, maybe you just hate to write, there are two resources you should be aware of.

Both of these free resources are great ways to learn some of the easier methods of internet marketing, like traffic exchanges and safelists.

**Traffic Hoopla** – <http://www.traffichoopla.com/> – The owners of this site test dozens of traffic exchanges, as well as safelists. Then they show you which ones are the most profitable, and you can sign up for these sites. All of them are free. The list usually contains about 30 traffic exchanges, as well as 20 safelists. It's a little time consuming to get started, but it's definitely worth the effort if you are new to internet marketing and want to get your feet wet.

**Free Ad Report** – <http://www.jingerjarrett.com/recommends/freadreport.html> – Offered by Bob the Teacher, he shows you the top 15 places he uses to market his business online. It's a basic but easy to follow marketing plan you can do for free.

Finally, I'd like to tell you a little bit more about linking.

The most important thing I want you to understand about the internet is the nature of the medium. The internet is unlike newspapers, television, and other offline forms of communication where readers and viewers expect advertising.

Even now, on the internet, searchers are looking for information. They want it now, and they want it to solve their problems. For most, advertising just won't cut it. They're not interested in advertising. They want information.

For the successful internet marketer, this often means offering lots of free information, like articles and ebook reports, up front. For someone who hates to write, this can be really difficult. Personally, I think it's harder to be successful online if you don't write. You can, of course, pay someone else to do all of your writing for you, but if you're just starting out, this can be an expensive proposition.

There is, however, a recommendation I can make to help you solve this problem.

You can use linking as a way to build traffic to your site. Internet marketer Glenn Canady used this marketing technique to make \$1 million from one of his sites.

Perhaps you can do the same.

Here are some tips:

- You must own your own domain. You can't exchange links, or build links pointing back to your site if you don't have one.
- Before submitting to any directories, you need to write a keyword rich title, and then a keyword rich description. Both your title and description should make others want to visit your site, but you need to make your title and description sound natural.
- Once you've written your title and description, save it into a text file. Submission is faster and easier if you're ready to go when you start submitting.
- Use your favorite search engine, search for directories. You want to submit to as many high ranking general directories as you can find. Then you want to search for as many topical directories as you can find and submit to those.
- Most importantly, be consistent. If you choose linking as your only marketing technique, you need to do it consistently. I would recommend submitting to at least 10 sites per day. Although there is software you can use to help you get the job done, you will have a higher acceptance rate if you submit manually.

- Before submitting to any directories, I would recommend you read *Linking Matters*, <http://www.linkingmatters.com/>. This short report, about 30 pages in PDF, will teach you everything you need to know before you get started.

# Branding

Although branding isn't a marketing technique, it is a necessary part of building your business online. Regardless of what type of business you are building, you are branding yourself in one way or another. Ultimately, what you are selling isn't products or services; what you are selling is you.

Branding is making a name for yourself. Building your reputation. You're also making your products or services different from any other products and services available on the market.

To start branding yourself, you need to make your offerings different from your competitors.

You can do this no matter what you sell either.

If you're selling affiliate products, then you need to first build a content rich website. Offer some type of bonus with each of the products you sell. You should also offer an ezine or a blog, and you can include reviews of each of the products you sell.

It's very important that you zero in on your niche. A niche is simply a segment of the market you are marketing to. An example of a topic that has plenty of niches is internet marketing. You can zero down further by focusing on affiliate marketing, search engine marketing, or one other specific technique. You can also niche further by choosing a particular part of a niche to focus on.

For my business, I focus on free techniques for marketing. I write a blog that offers information on the various techniques, as well as how to implement them. I also include various resources and tools the reader can download, and then use, for free.

Branding is also about making yourself an expert on your topic. Especially with affiliate products, where you are selling someone else's products, you can become the expert on the type of products you sell.

With the affiliate marketing example, you can choose the best affiliate software, ebooks, and books related to affiliate marketing and sell them.

Ultimately, branding is about making yourself an expert on your topic. You need to read and study the latest information on your topic. You can use this information to improve your products or services, as well as tell your readers about your subject.

Everyone is busy. When you write about your topic as an authority, you are providing your readers with a valuable service. By providing them with information about your topic they may not know, you are adding value to your business, as well as your reputation.

You are also showing your readers you are the expert, or an expert, in your field. This has the added effect of allowing you to draw your visitors to you instead of dragging them to your site. This is called “pull” marketing.

Pull marketing is about drawing your visitor to your site because you are offering what he/she is looking for. This is different from push marketing where you are advertising your products and services.

Don't underestimate the value of pull marketing in your business because it can increase your conversions. Higher conversion rates mean more sales.

Although I didn't discuss list building as a marketing technique, it is an important element in branding yourself. You should offer a list on your site. Make sure the subscription box is included on every page on your site so it's easy for your visitors to subscribe. Offer your visitors information through your subscription list. You can send them information about updates to your products and services, as well as articles and ebooks you've written.

Your focus should be about building a relationship with your readers. Don't just send them updates about your products. Offer them information to answer their questions.

There are some lists I subscribe to and read all of the time because the list owner always has some type of great offering, as well as valuable tips and resources I can use. You can do the same for those who visit your site.

Another benefit of branding is that you become the expert, or an expert, on your topic. Visitors look to you as the source on a specific subject. They'll think of you. This will drive them to your site. You won't have to do anything at all for this traffic, and the added benefit is you can slash your marketing costs, as well as the time you spend marketing.

You unleash a viral marketing strategy for your business. Viral marketing is an important strategy in marketing your business online. It encompasses using several strategies that, once you put them in place, they'll continue to drive traffic to your site as long as they exist.

The marketing techniques you use include all of the techniques I've outlined in this book. This also includes giving away free ebooks and reports, as well as software and other tools to your readers, as well as giving them away on other sites.

A good viral marketing campaign is tied closely to a good linking campaign. Viral marketing and linking aren't the same thing though.

Viral marketing is about creating a buzz about your products or services. Linking is about implementing the strategy. Combine these two elements, and you can automate much of your traffic and promotion.

When you use these two techniques together, you create leverage for your business. Add in automation, and you can put most of the tasks involved in running your business on autopilot.

By automating as much as possible, you not only free your time up to focus on money making tasks, like more marketing and product creation, but you get more from your marketing efforts, and you can work less.

# The 5 A Day Plan for Marketing Your Business

Although I've written about this type of marketing plan before, I want to further explain to you how to use this plan and make it really happen in your business.

This is something I learned from reading Jack Canfield. Canfield is coauthor of the *Chicken Soup for the Soul* books, and he talks about the 5 a day plan in his book, *The Success Principles*. This is a system you can not only implement in your business but in every area of your life.

In his book *The Success Principles*, Canfield says that when marketing *The Chicken Soup for the Soul* books, he and Mark Victor Hansen made a list of five things to do to market the series. Each day they would perform five tasks to further promote their books.

Now, the key here is to understand what your overall goal is first BEFORE you make your list of tasks. If you don't have a website, you have to start with the business building tasks first.

If you haven't done the fundamental tasks of building your business, you need to do those first.

This includes building a website, setting up and autoresponder, writing an autoresponder sequence, and then creating content and/or ads to market your business. You need to be very clear here on what your business is about, who you are marketing to, and what you want to achieve from your business.

What this means is that it isn't enough to say, "I want to make a lot of money from my business." You need to say, "I want to make X number of dollars from my business, and I want to achieve this by a specific date."

Once you've completed these tasks and written a specific overall goal for your business, then you need to market. Choose the marketing techniques that will work for you and implement them one at a time. Write down the specific tasks you need to do for each marketing technique, and do five of these tasks each day.

For example, if you decide to use search engine optimization as the first part of your marketing plan, you need to optimize your pages for your keywords. Once you've optimized your pages, you need to submit your pages to the search engines. Start with the top search engines, and then submit to smaller search engines. You can make a list of five search engines you want to submit to. You'll need to write a site description for your site, and confirm your submissions if necessary.

Include the steps you need to take to make this happen.

For example, if you've just written a book on fly fishing, and you want to market on Google, you will need to decide which Google tools you will use because you have a lot of options here. Will you use Google Base, Google Book Search, Google Sitemaps, Google Adwords, etc.?

Once you've made your decision, then write out the steps involved for each of these promotions. Some of these, like Google Sitemaps, may only include two to three steps: creating a sitemap, adding your sitemap, verifying your sitemap...

Certain marketing tasks will only require you to do them one time. Others, like article writing, are a repeat process.

Before implementing your steps though, you need to do your research and have all of your tools ready. Organizing your tools will make the process of marketing go smoother and faster.

Here's what your beginning plan may look like:

#### Day 1: Google Sitemaps

The Steps:

- Create a sitemap.
- Log into your Google Account.
- Add your sitemap.
- Verify your sitemap.
- Follow up to make sure there are no errors and your sitemap is being spidered.

#### Day 2: Article Writing

- Choose your article topic.
- Write your headline.
- Outline your article.
- Write your article.
- Submit your article.

#### Day 3: Submit to 5 Directories

#### Day 4: Contact 5 Joint Venture Partners

Each day you want to take steps that puts you closer to your goal.

Let me caution you here that you need to be very clear about what your steps are. Do your best to cross each of these steps off your list as you complete them. If you can't complete those steps that day, add them to the next day. Don't have more than five or six steps you plan to complete. Otherwise, you will overwhelm yourself with things to do, and nothing will get done.

Don't forget your overall goal. Everything you do must contribute to making this overall goal happen. Don't include tasks like answering your customer service email or other administrative tasks.

If you've successfully launched your product, and it's making money, continue to promote. You may not need to promote as much, but you want to continue to promote.

Use this plan to help you create your next product and launch it.

For example, if you are ready to write a new book or ebook, here are the steps necessary before marketing your product.

1. Write out your product idea.
2. Outline your product idea.
3. Write your product. (You will need to break this down into further steps: Write one chapter, one page, 1000 words, etc. until it's done. Do this every day).
4. Write your sales letter.
5. Create your graphics.
6. Create your book cover or ebook cover.
7. Buy and set up your domain.
8. Buy your hosting. If you already have hosting, you only need to upload your site.
9. Write out your marketing campaign.
10. Write your marketing materials.

These are the basic tasks you need to do. Break them down further as you need to so everything you need to do gets done. Write five or six of these tasks down and implement them. Do this every day.

Someone once said if you fail to plan, you are planning to fail. Create your plan. Know where you are in building your business and automate everything you can.

Below is a business checklist you can use in every part of your business. You can print this out and use it every time you start a new project.

## **Business Checklist**

\*Business idea. What is the topic of your business? What products and services do you sell? Do you need to create your own products and services? What tools will you need to create your products and services? What is your overall goal? Who is your market?

\*Website building. Is your website a simple sales letter or a content rich website? What tools do you need to build your website: HTML editor, script.

Other Steps:

Buy a domain name and hosting. Set up your domain name and hosting.

Set up and autoresponder. Copy and paste the code into your site. Write your autoresponder sequence and test it.

Build your website. If you are only writing a sales letter, you will need to create your template unless you are using software that handles this for you. If you are creating a content rich site, you will need to design your site on paper first. It should include an easy to navigate menu, disclaimers, and the names of all the pages you intend to include.

Write a page each day for your site until you have created all of the pages.

Upload your site. If you are using a script, you can delete this step.

\*Write your marketing plan. What marketing techniques will you use to market your business online or offline? What steps do you need to take to implement each of these marketing techniques? Is the technique a one time event or ongoing? If the technique is a one time event, like search engine optimization, get it done first and get it out of the way.

\*Write your marketing materials. Do you need ads, articles, ebooks, email sales letters, site descriptions. What tools do you need to write your marketing materials?

\*What steps will you take each day to complete your goals?

Once you've written your plan, you need to begin implementing it. Break your plan down into further steps as you need to and try to complete at least five, but no more than six, of these steps each day.

Once you've completed the steps, and your business is a success, create your next product, or another affiliate business, and set a new goal for your business.

# Bonus Marketing Tips

Although these techniques are mainly linking techniques, you are also working in a different medium. It requires a little knowledge and web savvy.

You can use these techniques to get a lot of traffic to your websites without a lot of work. Once you put them in place, these techniques will work for you 24/7 without any work on your part.

## **\*Create software to promote your business**

You can easily buy tools today to help you make simple software programs for your business. When using these tools, you create “a recipe” for the software, add the “recipe” add your questions, and then generate your software. You can use tools like Instant Software Builder and create your software.

Once you've created your software, you need to create a PAD file.

A PAD file is a description, as well as a link to your software image, and download links for your software. It is basically a detailed document about your software.

Software directories use this document to add your software to their directories, as well as categorize your software. If you have an affiliate program, it's even better, because it gives the owner of the software directory incentive to add your program.

You will need a special tool to create this document, but you can get one from the Association of Shareware Professionals here: <http://www.asp-shareware.org/pad/>.

Once you have created your PAD file, then you need to upload it to the site. All of the instructions on uploading your PAD file are included on the site.

It is vitally important you include a valid email address, as site owners will contact you to let you know your software has been received.

Usually, they will request you exchange links with them, but it's worth it because this will help you build links back to your site. Once you set it up, you can forget about it, unless you make changes to your software, and you can add the links from the directories to your download page as you receive them.

## **\*Use Web 2.0**

Although there are many definitions for this catch phrase, all it basically means is creating more interactivity, as well as taking advantage of the more interactive media when promoting your products and services. These techniques include audio, video, podcasting, social networking, social bookmarking, and blogs. These sites allow users to add content, as well as interact with the site.

Interacting with a site is nothing new. Site visitors have been able to do it for years. The difference now is the medium. It's visual and aural. You have to do something to make it happen.

Some examples of Web 2.0 sites are:

**My Space** – <http://www.myspace.com/>

**You Tube** – <http://www.youtube.com/>

Your first step here is deciding what type of content you want to create and then syndicate. Sites like You Tube create a piece of code for each video that members can copy and paste into their sites to display videos. This is another way to get your content syndicated.

Once you've decided what type of content you want to create, then create your content and start submitting.

Here are some sites you can use to help you both syndicate, and submit, your content:

**Podcasting** -

[http://www.masternewmedia.org/news/2005/05/20/where\\_to\\_submit\\_your\\_podcasts.htm](http://www.masternewmedia.org/news/2005/05/20/where_to_submit_your_podcasts.htm)

**Video Directories** -

[http://www.masternewmedia.org/news/2007/01/25/video\\_search\\_engines\\_and\\_online.htm](http://www.masternewmedia.org/news/2007/01/25/video_search_engines_and_online.htm)

**Blog/RSS Directories** - <http://www.masternewmedia.org/rss/top55/>

**Social Bookmarking Sites** - <http://www.listible.com/list/social-bookmarking-sites>

I want to caution you here: when using these types of sites, don't spam. A lot of people do that, especially with blog comment posting software and other types of software. It's better to stay away from these blackhat techniques. Although a lot of internet marketing “gurus” have used them, (and you know who they are because they promote them), I don't.

The reason is that although spamming and and black hat techniques may send you a lot of traffic, and maybe even a lot of sales in the short term, ultimately, it will get you in trouble. Get thrown out of the search engines, and guess what? There's no appeal process. A lot of marketers have lost a lot

of sales from me, as well as a little extra free publicity, because I couldn't find them in the search engines.

In fact, I never have trouble getting my sites spidered by any of the major search engines. If anything, I have a tough time keeping the spiders off my sites! I use only white hat techniques, whether it's search engine optimization, article writing, or anything else. You have to target your market.

Some people use the shotgun approach to market their businesses, and then they wonder why they don't make any sales. (The shotgun approach is where you post anywhere you can find to post whether it relates to your topic or not. Remember, you can't be all things to all people).

Don't use this approach. Use the laser targeted approach. Go where your market is, and the more traffic that site has, the better. The gurus' real secret to marketing is they have name recognition. Everyone knows who they are. You have to do the same thing.

You can create audios, videos, podcasts, site bookmarks, as well as blogging. Get it into the search engines. Post on these high traffic sites. Make your content easy to syndicate. If others can syndicate your content, you can easily end up on thousands of websites across the internet.

It's an old technique most don't use, but you can easily incorporate into your marketing arsenal, and it doesn't cost anything.

One way to do this is to use a free service like **Rapid Feeds**, <http://www.rapidfeeds.com/mysitepublishers.php>. This service allows you to create a button for your site so others can syndicate your content. This is a quick and easy way to unleash a traffic virus for your business.

It's a good idea to offer your readers as many choices as possible to read your syndicated content. If you check my blog, Internet Marketing for Free, <http://www.askjinger.com/>, you'll see that I offer about a dozen different services with different news aggregators readers can use.

Another tool you can use to create feeds and organize your content is **ROR Web** – <http://www.rorweb.com/>. The tools on this site allow you create feeds of different types of content on your website so you can submit it to feed directories, as well as syndicate your content. The content you provide for your visitors is search engine friendly, compared to using javascript, which, although it can make a site dynamic, it's not search engine friendly at all, and it won't help your rankings in the search engines.

Another advantage here is that the content on your site changes, bringing the search engine spiders back. It also allows you to offer different content from anyone else, avoiding any duplicate content penalties, and you always have something new to offer your site visitors.

ROR can also save you a lot of time with sites like Google Base. All you have to do is create a data feed file, which this site shows you how to do, then convert it to an RSS feed using the RSS converter. You can then submit these feeds to shopping sites, as well as sites like Yahoo and Google Base, sites that accept RSS feeds. This can help you get spidered more quickly. Again, the content is search engine friendly, and you can easily add to your feed at any time.

You can also offer these feeds to your customers. You could create an article feed, a product feed, a reviews feed; essentially anything you want that will provide value and get your content out there.

For more information on using Web 2.0 technology, I highly recommend Web 2.0 Secrets - <http://www.jingerjarrett.com/recommends/web20.html> - . You can get a free audio, as well as transcript, that explains all of these technologies, and shows you how to use them to get more traffic and sales.

# Interviews

# "The Future of Article Marketing - An Interview"

Chris Ellington is the CEO and Founder of Article Marketer, <http://www.articlemarketer.com/>. With over 20 years of marketing experience and expertise, he works with small business owners, clarifying strategic business initiatives. He guides them in focusing on the most important and profitable aspects of their businesses. Less than a year old, the Article Marketer site already serves thousands of authors and has successfully completed more than 3.3 million article submissions.

**I stumbled across your site by accident one day when I was approving articles on a list I owned. That's how I found you. Tell me how you got started in article writing and promotion.**

Content is the foundation of any internet marketing campaign. No matter what you choose to do, whether it's hard-core SEO, Google AdWords, search engine marketing, email marketing, or any other form of online marketing - the web is fundamentally built around content.

Creating and providing content to the literally millions of content sites and newsletters just seemed to be a smart move. Did you know that there are now more websites on the net than there are people on the planet? The webmasters of those sites simply don't have time to create the sheer volume of content they need to fill their newsletters.

I started sending articles to people who wanted content, and I was amazed at the results. More targeted traffic started showing up at my various sites. With more targeted traffic comes greater conversion - which means more people to opt-in to my lists, more affiliates join my programs, and more sales of my products and services.

The problem was I was spending too much time submitting articles by hand. I knew there had to be a better way. There were services to do article submission - some charging up to \$400 per article! - and there was software to download and install - but I was still chained to my desk to do the actual submission work.

My consulting work with small business owners had taught me that what the market needed was a low-cost, automated, hands-free solution. I set out to build a service that would alleviate all of the problems that I'd seen with article marketing: either time-consuming and tedious drudgework or

high expense for the author, while being spam-ridden for the newsletter editors and content site owners.

I put together a team and we created completely automated submission, free article review to help each author get better results, and a team human-spam-blockers who make sure that spam never goes through our servers. Article submission is affordable to small business owners through a unique subscription model that allows an author to submit an unlimited number of articles without having to factor in the expense of each and every article.

### **What changes have you seen in article writing and promotion since you started your service?**

The article marketing landscape is constantly changing. Some once very popular article sites have completely vanished, overwhelmed by spam and the sheer volume of new articles being submitted. At the same time, new sites come online all the time. Keeping up with these changes is almost a full time job.

As people started understanding that they could get one-way (as opposed to reciprocal) links, better search engine placement, improved pagerank, more traffic and sales just from writing articles, we've seen the inevitable entry of spammers into the market. These are people who are not interested in providing good content, but only want a free link in someone's newsletter.

The result is that the article directories and content site owners are putting more restrictions on the articles they'll accept. While in the early days we could submit short (150-250 word) articles, these days if an article isn't at least 400 words, it's unlikely to be accepted. A number of sites have now banned the use of 'tinyurl' URL replacements because spammers mask their affiliate links or links to bad neighborhoods.

It used to be that we could incorporate URLs into the article body, but more and more article sites are rejecting anything they find with a .com address. We have worked out an arrangement with most of the content sites to allow the specific use of URLs under certain circumstances, and we teach our authors how they can effectively incorporate URLs into their articles and yet avoid having their accounts banned.

We've seen a surge of "Private Label" articles in the market. These are canned, pre-written articles that people can buy and submit under their own names. Unfortunately, only the first few people who submit those articles are successful, everyone else is an "also ran". Private Label articles are like jokes on the internet. The first time you see one, it's funny. The 50th time it's just annoying.

## **What do you think article writers should be aware of when writing articles?**

There are three rules when it comes to writing articles:

Rule #1: Provide Good Content

Rule #2: Provide Good Content

Rule #3: When in doubt, see Rules #1 and #2

If you follow those three rules, you'll do just fine. What is "good content"? It's approximately 750 words that allows the reader to come away with some knowledge that wasn't there before. Focus on a topic and make sure that the reader gets something of value at the end.

Authors should ask themselves this question:

Must a reader buy my product/service in order to take action?

If the answer is "yes", then go back to the drawing board. Of course, the author may need to substitute "visit my website", "subscribe to my newsletter" or any of a dozen other calls to action based on the author's desires.

When providing newsletter content, it's important to remember that you are speaking directly to a specifically targeted audience. These are people who have subscribed to "Dog Weekly" or "Fish Tank Monthly", so if your thing is dogs or fish tanks, this is your perfect audience. Put your best foot forward. Give them really good information and they'll want to visit your site for more information. At that point you can sell them something.

Another important point is that articles stay on the article banks forever. When you include a call to action in your resource box, make sure it's not a 'limited time offer'. Don't use contact information that might go away. It's always best to send your readers to a website you control (and can update) so that if your email address or phone number changes, they will still be able to reach you.

### **Share a few of your best article writing tips with us.**

The title is key. It's the first thing people see and the first decision they make about your article. If they don't get past the title, they'll never read the rest.

A title should never be a noun. If you have a great article about fish tanks, and you title it "Fish Tanks", you're unlikely to get as many readers as you would with, for instance "How to Keep Your

Fish Tank Sparkly Clean" (assuming, of course, that the article is about keeping a fish tank clean.) Add some action and some excitement to your title to draw people into the content.

Your article itself should be about one thing. Don't try to cover all aspects or every angle in a single article. Break it down into component parts and explain the most important points.

Try not to write a multi-part article series. I know that goes against some other advice you may have heard, but there are some important reasons to avoid multipart articles.

The first problem is that a reader may not have access to the other parts. How terrible would it be to find "Fish tanks Part 2" and not know how to find the first part? The second problem is that newsletter publishers may not be willing to commit to running all 16 parts of your masterpiece, and so will not print any of your work. Each article you write must be able to stand on its own, with a beginning, a middle and an end. Don't require that a reader be fluent in parts 1-3 before they read part 4. Never end your article with "to be continued..." or "the rest of this article can be found on my website..." because the content site owners are expecting you to provide content - all of it - in exchange for the link and the targeted audience they'll be delivering to you.

### **What trends do you see in article writing and promotion, and what do you think the future holds for article writing and promotion?**

We're seeing a shift in the marketplace. While at one time only "polished authors" would submit their articles, it's become much more common to get really good articles from average business owners.

People who have never written an article before are discovering that it isn't that hard. Our editors help them put out a good quality article the first time through. I can't tell you the number of emails we get thanking us for the detailed assistance provided by our review team. Anyone can write an article about a topic they're passionate about (and isn't that why they started a business in the first place?) and they can create interesting content just based on their own experiences.

I believe that the surge of "Private Label" articles will go away as people discover that only original content actually delivers the results of marketing with articles. While re-writing those articles can be effective, just replacing certain words with synonyms is not enough. You can't expect a dog newsletter owner to put "Combing Your Mutt" in the newsletter after publishing "Grooming Your Dog" in last week's newsletter.

I think people are getting more excited about bringing their own expertise to the fore. Different dog groomers can write about combing dogs and have each of them published in the dog newsletter,

because each tells a specific story or anecdote, provides original tips and tricks learned "in the trenches", and brings a fresh perspective to the subject.

Will article writing and submission ever go the way of banner ads, pop ups, and FFA sites? No, because content is the foundation of the web. Other forms of marketing have come and gone - even email marketing is difficult these days - but anyone who provides good content to the content-hungry audience will see their work published all around the net, will get links from relevant sites, will see their pagerank increase, and will get more targeted traffic to their websites.

# "The Future of Internet Marketing - An Interview"

I recently interviewed internet marketer Jason DeVelvis. DeVelvis is an internet marketer who uses writing techniques like articles and blogs promote his internet business. He also offered some of his insight into the future of internet marketing and explained some of the changes he sees on the internet marketing horizon. You can read his blog, Adventures in Internet Marketing, at <http://www.adventuresinim.com>.

**I've read quite a few articles written by you, and they're really quite good. Tell us more about how you use articles to promote your internet business and why you write articles.**

Actually, I got into the article marketing game before it was popular. I'm not an SEO guru, but I did spend quite a bit of time researching how to get my sites listed and ranked higher, and backlinks were talked about A LOT! I thought about reciprocal linking, but that takes a ton of time and is a pain to do. I had previously written articles for some publications, like one of the AMA newsletters and a number of smaller newsletters as well, and received quite a bit of traffic and sales, as well as - you guessed it - backlinks.

So, I put two and two together and joined in on the beginning of the article marketing revolution last year. I actually created an article directory website that did quite well, and I actually sold it to another marketer a few months ago. I used (you guessed it) articles to promote the directory at first, and ended up with using gigabytes of bandwidth in about 6 short months (unfortunately, I never set up a stats package, lol, I'll never forget that one again)

When I launched my Adventures In Internet Marketing blog, I promoted it for 2 weeks, solely by article marketing (and a single link in my forum signature) and at the next PR update, I had a PR 4 blog. I wrote about 20 articles, and submitted a few each day for the first week, then one per day after that. Almost immediately, my blog showed up in Google and the others, and I started getting traffic from the search engines and from the articles themselves.

**Is article writing the only method you use for promoting your business? If not, tell us about other marketing methods you use and give us a few tips.**

Well, time is a big problem for me. I have my hands in so many things, I'm spread too thin to do any justice to proper promotion. So, all promotion I do comes in one of three ways: Articles, AdWords, and forums. For AdWords, I make sure I use the keywords I'm shooting for show up in each line of my ads, and I separate campaigns into VERY alike keywords. Much of what I know about PPC advertising comes from <http://www.BeAWealthyAffiliate.com/> - I highly recommend it if you're looking to learn more about PPC promotion for your websites, or even for affiliate programs.

For forums, I have 2 rules: 1) You have to give before you get, and 2) Knowledge is power. Don't just go into a forum and start promoting; your posts will be nothing more than a waste of time, because people will consider you a spammer and ignore you from then on. Go into a forum and treat it like a community because that's what it is. Use it as a place to establish yourself as an expert, as well as pick up new ideas, tips, and tricks about your niche. After you've established yourself and people are beginning to respect you, then you should put a link to your site in your signature, or (if they allow it) in RELEVANT posts.

**I've noticed that you write a blog on internet marketing. How do you use your blog to market your business? What blogging system do you use and why?**

I use Wordpress, and I wouldn't recommend any other system. The ease of use, the plugin ability, the templates, the fact that you can host it yourself, it doesn't get much better. I'm even considering using it for a non-blog site as a Content Management System.

I began blogging as a way to give tips and tricks to my subscribers. Because of time constraints, it's become more of an update on my upcoming products and services lately. However, after the launch of my next big site, I'm going to spend some time getting my blog out of the state it's in, and back to where it should be.

I use my blog to help others, as well as further establish my expertise in Internet Marketing. I also use it to generate opt-ins and sell both my own products as well as affiliate products.

**What recommendations would you make for the first time marketer getting started on the internet?**

First, choose a niche (or industry) other than Internet Marketing to try to make money in; you'll do much, MUCH better in the beginning that way. You'll be able to use the marketing techniques discussed in IM products more effectively on non-marketers who see through the "bull" that you can try on them, and thus, make more money. Second, start slow - you won't make a ton of money your

first month, so don't count on that. Start by creating your blog/site around a niche, and integrate affiliate products into it. Then, start promoting it with Articles, AdWords, Forums, anything you can. Once you see an income coming in from that site, wash, rinse, and repeat. :)

**Marketing changes so quickly on the internet that it's hard to know what to do to promote your business. What do you see for the future of internet marketing?**

Hmm, this one's hard. Right now, it's June of 2006 (in case someone reads this down the road and thinks "Oh my, Jason's caught in the past!") and I foresee IM only getting bigger and better. I see more membership sites for awhile, then I see membership sites in the IM niche starting to taper off, while membership sites in other niches continue to thrive. Why? Think about it - how many \$30 monthly memberships can one person afford? So a niche where there are only a few membership sites will continue to see growth, but niches that are flooded with them already (IM) will start to purge the lower quality ones.

I also see online video coming into play quite a bit. As more and more people switch to broadband, the Internet will be filled with audio and video, and I love it. I'm a visual learner, and online video can't come any faster for my taste :) Also along with that -

I think data tables (stats, etc) will also become graphical. We'll see pie charts, drill down reports, and more. I'm incorporating both online video and graphical reports into my upcoming site:

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

# “Marketing With My Space”

**Matthew Sherborne** started marketing on the internet in 1998 with his first website devoted to his commercial diving business. Matthew accumulated real-life knowledge of using low-cost advertising techniques and continually searched for new and innovative marketing methods. Through all of his research looking for the perfect system of promotion, he’s discovered the most successful method has always been word of mouth advertising. With that knowledge he’s been an enthusiastic supporter of searching and utilizing viral marketing techniques.

Since selling his diving service business in 2002 he's traveled from San Diego, to Hawaii and finally to the San Francisco Bay area. Working a variety of labor intensive jobs, above and below ground and water, he decided in early 2005 to put 100% of his effort into internet marketing.

Since that time he's focused exclusively on the most effective low-cost marketing techniques to boost his online business. He now offers the very same techniques that's made him successful and yielded incredible results. Matthew has a passion for marketing and it shows as he shares today's most radically effective promotional techniques.

Matthew will take you behind the scenes to show you exactly how he makes his lucrative income and how he markets his own business online. With his “nothing held back” philosophy you can expect to get all of the inside secrets and sales boosting tactics to use on your very own online business.

**I read your ebook, "MySpace Cash Machine", and it is excellent. How did you get started marketing on MySpace, and how did you find all of the techniques for marketing on MySpace?**

I got started marketing on Myspace quite by accident in late 2005, in fact if not for a musician friend of mine, I would have missed it entirely.

He sent me to his Myspace profile and told me how he was receiving some great exposure to his website from linking there. I’d heard in the media that Myspace was literally exploding in popularity and that was enough for me to take the opportunity seriously enough to learn more. I discovered not only was Myspace fast becoming the most popular website online, it held the potential to reach millions of people for free.

After some research I found that the most commented on and popular profiles were the ones that focused entirely on one subject and did so enthusiastically. Then I carefully studied what others were doing on their Myspace profiles in regards to sending bulletins, comments and setting up profiles. My ultimate goal was to uncover exactly how they were making money.

I then replicated the successful money-making techniques by fine tuning my profile and website offer. By targeting one specific high-paying niche, it maximized results and brought more income. I then looked for other high interest topics within Myspace and started experimenting with a variety of niche topics with different themed profiles designed to funnel people to websites exactly suited to their wants.

**Why do you think MySpace is such an effective place to market your business? Why would you recommend MySpace?**

For starters, Myspace currently has more than an 80 percent market share over all social networking websites. This accounts for a total number of profiles in excess of 100 million and Myspace is currently ranked the 5<sup>th</sup> most visited website on the planet. As you can imagine the sheer number of people on Myspace makes it an extremely attractive place to find hungry customers.

Coupled with the fact that Myspace allows you to customize your own webpage with HTML code and CSS to give it any kind of look you want and link to outside sources is irresistible. Imagine the potential of having a popular profile centered around a lucrative keyword and linking it to your own AdSense monetized website or sales page.

Once you've got a popular profile it becomes an incredible opportunity just waiting for you to plug in to it. Through the use of groups, forums, messages, events, comments, blogs, videos and classified advertising you have a multitude of ways to reach people interested in your products and turn them into your customers.

You can use Myspace to get targeted customers for virtually any product you have to offer and you can grow your opt-in lists to continue the selling process. The best part is, you can use Myspace to tap in to the most powerful kind of marketing ever known, word of mouth.

**What marketing technique do you find to be the most effective, and how do you use it? Would you tell us one or two of your best marketing tips?**

As a marketer, the most important key to remember is that your Myspace profile is created to attract viewers to your website. To do this, you must determine the most remarkable aspect of your product and turn that into your own persuasive story. Your whole profile must reflect your unique story and be structured so that it not only appeals to your target audience but compels them to find out more.

Your Myspace picture is often the first thing that people see; make sure you have one that stands out. The best pictures stir up an emotion in its viewer. A good rule of thumb is to select pictures that are relevant to your product and audience. My favorite strategy is to use a movable gif that is a little larger than the average and captures the viewer's attention.

You'll want to spend time selecting a strong headline for your profile since it will appear next to your picture. It will also be visible from comments you leave on other profiles and on the Myspace search function. It's important that you use proper search engine optimization techniques in your headline and throughout your profile's content. The headline should reflect your overall strategy with important keywords.

Leveraging the efforts of many is key to building a profitable Myspace marketing business. One of the best ways to market your offer on Myspace after you've established your profile is through the use of groups. You have the opportunity to start a group on virtually any topic you want. When you start a group you have control over who can join and its content. To get your group started send a bulletin to everyone on your friends list. Once you've got a loyal following to your group, people will gladly share the information with others.

If you want to send viewers to a specific offer, sending bulletins to your Myspace profile's friends list will get you instant results. You can use bulletins to offer something of perceived value to gain the acceptance of friends and have them become outspoken advocates for your product.

Commenting on popular profiles will get people coming to check you out. People on Myspace love to share things with each other. If you have a unique video, funny picture or contest, you can post it on popular profiles and really spread your message. Once the word is out, its potential to spread is limitless.

### **What trends do you see in marketing on MySpace? What do you see in the future of MySpace?**

Myspace has grown so fast due in large part to its success facilitating direct person to person interaction. Whether it's sharing pictures, videos or content, people are moving away from disruptive

media sources and embracing those that involve user generated content. You can expect to see more consumer created media begin to appear on profiles and anticipate more people willing to share it.

In the near future people will not only research a particular product, but go to Myspace to learn about the product's creator. Building relationships and connecting with others of like mind is what Myspace is all about . For savvy marketers, this means allowing the consumer to feel like they have a direct connection with you.

Marketers who expose others to non interruptive sources of information will have the greatest success, as quality content becomes the accepted norm. Competition will intensify among traditional advertisers as the ad dollars spent on social networks approaches the billions. With its massive success Myspace will branch out to being viewed via cell phones and expand to other countries like China and Japan.

Most importantly, successful online marketing will transform to become continually viral. Instead of buying a product based on brand alone, consumers will seek out and follow the recommendations of others. Marketers who have framed their message to be extraordinary will benefit from having it shared and heard worldwide.

**What projects are you currently working on, and where do you plan to take your business from here?**

My future is focused primarily on helping other small business owners strategically place themselves in their market to stand out among the corporations without spending a fortune. The objective is to build resources that bridge the gap between consumers and marketers and generate customers who become outspoken supporters.

My latest project is called "Explode Your Ad." With it you'll discover how to put your marketing message in the hands of others who are willing to add to it, share it and increase its effectiveness remarkably. Additionally, I'm releasing a website promotion course titled "Blast Your .Com" that will explain step-by-step the most effective ways to promote your website online.

I plan on taking my business forward by concentrating on the most effective new forms of media. You'll hear a whole lot more of me as I venture into online video, audio products and viral promotions. My business plan incorporates a series of interconnected products all pursuing the goal of pushing the marketing boundaries to new limits.

# “Marketing on Clickbank”

Dylan Loh has been actively involved in internet marketing since 2004.

He's a firm believer on the 'you-rub-my-back-I-rub-yours' mentality is the way ahead for internet marketing. He's dedicated to helping people like you succeed and he's reached half that goal with his flagshipsite at <http://www.clickbankprofitmachine.com>.

He has a wide variety of interests. He likes to read graphic novels and is an avid collector of them (100+) and even has a site dedicated to graphic novels. Never able stand stagnation, he loves taking his dog for long walks in the park and also a good game of football.

Dylan is still serving his mandatory 2 year Army service in Singapore and will be out of it come September the 8th when he'll be concentrating full time on his internet marketing interests.

**I've read your ebook "Clickbank Profit Machine". You really explain in plain language how to get the most out of marketing Clickbank products. Would you explain what led you to write this ebook?**

Thanks for the compliment Jinger. The main impetus behind the whole book actually stems from my own frustration. My frustration at not being able to find a single book that explains in detail for the (newbie - intermediate marketer) how to work the Clickbank 'monster'.

I got parts of the picture from this book, another piece from that one and so on and so forth... It was REALLY time consuming and expensive. I wanted to create an ebook which presented all the 'meat' to the marketer, allowing him to concentrate on doing what he/she should be doing - Making money!

## **Why do you market Clickbank products?**

My honest opinion is this: Clickbank has the best digital product download system. It's payouts are clean, simple and timely. You can be sure of finding a winner in the marketplace (to promote) because of the sheer number of merchants selling through Clickbank.

Over the years, Clickbank has achieved a 'top-of-the-mind' positioning. So when a digital retailer wants to bring his next big

thing to the net, it's Clickbank that comes to the mind FIRST.

Of course, if I had it my way, I'd like to see more features incorporated. For example, a 2-tier affiliate system. But the bottom line is, marketing Clickbank products is easy. Otherwise, I wouldn't have created a product based entirely on it :)

**What internet marketing technique do you find to be the most effective, and how do you use it? Would you tell us one or two of your best marketing tips?**

Sure! I find article marketing to be very very effective for me. Its free, its fun and it has been very profitable. There's a multitude of reasons why you should get started on articles.

I'll share a little something here. An article SEO tip.

Say, you promote a muscle gaining ebook on Clickbank and want to write a few articles on it. Well, your first thought for the article would be to create an attention grabbing article title right? Maybe something like: "A sure-fire guaranteed way to build a six-pack in just 15 days!" Maybe not the best example but you can expect plenty of attention from it. BUT having a headline like this presents a problem.

Search engines pick up articles and places a greater importance on the first THREE words of an article. So essentially your words here are "a sure fire" and that doesn't build anything meaningful.

A headline like 'Build strong muscles in 15 days' would serve you better because the words 'build strong muscles' are something you'd expect your target market to search on.

I've written articles both ways (attention grabbing vs Seo) and have fairly better results with the ones that are 'seo-ed'.

For an example of an 'seo-ed' article I did, search for 'promote clickbank'. You can see several listings on the 1st and 2nd page for an article I wrote :)

Forum marketing is also another free methods I use to market products effectively. I believe Jinger has listed an article I wrote on that on her website so you can check that out as well.

**What trends do you see at Clickbank? What do you see in the future of affiliate marketing, as well as marketing Clickbank products?**

Clickbank is undergoing a revival of some sorts. It has added tons of new features and I can see it continue doing so.

I see more and more newbie marketers jumping into Clickbank and selling their hastily created products before proper research. It's true you've got to have your own product BUT to jump in without any proof of success and without any proper knowledge would spell failure.

It'll get increasingly harder to dig out good products to promote and the competition will get tougher.

**What projects are you currently working on, and where do you plan to take your business from here?**

I'm working on a few projects at the moment. My new project has gone live not too long ago, <http://www.listprofitmachine.com>, it's about profiting from free traffic exchanges.

I'll also have my personal marketing blog up soon at <http://www.dylanloh.com>.

I'm in joint collaboration with a fellow marketer to create a membership site. It'll be one where we'll be testing out various advertising sources and placing a ranking system so that members will know which traffic source works and which doesn't.

I'll be rolling out a new product on article marketing. It'll be extremely comprehensive and will cover all aspects of it.

Sounds like a busy 2007 for me!

# “The First Step to Creating Your First \$1 Million”

**Christopher Westra** is an author of many books and the creator of the “Holographic Creation” method of manifesting. He enjoys sharing light and love with thousands every day through his web sites.

He received a Degree in Psychology from Brigham Young University. He met his wife Casandra in his last Psychology class and they graduated together and then got married shortly after. He has studied mental and physical health for over 25 years, and received his Doctor of Naturopathy Degree from the Clayton School of Natural Healing.

He holds a Black Belt Degree in the Martial Art of Kyukido.

Christopher lives in Gunnison Utah with his wife and five boys. He enjoys gardening, mountain running, reading, writing, and connecting people with ideas through the internet.

Before becoming a full time writer and internet marketer, Christopher worked with troubled youth, and then as a counselor in a prison. He recently started the Perpetual Light Fund - <http://lightisreal.com/lightfund.html> - to help budding entrepreneurs and light workers across the world. The Light Fund gives a \$100 award each month.

**I've read your ebook, "I Create Millions". (<http://www.icreatemillions.com/>) It's really an incredible ebook with lots of solid tips on building your income and getting rich. Would you tell us how you got the idea for this ebook?**

As you know, money is a topic people enjoy learning more about. The articles and items I created about money achieved popularity and I could actually track this through my website stats also. I desire to give people what they want, so I decided to write an entire book about creating wealth. The book contains 87 money mastery methods from me and from other authors.

Now real wealth entails more than just money, and I desired to encourage people to go beyond materialism to the durable riches. These durable riches include spirit, relationships, emotions, family, and wholeness. People think they want money but they really want peace and loving harmony. Many of the money mastery methods help people to adopt this increased perspective on wealth, and understand themselves better.

Of course people need concrete money management steps also, and I provide these in the book as well. My very favorite money mastery method is the one about “royalties” and “intellectual property”. Owning something valuable that people pay to use (money, land, houses, ebooks), while you still retain ownership of the original capital, is the source of much of the world’s wealth.

This type of wealth just keeps flowing back to you without compulsory means. My background is psychology makes connecting with people about wealth so much fun, because I know what people really want. I’m just like everybody else; we all want the same things. I’ve actually listed these “wants” on my I Create Reality Site.

**Please give my readers a few tips on how to get started in business and building a million dollar income.**

Sure, the two tips I provide for all beginners are 1) Follow what makes your heart sing and 2) Give true value and increased life for others.

Following what makes your heart sing means doing what you love, as well as becoming involved in projects and businesses that match your talents, abilities, and interests. Don’t just copy other people and their “programs”, but rather find your unique way to serve humanity.

My nine year old boy loves making pots and wants to become a potter. I encourage him every way I can. If you want a successful business, then build it around your interests. I love writing articles and books about mind, spirit, and human potential, and I enjoy researching topics and then presenting them to others.

Some of my boys may become internet marketers and writers, but I hope only if they truly enjoy writing, computers, and creating web sites.

Secondly, don’t focus on the million dollar income, but rather focus on giving a million dollars worth of value. Think, “How can I give a million dollars worth of value to others over the next few years using my talents and interests?” People are only going to give you money if you give them something of value in return.

The computer simply makes it easier because it’s possible to connect with thousands of people every day!

The computer also allows you to set up automated value delivery systems (such as with my downloadable books), which you can’t do when you make pots one by one.

Whatever your interests, just start! Take those first steps in boldness and confidence.

**What marketing technique do you find to be the most effective, and how do you use it?  
Would you tell us one or two of your best marketing tips?**

I've experimented with many marketing techniques and they all work to some extent. I use viral books and tell a friend forms and mind puzzles and split testing and lots of strategies.

The marketing technique most effective for my business is simply building a big list of subscribers to my daily newsletter. Instead of a customer seeing a sales page and either buying your book or not buying, you persuade them to subscribe to a valuable newsletter.

In this way, you now can email them directly, with their permission! My I Create Reality newsletter is actually a short daily one, and this is too often for some people and they unsubscribe. But on the other hand, thousands and thousands of others read my short inspirational message every single day. I want to provide a bit of motivation and spirit in their inbox to counteract all the negative they receive each day!

One tip on getting more subscribers is to use more than one form. I collect subscribers from over 30 different pages on multiple sites for my I Create Reality Newsletter. For my Internet Profits Newsletter, I have about eight subscription forms now on separate pages.

Another tip is to use a different form on each page so you can measure the actual numbers and percentages of people who sign up. For example, my subscription form on my "quantum physics" article page displays a 13 percent sign up rate, whereas the form on the "invisible power" page gets almost twice the sign ups at 25 percent!

Then you study the pages and ask "Why"? You can learn so much from this.

**What trends do you see in internet marketing? What do you see in the future of internet marketing?**

I foresee a huge increase into additional health, alternative health, and beauty products. Alternative health will provide great opportunities for those who can anticipate changes and respond quickly to changes.

I'm a believer in and consumer of alternative health products and plan to get into this field more myself with some good affiliate programs! Consumable products allow a good internet marketer to gain continued income from one good referral. Even my 14 year old boy pointed out to me the value of consumable products, explaining how people will order the same item again and again.

Another trend I see is an increasing difference between unskilled affiliates and skilled affiliates. An unskilled affiliate merely provides a link to a product. On the other hand, the skilled affiliate “educates” the consumer about the product (and the benefits), and “primes” the consumer and THEN provides a contextual link!

In order to succeed as an affiliate, you must “pre-sell” the customer so that the desire for the product grows. One product I promote (as an affiliate) enjoyed success from the very first try. I’ve sold hundreds and hundreds of this high-priced item over the last two years, and thought a lot about why this product enjoyed such success.

The reason is that I (unknowingly but sincerely), did a super job at mentally preparing people to visit the other site. All I did is share my love for the product, do some education, and give my results.

### **What projects are you currently working on, and where do you plan to take your business from here?**

One fun project in development is “Make Your Day Light Cards”. These cards will contain beautiful pictures and inspirational sayings, and can be sent electronically to your friends and family to “Make Their Day.” This project will require me to learn about databases and dynamically generated web pages, so it’s good I like to learn new skills!

I’m also working on seven chakra meditations with images and sound, about 60 seconds each, to help in balancing, spinning, and harmonizing the chakras. Ideas float all over, and I have pages of ideas.

Several of my friends (other internet marketers) have sponsored Perpetual Light Fund Awards of \$100 each, and allowed me to expand that project!

I intend to build up my Light is Real site with articles and resources until people come to that site first for their light worker studies and needs. I also involve my older boys in projects, including income generating projects (that excites them). They create downloadable items, teach me graphics, and sometimes collect stats. I plan to further involve them in the business as they are interested.

On a personal note, one project I’m working on is to move my office upstairs. Right now I’m just in part of a big open room downstairs and while I love the visits from my boys most of the time, sometimes it’s just too much! So we will convert a study/library into an office with a little more privacy and I’m so excited.

# “Life Outside Internet Marketing”

Although most of the people I interviewed for my book were connected to internet marketing in one way or another, Thea Westra is not. Ultimately, this book is about perspective, and I wanted to bring you marketing information from someone outside of internet marketing. Thea is the perfect person to do that, as she uses articles to market her business. I think you'll find her interview refreshing, and you'll also see how anyone, regardless of what industry they choose, can succeed with internet marketing.

**Thea Westra** lives in Perth Australia with her partner Greg. She enjoys reading, conversations with like-minded friends, movies, painting, exploring internet resources in the area of personal development and a variety of creative expressions, both on and off-line.

She holds several degrees in the field of education, has studied countless personal growth videos/audios/books, plus participated in and contributed to, many self-development programs over 17 years.

After 23 years of working in education, then experimenting with her own life and establishing a non-profit group in the art scene, selling her home and moving to Perth then meeting her life partner Greg, Thea opened the doors to her coaching business in 2002, working with clients locally and internationally.

As your coach, Thea will enquire, encourage, advise, challenge, make requests and listen for your truth so that you remain aligned with who you are, your goals, your values and your vision. Her focus will be completely on you and what you want in life; Thea stands for you first and foremost, not just your goals.

Regardless of professional endeavor or place in life, all Thea's clients have one thing in common: they are all successful, resourceful, and intelligent individuals who want to get even more out of their lives.

Thea is passionate about providing personal development and self help materials that people can use easily so that they continue moving forward on their 'personal' goals.

Thea invites you to her series of daily 'Forward Steps'. Start your day with an empowering quote, a life question, a coaching tip, a personal growth web-link and a pinch of inspiration. You can sign up at: <http://www.forwardsteps.com.au/>

**Although your area of expertise is outside of internet marketing, what you teach is very relevant to internet marketing because developing the right mindset is crucial to any successful marketing effort. Would you tell us a little about how to develop the right mindset for success in business?**

The first step is belief and trust in yourself, and know yourself as someone who provides value to others by way of the services or products you provide. The best way to succeed is to discover what you love and then find a way to offer it to others. That is the only way you will be 100% committed to what you are creating - 95% commitment or less can become very difficult over time, however 100% commitment puts you in "the zone". With 100% commitment you will continue your work, no matter what may block the path.

Clarity, being clear, is essential. Have a crystal clear mental image of what you want to create and feel a genuine passion for that. Simplification of, and a singular focus on, my goals is my personal theme for 2007. If you're not thrilled by what you're doing, you need to create a bigger goal that encompasses your personal legacy.

Something that I discovered long ago, with other projects, is that you don't have to get it right; you just have to get it going. You honestly will find what you need, along the journey.

Whenever I see some of my earlier monthly newsletters, I cringe a little. However, I needed to go through the process to get to where I am with the production of my ezine materials today. In future, I'm certain that they might have me cringing too. If not, then I'm not growing. That is the upside of experimentation - I grow as a person within the process. This in turn gives me experience that I can share with others which adds another valuable commodity to my business services.

I have also have come to know that lasting business success is not overnight, and of course it is possible, though it is not the usual. It is important for me to maintain consistency with my actions, to focus on a few powerful marketing strategies and stick closely to those. This has taken me a while and

I am getting much better at staying focused with the stronger marketing strategies that I know to be effective and high leverage.

This brings me again to the necessity of being clear about my intended end result. For every action, be clear about why you're taking that action and how that activity will move you toward fulfilling the desired end result. You may not always succeed and even if you don't, you'll still be certain of where you want to go so that you can continue to adjust and fit your actions toward achieving that end goal.

The right mindset for business success is a mindset of 'business success'. Know what a successful business is, for you. Know that you have a business and not a hobby, treat all your relationships with that in mind. Have a set of standards by which you abide, in the context of business activities. Respond to all communications as though your business is already at the level of success that you envisage for its future. Begin the way that you mean to finish.

Personally create your weeks, months and days. Know what you will accomplish at the end of each, set targets and determine the actions you must take to accomplish those targets.

Continually work on yourself and stay close to people who have similar aspirations to yours. Hang out with positive and empowered people. Listen to many audios and read many books related to personal growth. As you grow and evolve, so will your business and vice versa.

### **How do you use the internet to market your business?**

In every way available and known to me! I'm still learning and always continuing to learn. That will never stop because the internet is a living, growing, changing creature!

What I do know for certain is that building my list of subscribers is the most important work I can do. Most visitors don't buy on their first visit to your site; the most important objective of all business sites should be to generate a lead by capturing the visitor's name and e-mail address. In this way, you get to visit them daily, weekly or monthly in an email, you become known by your readers and you get to know them. Then you can begin recommending things for them to buy.

My newsletters never had that focused intention in mind, I wanted to provide great value and the rest would follow. I am now clear that I also need a slightly more strategic approach to what I do, yet without compromising on the original intention of providing quality to my readers.

I am still too broad with my marketing strategies. I need to focus and manage my activities better for time efficiency, however the facilities, online communities and marketing resources are expanding so rapidly. It is very exciting.

When it comes to Google rankings and therefore bringing more people to my website so that they will join my mailing list, my main focus is the blogging community and all that comes with it, plus writing and publishing articles. The following list by Seth Godin is a wonderful resource <http://www.alexaholic.com/sethgodin> and I get myself listed, and participating, at many of those links. I have also recently found this most wonderful resource that is definitely increasing my level of targeted traffic <http://www.mybloglog.com/buzz/members/ForwardSteps/> Going out on a limb here - I think that this community site ought to be Google's next purchase!

I'm not looking for high volume traffic for the sake of it. I want people who want what I offer and who know that I care. Therefore I tend to focus on communities and on article distribution. EzineArticles.com, ArticleMarketer.com and Buzzle.com are my main distribution points. You might find this old list of mine of use <http://www.forwardsteps.com.au/ArticleSubmit.htm> Download this tool <http://www.quirk.biz/searchstatus/> to make life a little easier with regard to selection.

Giving you a list might be the most economical way for me to share with you the tools that I use for marketing. I'll let Google create that list for you.

Simply put "**Thea Westra**" in inverted commas in a Google search. Then, in a separate search also use "**Forward Steps**" life coach – put the bolded characters into the search box, just as they are on this page.

Follow the links and scroll the findings to see all the places I'm listed and posted. Particularly places that I listed at most recently i.e. last 4 months. I have recently been more picky with my selections, using Alexa and personal traffic results to determine my participation.

I also experiment with search engine optimization at my sites. This is a good beginning resource <http://www.submit-it.com/subopt.htm> When considering which search providers to submit to, this data is handy [http://www.nielsen-netratings.com/pr/pr\\_070123.pdf](http://www.nielsen-netratings.com/pr/pr_070123.pdf)

**You offer both products and services through your coaching business. Do you think it's harder marketing programs outside of internet marketing, or do you think it's easier? If so, why?**

One method of marketing is not necessarily harder or easier than the other. They are just different. For both, similar and foundation marketing principles apply. My marketing is about establishing relationships and building credibility whilst maintaining personal integrity.

You've possibly heard that thousands of times, however it is important to take it on board and not resist the idea. Regardless of which medium you choose to get your message across, the job is to develop relationships and get people to know who you are and to trust what you provide. Think of your own online habits as a consumer ...from who do you most readily make purchases?

One method of being known is branding and creating a huge name that everyone recognizes e.g. Mazda, Toyota, Coke, McDonalds and Target. However, for the smaller business owner, that is hugely expensive and a considerable challenge.

For the rest of us, it's within the first few moments of contact that people sense who we are.

Whether online or offline, how do you answer the phone, respond to email, appear on your website or appear on your brochure, do you greet with a smile, do you use people's names, do you remember the people you met, are you helpful, courteous, approachable and likeable etc?

The mistrust, disbelief, and skepticism that people experience in the real world are intensified in the internet world. Therefore, one of the primary objectives of your website should be to get your visitors to believe and trust you. Again, that's why I prefer to include them as a subscriber to my mailings and gradually get them to know me.

What I do find easier about online marketing is the referral aspect. I do find it much more challenging to find ways of having fellow business owners who are not online, to refer business. Whereas, if people like what you do or you provide something viral for them to pass to their mailing lists, then online relationships are much more effective for that referral aspect of marketing. Business friends found at offline, live networking events may not always remember to include you in their next conversation, or place you on their next brochure, however once they link to you online at a website, in an article or in a newsletter, your message is everywhere and in no time at all.

Use the creation of this book as an example. Jinger invited me to contribute. A little while ago, I didn't know Jinger existed. ☺ My business is now exposed to all of Jinger's readers - yes, you wonderful guys! What's more, Jinger's information and links are now also being brought to my online fans when I share this downloadable book with them. See how wonderfully it all works? I have created a similar relationship with Christopher Westra. Take a look at <http://freemoneybook.com/dlthea.html> as one example.

## **What trends do you see in internet marketing? What do you see in the future of internet marketing?**

Through the Internet, people are discovering and inventing new ways to share relevant knowledge with blinding speed.

I really love the information at <http://www.cluetrain.com/> You can read “The Cluetrain Manifesto: The End of Business as Usual” online for free at their site. It really says more than anything I could write here.

The internet is becoming more and more community oriented. People want to find ways to really connect with each other online and are hungry for information from people they trust. The Web 2.0 expansion and increased use of videos and audios is a manifestation of that desire.

“As Web 2.0 becomes a predominant online consumer model, traditional publishers are adopting interactive forums like blogs,” said Carolyn Creekmore, senior director of media analytics, Nielsen//NetRatings. “It makes perfect sense for online newspapers, where responding to a blog posting is like writing an instant letter to the editor,” she continued.

The other thing I’m observing is the movement away from desktop computers and toward the mobile tools. For example, the CEO of Adobe was recently saying that the future of e-books is the Sony Reader. Go and explore that tool and you’ll see amazing opportunity.

Small tablets, pocket PCs, smart phones, game machines, and even GPS devices are now capable of tapping into the web on the go, and many web pages are not yet designed to work on that scale.

## **What projects are you currently working on, and where do you plan to take your business from here?**

My primary goal for myself involves going back to square one and determining clearly for myself who I would most like to serve and who my target community actually is! That is currently such a huge gap for me and it slaps me in the face daily.

The name of my business ‘Forward Steps’ is a big clue! I am very passionate about moving people forward from where they are if they feel stopped. My ezine ‘Triggers’ was designed with that in mind. From personal experience, creative inspiration can come from the most unlikely sources and so I

provide a collection of material from many places in the one ezine, using a variety of media to trigger ideas and actions for my readers.

I have a few people who I very much admire, with regard their clarity, and I look to model my business structures based on what they do, yet not doing exactly as they do, clearly leaving my own stamp on my work. Three sites, among many others, that have always impressed me are <http://www.43things.com/>, <http://www.ezinequeen.com/>, and <http://www.hellomynameisscott.com/>.

Beyond that, a few of my personal 2007 business goals are:

Growing my Triggers e-zine and Forward Steps notes mailing list to 10,000 readers, for each.

Developing a video or useful software that will distribute in a viral way throughout my target community. Something like these cards would be fun <http://www.consciousone.com/c1Cards/>

Writing and publishing a downloadable book that is a true gift for my chosen community and selling 5,000 copies of that book, using my own list, Clickbank and branding by others.

Consistently, regularly and securely generating a sustainable net income of \$...*[amount hidden]*, sourced from online business activity. *The good old, earn while you are doing your own fun things or sleeping, dream!*

# “Marketing for Free: An Interview”

**27 year old Brad Johnson** lives with his wife and daughter in Victoria , BC, Canada as he makes his living downstairs in his house through his computer. He has been involved within the Internet Marketing field for 5 years. For a duration of those 5 years, he ate what other Internet Marketers fed to him about how to generate a profit online. Brad was seriously struggling financially trying to figure out why a majority of the tactics recommended to him by Internet Marketing professionals was not working.

After recently discovering information based on a new alternative to promoting website businesses online, Brad literally experienced a mind shift in what needs to be done to make anyone’s online business a success. He was determined to expand the techniques he has learned like no one else has ever done. The common knowledge of how to promote your business successfully using the techniques recommended by the Marketing Professionals was thrown out the window. Brad has revolutionized a new method of how to explode anyone’s traffic and site indexing almost instantly without it costing money or an extensive amount of time to promote.

His methods do not involve manual link-building labor, article submission or pay per click advertising. It simply involves contacting his target audience through key source areas not known by many, and automating his back linking through a specific dynamic resource. Through this, he can generate traffic quicker than any other technique that’s currently out there, plus allow the site to be almost instantaneously indexed by search engines that can boost the website’s ranking dramatically. Brad also possesses the knowledge on showing others how to make a strong residual income online through Google AdSense and Monetization techniques.

Brad is looking to go against the commonality of the Internet Marketing majority by using his own adaptive methods which he has learned to benefit his own business, and his clients. He wishes only to form a strong professional bond with those who want to learn what he knows to make their site a promotional success and earn the income they’ve always wanted to. It’s his determination to educate a new breed of Internet Marketers so they can score a fast success with what they want to offer the industry and reach the benefits a successful lifestyle by using the techniques that Brad possesses. With

these techniques, anyone can learn, and Brad wants to be the person to teach them so they can venture down the road to success. You'll find his latest project at: <http://www.promotiongenesis.com/>

**You came out of a computer background, but unlike a lot of others involved with computers, you have very strong marketing skills. How did you get involved in marketing and how do you market your own business?**

Well it's a funny story. When I first got into admiring the appeal of the Internet back in 1995, what I admired most was how a computer can just instantly connect you to a worldwide community through a simple insulated wire. I wanted to learn more about computers, how they worked. It truly fascinated me.

But as I studied computers more and more and helped people with PC Support issues and so on, I couldn't help but read stories online on how people made such a tremendous amount of income using the benefit of the Internet. It struck a cord with me in the best way possible. I knew this was my future.

I mean I loved taking computers apart, fixing them up, yeah that was quite a thrill, lol. But it just amazed me how you could be at home with your family, come and go as you please, earn money online by creating websites and revolutionary new digital products. I really got involved with marketing purely by accident really as I was still just doing computer work.

It was just the lure of stumbling onto these news stories and talking to people online on how they make they're living. It just clicked something in my head and I'm still fascinated with the revolution of Internet Marketing online. It's evolving so fast, and that's what I admire, a business that evolves. As I'm an evolving individual who's multi-faceted with a majority of different interests, internet marketing appeals to me most as its change is always constant and revolutionary. And that's what I crave.

How I marketed my own business? Well, if I could of done it over again, I'd say I'd have to do it better.

My philosophy was going after the local crowd of Internet Marketing and Web Design. I sort of combined the two. Hence, I made Internet Marketing websites mostly. I mainly advertised my business in newspapers, online forums, and I backlinked to some sites.

This you have to understand was back to when I was just starting to cut my teeth into the Internet Marketing/Web Design business. I was fresh out of completing my web design course and I was hooked on making sites and earning a living online. So I was still very green to how to really promote a business properly.

Like I didn't do list building or monetize my sites at all. I was just still learning all the concepts of properly advertising my sites. My way of getting clients was mostly through referral. So by getting referrals, I got business. That's what led me to people like Stefanie Hartman and such. I was introduced to them through people who I built sites for. So my business marketing style was completely unorthodox compared to other Internet Marketers out there.

**What marketing technique do you find to be the most effective, and how do you use it?  
Would you tell us one or two of your best marketing tips?**

You know I'm glad you asked that because the simple truth of the matter is I'm discovering better tactics each and every day.

My technique or philosophy as I care to mention it, is if you really want to get your business online exposed to an online worldwide community, then you should never pay a dime to get it exposed if you're doing it yourself. That's right, not a single red cent.

Now there's not a lot of people who can do that. Simply because it really is a challenge to do. But I can say with pride that I know how to do it and I've been doing it with my sites. And you got to understand, I've literally tried everything that I've read that supposedly works to get people to your site and to get noticed online: Reciprocal linking, PPC, one-way linking, article submission, you name it. Now, these do work, but not through a short term basis. I mean it takes time to get yourself exposed out there.

The general solution that I've heard others say is that if you want fast traffic and fast results, you have to spend, spend, spend to accomplish that... Well guess what, I take all of those techniques that were referred to me by past Internet Marketers, and I throw them out the window. I use none of those techniques AT ALL. The technique I use is revolutionary, and I don't really want to expose it here as I don't want my current clients saying "You're giving your secret away for free when I'm paying for it?" J. But the technique I use doesn't cost anything for me to use and I can accomplish this technique in a fraction of the time it takes to do all the manual labor of link building. It's quicker than backlinking and one-way linking and I can start seeing a peak of traffic flow in just 8 hours after implementing it. But I course, I don't want to give too much away.

If you want to know more, you'd have to contact me and I can tell you where to go online so I can teach this to you. But the best tip I can give you is to utilize the sources out there where your prospects can see what you offer and then have them flock to your site. Do research on the Internet where you can find a mass of people online who are looking for what you're offering them and try to

figure out how you can harness their attention and lure them like a moth to a flame to your website. And try to do this without backlinking, without PPC, without article submission. The secret's out there, if you want me to give it to you, contact me, and I'll help you out. Best advice I can give.

**I noticed you use a squeeze page on your website to collect leads for your list. Other than building squeeze pages, what type of website do you recommend readers build? When creating content for websites, what type of content do you recommend webmasters use and why?**

Well I'll answer that question with asking a question of my own: Why do people use the Internet?...The answer is simple: Information. There is no better site that you could build than a simple information website about a topic that interests a majority of the people.

You have to get inside people's heads and find out what's big out there, what do people want to find. And when I say people, I'm not talking about a small group of people that like the rare topics like garden gnomes or anything like that. I'm talking about the majority of people worldwide.

What's the latest craze? What do people want to know more about that is getting such a buzz in the media, or online or with just chatting with a group of people in line at the grocery store? You have to think big, you have to be better than those competing against you. You have to put yourself on the highest pedestal and think to yourself, what I offer is what's going to make a difference?

My site is special, people need what I offer. And by getting in the people's heads, you're going to know what kind of content to create. This is not rocket science. It's simply a matter of opening up your ears, getting on your computer, constructing your site yourself or with your design team and giving the people what they want. That's the whole philosophy of Internet Marketing: Give your clientele what they want. And if you do that, you will be on your way to making a fortune.

The only thing you have to remember is you have to know how to do the right kind of exposure. Remember that your website shouldn't cost you money, it should make you money. Always keep that in mind.

**What trends do you see in internet marketing? What do you see in the future of internet marketing?**

I just see a tidal wave of opportunity coming in Internet Marketing. If you look at it statistically, only a handful of people are true Internet Marketers and will make a great living off of this

industry. I've just seen so many people who are blind at the opportunity to evolve into something better to make the industry better.

If you want to succeed into this industry, you have to have an open mind, and you have to evolve. Things are changing all the time. I mean I wish I had that knowledge I do now 5 years ago. I'd probably be on a beach in Hawaii right now sipping coconut milk in front of some hula dancers, lol. It's just that the knowledge I possess now took me five years to get. I just see everything so clearly as far as the Internet Marketing industry goes. And with these techniques I have, it's going to revolutionize the industry. It's going to change on how we as Internet Marketers get our business exposed.

I have to thank the person that opened my eyes to these techniques I know and It's really just changed my whole perspective on how to promote your online business. It truly is revolutionary. And with utilizing the knowledge that I have, it will make a lot more people's businesses profitable and the future looks very bright indeed.

### **What plans do you currently have for your business?**

Well with me, my goal right now for myself and my business is helping others. I'm just starting to see the effects of a good life right now. I'm on the road to living a dream life which is working at home, spending time with my family and not worry about when I can expect my next paycheck.

I'm only 27 years old and I'm a young guy whereas a lot of Internet Marketers are in their 30's, 40's and 50's and they're banging their head against a brick wall thinking why the most popular methods of Internet Marketing isn't bringing them business. But they have to understand the process of business evolution.

They have to go with the flow and think outside the box of Internet marketing. I possess that, and I want to help whoever I can that's serious making money online and who wants to know what I know so they can get to the pinnacle of success online. So my business revolves around that and teaching people the new generation of Internet Marketing. It's a very exciting time for me.

# Free Software and Bonuses

**Affiliate Cash Secrets** – <http://www.askjinger.com/freereport.htm> - If you want to learn how to market affiliate programs, this is a great site to teach you how to do exactly that. You don't need a website or a list either. You also get an online affiliate organizer to help you keep track of all of your affiliate programs, and the tutorial will walk you through the steps of building an affiliate business.

**Freeware Home** – <http://www.freewarehome.com/> – Although there are hundreds, possibly thousands of software directories on the internet where you can get free software, this one is definitely the best. They have thousands of software programs available, and they're all free. This is also a great site if you are a writer and need good writing and tracking tools.

**Good Keywords** – <http://www.goodkeywords.com/> - Simple keyword search tool you can use to help you find the right keywords for your topic.

**My Free Giveaway** - <http://www.jingerjarrett.com/recommends/myfreegiveaway.html> – Includes some of the best tools to help you build and market a business online, including, My Article Submitter and Instant Site Creator.

**Web CEO** – <http://www.smallbusinesshowto.com/search.html> – This is a free, and complete, search engine optimization suite you can use to optimize your website. It includes all of the tools you need to optimize your website for the search engines. The documentation is excellent, and it includes a 50 page quick start guide to get you started in only one hour. You'll also get a \$97 search engine optimization certification course to teach you the basic search engine optimization techniques. Windows and MAC.

**Writing Cash** – <http://www.jingerjarrett.com/recommends/writingcash.html> – Whether you sell affiliate programs, or your own products and services, this tutorial will teach you how to write ads that sell. You can also get started writing ads and selling products without a website.

# About The Author

Jinger Jarrett is a former US Army soldier and Michigan Army National Guard member who got her start in military journalism.

She graduated from Central Michigan University in 1994 with a B.A.A., majoring in both Journalism and English.

Briefly working as a reporter on a small town Michigan weekly, she found working as a reporter didn't provide her with the outlet she wanted for her writing.

Shelving her writing dreams for a few years, she worked in other industries, mainly in customer service.

Finally, around 2001, after getting back on the internet, she started a business selling merchant accounts. The company she was working with went under, and she lost her business.

Giving it another go, she started studying internet marketing and learning how to apply the internet to building a business.

She now owns eight different websites on various topics, including Marketing for Writers, as well as her blog, Internet Marketing for Free.

You can visit her sites to get the resources you need for your business, whether it's article writing, starting a business, internet marketing, or learning to market your books.

**101 Articles** – <http://www.101articles.com/> – Article writing and promotion

**Internet Marketing for Free** – <http://www.askjinger.com/> - Internet Marketing Blog

**JingerJarrett.com** – <http://www.jingerjarrett.com/> – Low cost internet marketing software, books, ebooks, and services.

**JingerJarrett.ws** – <http://www.jingerjarrett.ws/> – Affiliate Marketing

**Internet Marketing for Free Bookstore** – <http://www.lulu.com/jingerjarrett> – My books and CDs on internet marketing

**Killer Marketing Arsenal** – <http://www.killermarketingarsenal.com/> – Internet Marketing

**Marketing for Writers** – <http://www.marketingforwriters.com/> - \$3,780 in writing and marketing resources for writers.

**Meet Me on My Space** - <http://www.myspace.com/jingerjarrett>

**Small Business How To** – <http://www.smallbusinesshowto.com/> - Free 30 day tutorial to teach you how to start a business online.

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Although the ebook version of this book is a complete book in its own right, I am following the example of Seth Godin, who gave away the ebook version of one of his books.

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However, I also want to see my book succeed.

To do this, I'm launching it for global distribution through Lulu. This will allow my book to be included on all of the major online bookstores, including Amazon.

For those that purchase the book, you'll receive additional bonuses to help you continue your internet marketing education. This includes audio, video, and tools.

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I've also completely revamped my premium ezine, **The Killer Marketing Arsenal**, to help you get off of information overload, wade past the hype, and actually learn how to market on the internet. You'll also learn how to use the high traffic sites to market your business online for free.

Each monthly issue will contain exclusive audio, video, and an ezine you won't find anywhere else, and you won't find it for the price I offer it.

I created this ezine to help all of those small, and one person, businesses on the internet achieve incredible success by teaching internet marketing techniques that actually work, and then actually showing them how to implement them immediately.

Whether you are brand new to internet marketing, or a seasoned marketer, you'll benefit from this ezine.

You can get all of the details here: <http://www.killermarketingarsenal.com/monthlyezine/>.

Let me wish you every success in marketing your business on the internet. I look forward to hearing your comments and sharing your stories.

Sincerely,

**Jinger Jarrett**