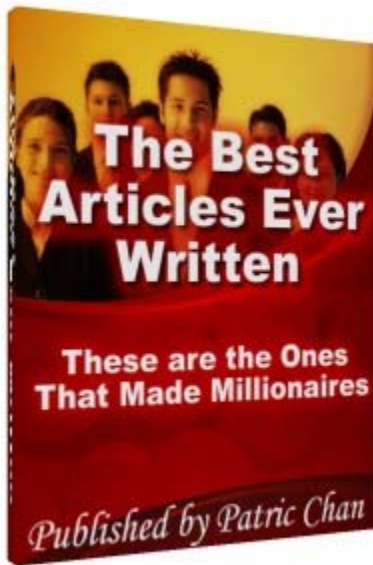


# Best Articles Ever Written



Published Patric Chan

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## Introduction

Dear Internet Marketer,

I don't know why I bothered to write this introduction. When I read a book, I never do read the introduction and the acknowledgement pages. I'll go straight to the book's content.

But just in case, if you do read this introduction, I'll write a very short one. :)

And yeah, my English grammar is not really an A ++ score, so you might find some grammatical errors along the way.

Best Articles Ever Written was created by using a joint venture strategy of 15 established internet marketers that I have gotten to know personally through various ways.

Some are from my mailing list, affiliate programs, online forums, referrals, search engines and so on. All of them prove to be established marketers that you and I can learn from.

Here's a tip if you want to be successful online fast:

Give, give and give.

Not all your money, silly. :)

Give what you can afford to give in order to receive. I'm not bragging, but how I got the chance to associate with some of the biggest names in internet marketing circles was because of my belief in giving. If you happen to be one of my customers, you'll understand this because I'll always over deliver what I promised to my customers. This is how I create valuable subscribers and customer relationships.

Ok, that's on the motivation part. But if you want a strategy to be successful online, you should consider the power of Joint Venture (Jv).

I'm going to share with you an example of the most powerful Jv I have ever seen with my own eyes.

The best experience I've had was the opportunity to work for Mark Joyner, one of the most successful internet marketers in history.

If you have followed the internet marketing news and trends of year 2003, Mark Joyner had announced that he'd retire from the internet marketing industry and sell off his business in a product called the famous Mark Joyner's Farewell Package.

And he'll limit himself to sell 2,000 copies of it only so that he would not saturate the market.

To cut the story short, by the end of his marketing campaign of selling the packages, all packages were sold out. But, that's not the most amazing part. What's amazing was, all the copies were sold out in only a couple of months!!!

The product cost US \$997.00 each. If you multiply that by 2,000 copies, that's approximately US \$2,000,000.00 sales generated within that campaign.

I don't know about you, but I feel that 2 million US Dollars is a lot of money to be generated within a few months through the internet!! 😊

Well, I can't deny that Mark is a marketing genius. I respect him a lot as a marketing guru.

But, it would be difficult for him do that in such a short period of time if he were to promote it alone. What happened was that he had created joint venture partnerships with other famous and successful internet marketers to promote the product at the same time.

That's the power of joint venture. It leverages on other people's time and money to create a win/win situation for both parties.

I wish you all the best in your internet marketing journey to success!

Warmest regards,

Patric Chan  
Chief Marketing Strategist  
mailto:[patric@automateinternetmarketing.com](mailto:patric@automateinternetmarketing.com)

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- By Richard Quek

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# How To Double Your Online Income In 72 Hours At No Cost

Copyright 2004 by Willie Crawford

Would you like to know how to double your online income in just 72 hours at no additional cost? If you wouldn't, I can't understand why... especially since it's so easy.

Here's how you literally DOUBLE the income generated from your websites and emails in 72 hours. Revise your ad copy. It really is that simple. If you're getting even a trickling of visitors or subscribers, and you can increase your conversion rates by 3-5%, then you can often literally DOUBLE your bottom line.

You will often see the results of these changes...if you track them closely... in as little a 72 hours.

You've heard a hundred times that the headline is the single most important element in your copy. The reason is... because if the headline doesn't grab them and pull them in, you can't communicate with them. That includes the headlines for you emails which is really the subject line.

How do you come up with headlines that grab your readers and pull them further into the page. You talk about specific benefits (derived from product features) that THEY care about. You tell them how to avoid pain and increase pleasure using your products.

But how do you know what specific benefits they care about? Your customers tell you!

They tell you in the testimonials that they send you.

They tell you in the questions they ask about the product.

They tell you in the testimonials they provide your competitors.

They tell you in the discussions that they have in online forums and discussion lists.

They tell you in the feedback that they provide you through your feedback forms. You do ask for feedback after making a sale don't you? Some people even ask for feedback when they don't make a sale. There's software mentioned in the free report I'll tell you about later that automates this feedback collection process.

All you really have to do is listen... and emphasize those things they are telling you that they care about ... in your copy. It really is that simple.

One way to do this is to make a list of all of your products features. Then translate those features into benefits. How will each feature make your prospects' lives better? Use these facts, to generate as many benefits filled headlines as you can.

Next you begin testing to see which headline works best for you. Begin with the headlines that incorporate the things they've already told you that they care about. I'd begin with the benefit that was mentioned most often in the feedback.

Monitor the different results you get from each headline. Split-testing software is probably the best way to do this. If you have enough traffic, you will often see a big difference in only 2-3 days. If you don't have sufficient traffic, it will take a little long, or you can boost your traffic using a pay per clicks campaign.

You hear over... and over... and over again, test different headlines. Yet very few people do it. If you're not exactly sure how to monitor changes in conversion rates that your different headlines make, grab a complimentary copy of a 30 page report on the topic from me at: <http://www.TheRealSecrets.com/thebook/headlines.html>

It explains things very clearly. This report is an introductory version of a larger book on the topic.

Probably the most important thing that you can do today is spend a few hours working on your headlines. It literally can increase your bottom line by as much as 1000%. It's one of those things that YOU know that you need to do. If you don't constantly test new headlines, your marketing results most likely will not improve. Get started now. I'm going to :-)

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Willie Crawford has been teaching others how to build an on-line business since late 1996. Frequently featured in radio, magazine and newspaper articles and interviews, Willie teaches the average guy what the top marketers are doing but seldom talking about. For example, Willie demonstrates the power of automated residual income through his system at: <http://www.ProfitAutomation.Com> Discover the secret now!

## **The Golden Checklist For Sure-fire Email Joint Venture Proposal**

**(c) 2004 June Yeap**

If you're doing any joint venture, you'll want to have this list at your side. Go through this checklist carefully before you send out your joint venture proposal.

You may want to cut and paste this into your favorite word processor so that you can use the checklist often. Each time you send out a proposal, put a check beside the items you've completed.

Once you've checked all of the items, you can be very sure that your joint venture partners will be very impressed. After all, you've done your homework.

These are all the ingredients 'pro's' use when writing joint venture proposals.

Is your email personalized?

Know to whom you're sending your email. Address them with their first name if possible. If you can't find their name on the webpage, you can always do a WHOIS look-up at <http://www.whois.org>.

Did you introduce yourself in your email?

This may sound like a common sense but I'm surprised to receive many JV proposals that do not mention who they are except in the 'from' field of their email and a signature line. Take a few minutes to tell them about yourself.

Introducing yourself proves to others that you're confident of yourself and are proud of what you're doing.

It doesn't have to be lengthy. Just say 'Hi, my name is \_\_\_\_\_ and I run this site at [http://\\_\\_\\_\\_\\_](http://_____) called \_\_\_\_\_.'

Then, in a sentence or two describe what the benefits are of your site or product

[ ] Did you include any positive comments?

The truth is, people like to be complimented, so don't be afraid to use positive comments. All of us like it when others notice our hard work.

Make an effort to say something good about your prospective partner. Take time to really look at their site and make a note of the nice things you see. For example, tell them you've seen their articles published in 'ABC ezine' several times. It'll help make a good first impression.

[ ] Did you include any references or testimonials?

This is a secret trick to increase the response rate of your email. Even though you should have those testimonials displayed on your website, it doesn't hurt to include them again in your email for them.

Let the testimonials convey the quality of your products for you. These will work much better for than going into detail about how your product is powerful or better than others that they might have seen.

[ ] Did you tell them SPECIFICALLY what benefits they'll get from joint venturing with you?

People only care for themselves. If you want them to say 'yes' to your offer, they must be made to feel as if they are the one who's getting the better end of the deal. Stake up benefit after benefit in your email proposal. Put them into bullets for easier reading.

Remember, however obvious the benefits might seem, always put them into writing for your JV partners. Do the thinking for them.

[ ] Did you include a free sample?

Always try to include a free preview or free sample of your products. At the very least, give them a website they can go to for more details. People like to be able to control their own destiny. Give them every helping hand YOU feel comfortable with and, chances are, they will respond to your proposal with a resounding 'YES!'.

] Do you have a website ready?

Having a webpage up first for your website also indicates that you are serious about your project. Show them that you've already put in some work into your project.

Don't know HTML? Not a problem, go to Google.com and type in 'free WYSIWYG HTML Editor' and see what comes up. Download one and off you go. Then, get yourself a good domain name and start putting up a webpage that says something about your project.

] Does your email include a call to action?

Do not make the mistake of telling your prospective partner all about your JV deal but forget to tell them what they should do next. Should they reply and say 'Yes, count me in!' or should they email you back with their phone number and the best time to call?

Tell them specifically what they should do next. Give them very clear instructions. Always remember to make it easy for them to say yes to your proposal.

] Is your email formatted properly?

Your email should look professional and presentable. Do not make the mistake of letting your writing run across the screen without being wrapped. This is something that will easily turn people off, especially when you start playing in the 'big leagues'.

Use a good email formatter and set it to wrap at 60 characters. You may also want to do it manually by hitting 'enter' each time the line reaches 60 characters.

] Do you have a good subject line that makes your JV partners RUSH to open your email?

A good subject line can make or break your proposal. Keep in mind that your partners probably have to wade through thousands of spam emails in order to see yours.

Make your subject line stand out.

Put their name in the subject line to catch their attention. Make your subject line straight forward, simple and neat. For example, 'Hi \_\_\_\_, Joint Venture.'

There you go. Armed with these reminders, you'll be well on your way to successful joint venturing.

Good luck and best wishes!

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June Yeap is the creator of Instant eBiz Saver Discount Vault who helps e-biz owners boost their web profits through amazing discounts and cost cutter deals.

Find out how this hidden goldmine of discount offers can SAVE you money right away!

<http://www.instantebizsaver.com>

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# How do I create a product that has a huge demand that will make me truckloads of money?

## Copyright by Adrian Ling

This is one of the most popular questions ever asked:

"How do I create a product that has a huge demand that will make me truckloads of money" ?

Many answers/ebooks/reports have been written to address that question.

I'd like to add my 2 cents.

Create a "supplementary" (complementary) product to a popular industry or product or service.

For example, take easyClickMate. It's a complementary product to Clickbank. There is a huge market for it, it's pretty niche and I don't have to worry if there's a demand for it.

I've seen some other marketers who does this – they write special reports on how to optimize the usage of certain products/software. Then, they offer a free version (i.e. how the product will help them) and then the offer to buy the actual product. If the customer purchase via his affiliate link, the customer will get another special report on how to get the most from the software.

In practical terms, what can you write about? What 'supplementary' products can you create?

The first thing is to identify what are the popular/best selling products right now - you can easily find that out from ClickBank's market place (<http://www.clickbank.com/marketplace/>) or from your favorite affiliate program (e.g. Commission Junction, Linkshare)

Then, see how you can value-add by creating a supplementary product/report/ebook on it. You can even approach the author of the product for endorsement.

Or, if you want to build your subscriber base, offer your product free to the author's customers' list. If the author likes your product and thinks that it will benefit his/her customers, then he/she will be happy to announce your product as an 'un-advertised' bonus to his/her list.

The author is happy, the customers get another quality un-advertised bonus and you get new subscribers.

- A triple Win-Win-Win situation :-)

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Adrian's core expertise and focus is developing innovative and specialized software and scripts that will enable you to give your Online Business the extra edge over your competitors. His famous software, Easy Click Mate has been used by many internet marketing gurus today. Visit <http://www.easybiztools.com> For his Easy Click Mate software, please visit <http://www.easyclickmate.com>

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## I Have A Vision" By John Delavera

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Note: this article was written on December 2002 when John Delavera counted just 10 months of his "returning" on the Internet Marketing realm. It was a quite profetic article for his future...  
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I have a vision.

I know I am not that Big to have such a vision, but this is my vision.

I want to retire from my morning job and deal with Internet Marketing only. I like to create websites, love to plan new products, am passionate with the promotion of good products and services, am able to write html code, am able to create good graphics and clipart, am able to read cgi and Perl code, am able to invent things, and sometimes can predict my future.

I have this incredible vision. And I am going to make it a reality. I started working on this ten months ago. I have been studying and testing things for my vision since 1994.

I know I am not an amateur, but even if I were, I should have the same vision, because I have the will to make it come true.

I have this amazing vision. And that vision makes me feel good - even when I feel completely alone, even when I get hate mails from people who want the easy solution for becoming 'tycoons', or even when I fail while testing new ideas and viral marketing tactics, even when I lose subscribers because of my mistake of sending too many "Alerts" in a particular week. Do you think I don't know it? But I prefer my subscribers to have a vision too, instead of being aristocrats (believing they have won what they haven't worked for.)

My vision makes me feel good because I realize that this vision is my vision for this 'current life'. I do not think there will be anything else I'd like to do, since only when working for this vision do I relax, feeling 'completed' and satisfied - like having a mental orgasm. My vision is what I live for and if I do not make this vision a reality in this life, then I'd need to be re-born in order to make my vision become true in my next life - if that'd be possible.

I have a vision and I love even the idea of having this vision. My friend Michael started calling me 'web-tycoon' before even understanding that I have the power to implement my vision.

Michael knew me better than I knew myself. I do not know if I ever will become a memorable Internet Marketing Guru. I do not know and I do not care.

I live my vision and that's enough for me. Money is not the target; it is the MEANS to make my vision come true.

I have a vision and work like crazy for it. It's my 'drug' and I don't need any cure. I am a workaholic, yes, but I enjoy what I am doing. Whenever I finish a project, I have already started a new one, and this continues all day long.

That makes me wake up in the morning and smile, because I know I DID' something last night. I ADDED something to my vision, and perhaps, made me even closer to my vision.

I have had this same vision for the past four years. I had the same vision even when I was not able to make just one affiliate commission. I had the same vision even when nobody knew who I was and I had the same vision even when I was completely wrong in the actions I took to implement my vision.

Now I know that I don't know everything, but I know that everyday I am learning many more things than I did yesterday.

I have this lovely vision and am not afraid of admitting it. I know it's difficult to quit my morning job because I earn a lot of money from my morning job. But I am sure I'll be earning more money when I make my vision come true. I know it because I now know that the System works and I also know how it works. If you can earn \$100 per month as an affiliate, you can earn some thousands of dollars by creating your own product. That's the System and that's how the Internet works. I love my vision because the marketplace of the Internet is huge. I am a Global Citizen. I feel like an Internet Marketer and I feel like a citizen of the World.

I had this vision when no one believed in me. I had the same vision even when my parents, my wife, and my friends were feeling frustrated by the fact that I was 'playing' with the computer for so many hours. Now I laugh and now they support me; they give me the time I need and they feel good when I hit the keyboard like crazy because they NOW know that when I hit the keyboard, 'I am working' - for my vision.

I have this vision and sympathize with all people who do not understand the way Internet Marketing works and don't want me to teach them how it works. I learn from others' mistakes. I do not complain because I know I am learning something new every day.

I have a vision and my vision is not unique. Since I started working for it, I've met people that have made the same reality that I want to achieve. I study them, I sometimes copy them, and I know I follow the right trails they leave. Some people with the same vision believe there is a SECRET and they ask the Gurus to learn this secret from them. There is a SECRET. It's this:

**THERE IS NO SECRET.** I could not believe it at first, but when I became closer to my vision, I realized this rule, this truth: **YOU and ONLY YOU** are the one that will create **YOUR** own life and your future according to what **YOU** can do better; thus the secret is inside **YOU**; just follow your heart and your mind.

I have this vision and I am going to make it come true. When you know where you're going, other people allow you to pass and they even prepare the road for you.

Your worst enemy is your inner self - no one else has the power to kill your vision. If your inner self is an ally to your vision, then you are afraid of nothing.

I have a vision and I am going to make it come true.

What's YOUR vision?

What do YOU have to say?

John Delavera

~~~~~  
Automated Solutions for Internet Marketers  
<http://www.software4profit.com>  
~~~~~

One of John's powerful viral software is Turbo Referer.  
Visit <http://turboreferer.com/>

## How to Make Money by Not Wasting It!

© Copyright by Eva Browne-Paterson - <http://www.evieb.com>

If you're like me and you belong to a few programmes on the internet, sometimes you might find that it's hard to keep up with them all. That's only natural - we all live in a busy world! What if I told you that there is a way to save money immediately and to lift that weight off your shoulders and put a smile on your face? This article will give you two quick ways to do just that!

This is the scenario: You've joined some programmes on the internet and you want to make some money. Welcome to the club and good luck to you too! I hope you do make money and lots of it! I'm not being facetious here - I sincerely mean it. People can and certainly DO make money on the internet. It's in evidence everywhere you look. As you also know, it doesn't just "come" to them... They work hard to make that money.

So you find a really good programme, you upgrade to full member status and hope to reap in the rewards that are offered and most certainly possible. You promote, you do the training, you follow up, you wait and watch and hope for sales. You contact your downline, you hope they will upgrade... Sometimes it happens, sometimes it doesn't. But you really believe in this programme and want to give it a decent shot! So you wait and keep repeating the process until it does work.

The thing is though, you might have upgraded in six programmes and you're attempting to accomplish this same small feat with each one. Plus you have other interests and businesses that you're involved with in a free capacity that you need to maintain as well.

So how long do you give each paid programme to perform so you can gauge the results of your investment? One month, six months, a whole year? Well that's entirely up to you and I must admit that patience can be a solid virtue here. Some businesses DO take time to build and for you to see the results.

Now all these subscriptions that you have that automatically come off your credit card or PayPal account are costing you money. You may have even lost track of some of them and look at your credit card statement thinking, "I know that name but I can't quite remember what it's paying...?" If you ever think to yourself, "Gee I'm paying out quite a bit each month but I don't seem to be receiving much cash in return...", it's time for a programme review.

Here are two quick methods to use to do just that.

Firstly, login to your PayPal account and click on the history tab. Look at all the transactions on the page and specifically look for payments that have been taken out for programmes that you are a full member with. Click on the "Completed" and see if it says subscription. Now click on the "In Reference to" link at the top to see the details of the programme subscription.

This is where you make the decision whether to keep it going in the hope that you will make some money, or to cancel it and keep your money. It would be a good idea to login to the members area of the programme you are reviewing at the same time so you can check these details out. Please take the following into consideration when deciding:

1. How long have you been a member?
2. Have you built a downline yet? If so, how big is it and are there any upgraded members in your downline? I wouldn't recommend canceling a subscription if you have paid downline members that you should be supporting! I know you're not that silly! :^)
3. If you have no downline, have you contacted your upline for help?
4. Have you received any monetary return yet?
5. What is your gut instinct about this programme and be truthful with yourself. Sometimes we don't like to admit to ourselves that we joined a dud. If it's a dud, just cut your losses and **SAVE YOUR MONEY!**

Once you've made your decision, if it was to stay, go on through your PayPal history until you find the next candidate and repeat the process. If you decided to cancel, here's what you do next. Click on the "Cancel

Subscription" button at the bottom of the subscription details page in PayPal. You will be asked to confirm and it will be DONE!

You will receive an email from PayPal with the details and it will be recorded as a transaction in your account. Now you need to inform the programme that you were a full member of that you are canceling your membership.

Go to the member's FAQ page to find out what the procedure is for that programme and follow the directions and you're DONE. You have just saved yourself the amount of that subscription to be used on something else that will be more effective for YOU.

You will find that doing this review of your programmes will trigger other programmes that you pay monthly via credit card and you just need to identify them and repeat the last step above and cancel your membership to Save More Money. Do this with all the online payment processors that you are a member of regularly.

Another important step to take is to use my secret weapon. If you're promoting like mad and finding that the sales aren't pouring in, it could be that your sales are being stolen!

Do you cloak the URL that you use to promote? We all know about cloaking and the benefits, but did you know that most people don't like to give you your well deserved commissions? It's a sad fact but it's true...

Instead, some people look at your URL and type in the base URL robbing you of your hard earned dough.

What if you could place a cookie on your visitor's computer when they visit a web site that you've recommended to them? Then it wouldn't matter if they bought today, tomorrow or next week. This is one very powerful tool that you definitely must take a look at:

<http://www.evieb.com/ca>

I love it and I use it every day. Hey, we work hard to make a living. This is what the super affiliates use to make super big incomes.

Try these tips out yourself. You'll find that you feel a whole lot

better knowing you haven't been wasting your money on something that is giving you no return. Plus you are protecting yourself, thereby increasing your profits in the long run. That will definitely put a smile on your face! :~)

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Eva Browne-Paterson is the Editor/Publisher of EvieB's New-Z - Your One Stop Advertising Resource. <mailto:evieb@evieb.com> Eva has spent over 12 years working the internet and writes Original Articles that will Help You to Promote Your Business! Subscribers can place a Free Ad to over 62,000 every week! Subscribe Today  
<http://www.evieb.com/new-z.html>

Visit Eva's recommended resource(s):

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# The Truth About Joint Ventures: How to Eliminate Your Competition By Making Money From Them

By Jason "The Marketing Machine" Mangrum  
(C) 2003, InstantMarketingMiracle.com

I'm sick and tired of getting hundreds (sometimes thousands) of Joint Venture proposals per week, all claiming the same thing...

"We assure you that our product is not in direct competition with yours..."

My only reply: "Who cares if it IS?"

Now, I know that this article may go against almost everything you've ever been taught about Joint Venture Marketing, but I think it's high time someone laid out the truth about JV's. By the time you finish reading this article, you'll understand that in MOST cases...

"There is NO SUCH THING as Direct Competition!"

Whew... There. I said it. ;-)

Think about it.

Let's say you're selling an eBook on "Make Money with ABC" and the other guy is selling an eBook on "Make Money with XYZ". Normally, to most people it would seem that these two are in direct competition with each other.

**WRONG.**

Here's why:

Because unless Mr. ABC and Mr. XYZ had word-for-word, line-for-line, page-by-page the EXACT same content within their eBooks, (which is quite unlikely) they could both sell these eBooks to the exact same market, and most likely would be able to sell to the exact same customer.

Ok ok, now I can hear you saying "But if Bob bought the ABC eBook before he found the XYZ eBook, he probably wouldn't buy from Mr. XYZ because he'd already have what he was looking for from Mr. ABC!"

Sorry, but WRONG again...

To prove this statement, look no further than your own computer.

How many Internet Marketing related eBooks do you have?

Ok, let's get more specific...

Let's say you're interested in Search Engine Positioning.

Are you going to only buy ONE book on SE positioning?

Or are you going to try out several different books, knowing that you just might find different information, or even a different perspective or view on SE positioning?

Another example...

Let's say you're interested in Copywriting.

Now, are you going to only purchase one book on copywriting and consider yourself "well versed" on the subject after you've read it?

Didn't think so.

This little "rule" applies to virtually any information product, UNLESS you're selling the exact same thing. (i.e. you've bought reseller rights, you're an affiliate, etc...)

So, now that you've realized that direct competition is only a 'myth', you've unknowingly opened the doors to unlimited possibilities with your own products and services.

Stop being an enemy of your "competition" and become their friend!

If you own an info-product, (as long as you're the only one selling it) research your closest possible "competition", and offer them a Joint Venture. You may want to enlighten them to the fact that you're not really in any competition since both of your audiences are extremely targeted to each other. Then, simply do a cross-promotion.

I'll give you an example.

Let's say, I just created an eBook on Joint Ventures.

Then, I search for the closest competition I can find. Once I've found what I was looking for, I would email them (or phone them) and let them know that I would like to sell their JV eBook as a back-end to my JV eBook.

I could simply place it under a "Highly Recommended Reading" Column, or just send a mailing to my customer list about it.

(notice I'm telling them what I would like to do for THEM before I ever mention what I want them to do for ME...)

I would then continue by telling them that any time someone purchases their eBook from my efforts, THEY would keep 100% of the profits. This would be 100% FREE advertising for them, and that's REALLY hard to say "no" to. ;-)

I would then ask them if they would be willing to do the same thing for me, except I would let them use an affiliate link, so they can still profit from MY eBook when they make a sale from their efforts.

This may seem crazy at first, but if you try to see this JV through the eyes of your potential partner (or "competition") you'll understand that I'm placing their needs and wants FAR above my own. This shows them that I am willing to lose a little on the deal for THEIR benefit. And more often than not, they'll not only accept the offer, but they'll insist that I use an affiliate link for their product as well. :-)

There you have it.

I've just eliminated my "competition" by becoming their friend, and in doing so, I'm getting FREE advertising from extremely laser-targeted PAYING customers who are definitely interested in what I have to offer.

Now, go use your imagination and think of some JV's you can do with your "direct competition" to befriend them. You'll soon realize you never had any REAL competitors in the first place.

Jason "The Marketing Machine" Mangrum is known to be the one of the most innovative experts on Joint Venture Marketing. If you need help with JV ideas, Jason has created a killer software product that automates the entire Joint Venture writing process in less than 30 seconds.

<http://www.instantmarketingmiracle.com>

## **How To Use PopUps With Google Adwords**

**Copyright © 2004 Steve Shaw**

One of the common issues that marketers face when using Google Adwords, is that the use of popups on the target page for their ad is not permitted. Many Adwords advertisers just completely remove popups from their web site, which can not only significantly damage the profitability that results from other traffic sources, but, as we shall see, it is also not entirely necessary.

This article looks at alternative solutions, which when implemented can virtually double the ROI (Return On Investment) for Adwords ads.

It is well recognized that by capturing the visitor's email address, and then following up with them via an effective auto-responder campaign, marketers can more than double their chances of clinching the sale. Popups can be a very effective way of doing this, often helping to convert 50% or more of visitors to subscribers.

With Google Adwords however, because popups are not permitted, you need to look for other ways in which you can maximize the visitor-to-subscriber conversion ratio, and thereby also maximize the value you get out of each click-through to your web site.

Here are three main ways in which you can do this:

1. Set your target page for your ad as a so-called 'name squeeze' page

- this means the whole page you direct them to is focussed on one thing, to get their name and email address, following which you can always redirect them to your normal sales page to try and 'make the sale'. You still need to make sure of course that your ad accurately reflects your target page.

As an example of how to do this, let's say you sell cheap widgets, and your ad is displayed for the keywords 'cheap widgets'. Write a report or an ebook on 'How To Choose The Best Cheap Widget' and offer it for free on your name squeeze page, in return for their email address.

2. Use a special type of popup that doesn't actually display in a new browser window, but 'hovers' over your existing web page

- this type of popup is not detected by Google (nor for that matter can they be prevented by popup blocker technology), and works in a similar way to dynamic menus, which of course are perfectly permissible. I have been using this type of popup very successfully for many months in conjunction with Adwords.

You can get a free copy of the software I use by sending a blank <mailto:optinover@takanomi.par32.com>.

### 3. Put popups on other pages

- Google does not stipulate that you should no popups on your web site, only on the target page for your ad. This means that if your target page encourages visitors to click through to other areas of your web site, you can add put popups on these other pages to help capture your visitors email address.

For example, if you have a long sales letter, try splitting it up onto two or more pages. Your popup(s) can be placed on any of the other pages. I use PopUpMaster Pro to ensure that the popup does not appear if certain links are pressed - this means that you don't show the popup to visitors who click through to read other pages of the sales letter or to order, but otherwise (if they leave your web site) you show them an exit popup to try and grab their email address before they are 'lost forever'.

Use one of the above methods, and you should find that you capture the details of many more visitors who click through from your Google Adwords ad - and by doing this, together with an effective autoresponder campaign, your return on your ad could greatly increase too.

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Steve Shaw creates systems and software for effective e-marketing. For the technical edge on e-marketing, and to claim some valuable bonuses, you can subscribe to his popular newsletter at <http://www.takanomi.com/newsletter>.

Steve Shaw is the creator of revolutionary, Pop Up Master. Visit <http://www.popupmaster.com>

# **My Easy 10 Step Formula for Creating Winning Sales Letters**

By Martin Franzen <http://www.SiteSelling.com>

This is a quick report, but it's incredibly valuable.

I've included my proprietary 10 step copywriting formula for you. It's perfect if you want a fast and easy way to create winning sales letters with minimum work.

You see, in order to pull in orders, there are certain proven elements that should be included in your copy for maximum impact. I'm giving you the exact steps to follow right here.

I originally created this checklist for myself to help me see the process from the eyes of the reader as I'm writing my sales letters. It can really help you speed up the process and push all the psychological buttons needed to pull in massive sales right away.

Feel free to experiment with the order of the components if you wish, but try to cover all the points....

## **Here's My Proven 10 Step Sales Letter Formula:**

### **1. Headline:**

The only job of your headline is to get my attention and force me to keep reading. Try to summarize exactly what major benefit I will gain from buying from you. What problems will you help me solve? What end result will you help me achieve? Make a bold promise and offer instant results. Your headline determines 80% of the success or failure of your sales letter, so spend some time on this step.

### **2. Problem - Solution:**

The opening must force me to keep reading your sales letter. Show me that you understand my problem and that you have the solution. Make

me really feel the pain - then paint a vivid picture of the end results you will help me achieve. A tried and tested way to start your letter is to use an *"If you <have this problem> and want <main benefit>, then read this important letter right away..."* angle. Summarize your entire offer and show me the major benefits I will receive.

### **3. Credibility & USP:**

I see hundreds of sales letters every day... Give me a VERY good reason to trust you. How can I be sure that you really know what you're talking about? What makes you so special? What makes your solution unique? Establish your credibility and give me success stories if possible. Share your personal story and make me trust you.

### **4. Testimonials:**

Can you show me testimonials from people who have bought from you? Give full contact information. Try to include a few really good ones from industry experts, detailing the specific results you helped them achieve. Specifics are 10 times more powerful than general hype.

### **5. Benefit Bullets:**

Can you show me exactly what benefits I will receive, bullet by bullet? Spell out exactly what I get, every single problem you help me solve, every single benefit I get - and the end result each one will help me achieve. It should read like a long list of headlines. This is where you build up the value of your offer, so make it exciting and use specifics whenever possible.

### **6. Bargain Price:**

OK, what's the price of this thing? Can you give me a GREAT deal if I act now? Remind me about the pain and compare your price to the cost of NOT having your solution. Dramatize the low price and make it seem like a bargain.

## **7. Risk Reversal:**

Can you guarantee results? I don't want any risk here - how do I know I can trust you? Give me a generous, unconditional money back guarantee. Let me know that there is no way I can lose and that you are willing to take all the risk. If I feel that I can try everything risk-free, you have a much better chance of getting my order.

## **8. Bonuses & Scarcity:**

Can you throw in a few valuable extra bonuses or give me a special discount if I place my order today? What do I lose if I procrastinate? Extra bonuses increase the perceived value. If I feel that I get a great limited deal by acting right away, you have my order. Include one final bribe to make me act right now and show me what I will be missing out on by NOT acting now.

## **9. Call to Action:**

Tell me to place my order NOW. Show me exactly what to do. What steps do I need to take? How long will it take - will I get instant access? What will happen after I place my order? Eliminate any final doubts I may have.

## **10. P.S.**

OK, you have one final chance to sell me. Remind me again of the major benefits I will receive. Remind me of the risk-free offer and the guarantee. Remind me of the deadline and tell me again that I need to act NOW to take advantage of your generous deal. If I skip straight to your PS section, it must be attractive enough to make me want to go back and read your entire sales letter.

That's it. This checklist should be enough to get you started.

Just follow the steps above to answer the questions running through your prospect's mind one by one.

If you use my simple 10 step formula you should easily be able to create sales letters that bring in far better results for you than 95% of your competition. The process has worked incredibly well for me in the past.

Try it... It really does make a difference!

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Martin Franzen is a \$1,000 an hour marketing consultant who has been doing business online for the last 9 years. He's an expert at helping you see the big picture - generating passive streams of income so you get the freedom to take a step back and enjoy life, instead of being a slave to your business.

His course "The Internet Marketing Master Plan: How To Turn Your Passion or Hobby Into a \$100,000 a Year Business on the Internet" shows you exactly how to set up your own automated profit machine online, working with something you love. In 90 days or less.

For full details, and a FREE preview, visit: <http://www.SiteSelling.com>

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## **I've seen how the 'BIG BOYS' make money online** **Copy right by Patric Chan**

I bet you can't tell me what the real secrets are of the 'BIG BOYS' on how they make money online.

I never did know how they do it until I started to work for BIG BOYS as an insider staff. When you work for these people, you know what is going on internally as an insider.

I realized there are 5 things that these BIG BOYS have that have made them successful.

1. They have a list or database.

I know. You know all about this. But, do you have a big, targeted and responsive list like the BIG BOYS have?

This is how they make money successfully and ethically every month. I have seen with my own eyes, how much sales are generated in a week from the marketer when he send an offer to his list.

2. Strong networks of other successful marketers.

They have a circle of buddies that are somewhere as successful as they are to help each other. This is a term which is called joint venture partnership. It's actually a great idea.

When his buddy creates an amazing product and let him reviews it , he will recommends it to his list if it's a good product. Sometimes, he adds more value by giving a special offer price or his own bonus.

If it's an amazing product, he's already adding value to his list by letting them know about the product.

### 3. They have time.

Time is the most valuable asset to everyone.

These BIG BOYS can convert time to money. A lot of marketers are struggling because the lack of time. They have to design the site, handle the emails, process the order, write article, search engine submission and other things to do.

Where as the BIG BOYS hire people to do the tasks so that they can concentrate on what they do best - making money online.

They will focus on specific items that can make money like marketing or creating fantastic product to sell.

### 4. They have a proven system to make money online.

One of the ways they have time is because they have a SYSTEM. They know what type of sales letter will sell, which ezine to advertise, what pay per click keywords to bid and etc.

### 5. Uniqueness of the product they create.

Most of the BIG BOYS create product that is unique. Look at Mark Joyner, he authored Mind Control Marketing. Is that book that sounds normal to you?

It is a very unique book. That's one of the reasons why he becomes #1 Best-Selling Author.

After I realized these valuable tips, my internet marketing results have skyrocketed. I'm able to drive traffic to my site consistently and make money online.

It's the realization of how important these tips to ensure your success online. Whether you are a newbie or BIG BOY, think of ways to have that 5 things above so that you can make money happily online too. :)

Give it a thought how to obtain the 5 valuable things now.

Go for it.

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Patric works with world class internet marketing gurus to build a successful online business. Discover more insider secrets and the exact proven strategies to make money online:

<http://www.automateinternetmarketing.com>

He is also the author of 'How To Make More Money Easily'.

Visit <http://www.mymarketingtactics.com>

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# How To Produce The PERFECT Viral Ebook by Harvey Segal

Viral marketing is probably the number one method for generating traffic and sales - **IF** it is set up properly.

Take the case of a viral ebook - which means a book that can be passed from one person to another bringing benefits (profits) for each party in turn.

How is this achieved?

The basic concept is that the book contains links to affiliate products. When a reader of the book makes a purchase from a link then the affiliate receives the commission.

The creator of such a book will allow some of the links to be 'rebranded' which means a person (who we will refer to as the rebrander) can replace them with his own affiliate codes thus collecting commission. This is the obvious incentive for him to pass the book around and begin the viral progression.

If we want to maximize the benefits for everyone and create the perfect viral ebook we need to have **THREE** key factors in place.

## 1) Wide Distribution

There are many permutations in the ways that you can offer an ebook. It can be free or paid, and for either option you can charge for rebranding or offer it free; plus you can have part customization or full customization. On top of that, for a paid book you can offer resale rights and even the right to grant resale rights. Let's keep it simple.

What we want is the widest possible distribution so that we get the most commission from the affiliate links.

So we will have a **FREE** book and **FREE** rebranding rights.

## 2) Quality Affiliate Links

It goes without saying that your book should contain good content on a topic of interest.

But will readers click on those affiliate links?

The answer is **'NO'** if you copy the poor example of many authors, for instance:

- have you ever opened an ebook and been faced with a barrage of affiliate links ?

- or seen affiliate products which have nothing to do with the theme of the book ? For example in a book about hypnotism you get a link to a web hosting company.

So what is the best way?

The secret is to have highly relevant links and weave them naturally into the content in a low key style without appearing to push for a sale. So when you discuss a particular topic and want to show where more detail can be found, or how a particular problem can be solved, that's where you can mention the affiliate product as a source of further information. If you want to see really good examples of how to do this read the free book at the end of this article.

See - that last sentence was an **ACTUAL** working example of how to weave in a link.

## 3) Maximum Return For Both Parties

You need to get the rebranding balance right.

If you give away an ebook and allow all the affiliate links to be rebranded that is a great deal for the rebrander - but what do you get out of it ? No affiliate commission, just subscribers maybe for your mailing list if you have a sign-up form in the book.

Conversely if you hand out only a few affiliate links for rebranding then that provides little incentive for the rebrander to distribute the book.

Ideally what you want is the maximum motivation for your rebrander which would be

- \* to allow free rebranding
- \* to allow ALL the links to be rebranded

but in a way that you can still benefit.

Can that be possible?

Fortunately it is, using any of 3 different methods

- \* if the links in the book are for your own products
- \* If the links are for products for which you have resale rights
- \* If the links are for 2-tier affiliate programs so that you collect the 2nd tier commission when a rebrander, who has signed up under you, makes a sale

And so, if you use these techniques you can begin a viral marketing campaign which will continue to generate traffic and sales with little on-going effort on your part.

**EXCEPT** for two issues we need to resolve

**1)** What happens if everyone rebrands the book and only makes purchases from their own copy?

Well, I have found that in practise only a minority (say 10%) will take the time to rebrand a book which means that the majority (90%) will be reading your book and purchasing from YOUR links. So only 10% will be 'lost' to you . . . or are they?

**2)** Suppose you plan to produce a viral book. It's about a popular topic - so it's bound to have a wide circulation - but you can't find any of the three types of suitable links to put in the book, i.e. links to a product of your own, to products with resale rights or for 2-tier affiliate programs. Is there a solution?

Yes - there are answers to both problems in my book "101 SuperTips" - they are actually tips 100 and 101.

As you might expect this book is free, with valuable information linking to highly relevant products, and you can rebrand it, again for free. By all the rules above it's a candidate, I hope you agree, for 'the perfect viral ebook' and a profitable source of revenue for you.

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Harvey is the author of several viral ebooks including 101 SuperTips, a collection of unique Internet Marketing tips, which you can collect at <http://www.supertips.com/101/>

As a further example of viral marketing you can reproduce this article and change the URL to point to your own rebranded version.

Visit <http://www.supertips.com/cl/sales/index.html> for Harvey's arsenal of recommendations and resources.

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## **In Depth Analysis of a Successful Niche Product**

**Copyright by Gary Huynh**

The product is about teaching your parrot how to talk. Now THAT is a niche! <http://www.yourparrotwilltalk.com>

There are a few niche information products targeting pet owners. Creating a product for pet owners is a very sound idea. People love their pets more than anything else they own.

Frank Kern created a product for parrot owners that is making him \$20,000 a year on autopilot. A search for "parrots" in the Overture inventory tool at <http://inventory.overture.com> returned 88,000 results. That means 88,000 people searched for that term in February 2004.

Let's see how Frank is making money on autopilot with his product. By typing "parrots" without the quotes into Google's search box, I see that on the right side of the results page, Frank's parrot site is listed in the number one position.

It's very likely that Frank pays only the minimum of five cents per click with his Adwords campaign because there are only three other ads on that page. Let's say that Frank gets two percent of people who search for "parrots" to click on his ad.

He probably gets more than that since it's a very good ad. The wording of the ad hasn't changed for weeks so it must work, I've checked.

At two percent click through rate (ctr) that means 1,760 people visit his parrot site. If just five percent of people order Frank's product at \$37.77, he's making \$2898.72 per month. That's really an exact figure and I'll show you how I came up with it.

Frank uses Clickbank as his payment processor. They charge \$1 + 7.5% for each transaction, that means out of \$37.77, Frank gets \$33.94.

Five percent of people ordered so that's 88 orders.  $88 \times \$33.94 = \$2986.72$  Subtract the cost of pay per click advertising of \$88 and that leaves Frank \$2898.72 for the month. Multiply that by 12 months and Frank makes \$34,784.64 a year. That's a nice income from a one page website using one source of advertising don't you think?

Frank could spend an hour a week to monitor his Google ads and that's all the work he has to do for his site.

Frank could probably double his income by making a few changes to his business. Since he doesn't run an affiliate program, he could switch his payment processor to one that takes a lower percentage of his earnings.

Frank could also raise his prices. If he studies his market of parrot owners he'll probably figure out how much they spend on their parrots. Parrots aren't cheap pets. Also, pet owners WILL spend a lot of money on their pets. People send their dogs to obedience school, grooming services, and buy them all sorts of pricey things.

All Frank has to do is send his list of customers a survey asking them how much the information that they bought is worth to them. He could raise his price for the product or create a version 2 and sell more to his existing customers. He could also sell parrot supplies to his existing customers.

Another thing Frank could do is have a subscription box on his site to capture emails and then build credibility with visitors who don't buy on the first visit, and in the case study above, that's 95% of people!

Having listened to Frank talk on a bunch of internet marketing teleseminars I know that his aim is not to fiddle around too much with any one site. His method is called the "Underachiever Method". His aim is to create 50 sites that generate money such as the parrot site. What a good idea. 50 streams of income that run on autopilot.

That got me to think. If he can create 50 sites like that, for me to create just one site is good enough. I started to research my own niches. I asked myself what other pets could people be interested in that would create that kind of income?

I searched for the following terms and found how many people searched for those terms.

Rabbits - 139,995  
Humming Birds - 110,692  
Ferrets - 76,820  
Tropical Fish - 155,579  
Hunting Dog - 30,725

Woh! Excellent potential - bling bling. I searched on Google and didn't find anyone selling information products on rabbits or hunting dogs. I did find one on ferrets and tropical fish. That shouldn't stop me from creating a product on ferrets and tropical fish. There's always room for improvement or joint ventures.

I looked at "hunting dog" more closely and saw that some related keywords are:

"rabbit hunting dog" "hog hunting dog" "squirrel hunting dog" "deer hunting dog" and a lot more.

There are so many niches yet untapped it's unbelievable. I think I'm going to create an information product for hunters and use all those little niches for the chapters. I don't mind revealing all this to you because I've got a bag full of niches that I've researched.

One method I use to find niches is to type in just a single keyword into the Overture tool and look at all the related keyword phrases. Those related keyword phrases are your niche markets.

If you're going to create a niche product, set up a Google campaign to survey the market to see the potential success. Once you're certain it's going to be successful, go to a bookstore like Barnes and Noble and look up a book or magazine about your niche. If there isn't a book about your niche then you really should look for another niche.

Look through the book to see what kind of content it contains. Now go to a freelance site such at <http://www.elance.com> and hire freelancers to write your ebook for you.

Then set up a one page website, hook it up to a payment processor such as Clickbank and then send some traffic to the site. This should take you no more than a month working part-time or two weeks working full-time.

Good luck!

Gary Huynh is an independent internet marketing consultant. He works full time researching and implementing new streams of profit for his existing business and for clients. View his Niche Marketing Power Zone at

<http://www.onesourcebiz.com/niche-marketing>

His book that shows you how to profit from resell rights can be viewed at: <http://www.resellmastercourse.com>

# The Most Important Marketing lesson in the World

By Chris Bloor © 2003 <http://www.succeedatmarketing.com>

The day I learned the most important marketing lesson in the world started off just like any other day...

I was driving on the freeway when the telephone rang.

*"You're the man that wrote the letter!"*

It was more of a statement than a question and the woman's voice on the end of the line was crying hysterically.

*"Well I'm a copywriter. I write heaps of letters. Which letter do you mean?"*

*To be honest, I thought someone must have died the way she was carrying on.*

*"The pen letter. You're the guy that wrote the pen letter!"*

She was still crying her eyes out so I asked her to slow down and explain what she meant and why she was calling me.

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**SIDEBAR:** A few days earlier I had written a simple letter about a pen that a client was using as a gift for his clients. It was just an ordinary pen. My brief was to take the ordinary and make it extra-ordinary.

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So I had written a simple letter along the lines of 'Five Things to Consider Whenever You Use This Pen...' We had printed these 5 things on a parchment scroll that went out with the pen.

The lady on the end of the line introduced herself (Mary) told me that she was a grandmother and that she had received the letter with the pen earlier that morning.

Then she told me what had happened.

One of the points in the letter was *“Use this pen to write a short note to someone you care about to tell them ‘I love you because... or I’m sorry. Please forgive me. (Many people consider saying sorry to be a sign of weakness, in reality it is one of the greatest character strengths anyone can ever possess)*

*“When I read those words – I thought of my son. You see, we had not spoken in over 5 years. I realized that I needed to apologize and so I called him. I have just gotten off the phone and he is on the way over **with a daughter-in-law that I have never met and grandchildren that I have never seen!**”*

***“I just wanted to say thank you for writing such a beautiful letter!”***

Now it was my turn to cry.

I pulled over into the emergency stopping lane and wept like a baby.

I learned that day that the most powerful marketing is that which comes from the heart.

It is something that my business partner, Conny Yvonne Torney and I hope that we never lose sight of.

That behind every email is a real living, breathing person with all their hopes hurts, frustrations, dreams and desires.

It is something that we focus on when writing our ezine, when creating a new product or conducting a seminar.

That far more important than any monetary results is the fact that with just a little bit of thought and extra effort we can reach out and touch people’s lives with the words that we speak and the copy that we write.

Chris Bloor is one of Australia's most sought-after direct response copywriters. He has written simple two and three page sales letters that have generated literally Millions of Dollars in extra sales. You can get 12 months worth of his paradigm- busting business advice 100% FREE Simply subscribe to his newsletter at <http://www.succeedatmarketing.com>

P.S. The rest of the 'Pen letter' is available as a download in the members section of his new website...

## **5 Powerful Ways to Drive Loads of Targeted Traffic To Your Website**

© 2004 By Jean Lam

If you are involved with marketing on the Internet, you'll realize that getting visitors to your web site is one of the major problems. To have any chance of success and making sales on the Internet, you need to drive massive traffic to your web site.

TRAFFIC = SALES

There are many ways to bring visitors to your web site. However, there are three main problems:

(1) Paying to get traffic to your web site is Costly!

(2) The traffic generating strategies that you are using may not be effective.

(3) The traffic generated is not 'targeted visitors' and as a result the sale conversion rate is very low.

Traffic is the key ingredient to succeed in your online business. But not every type of traffic is right. It must be targeted meaning people must have a specific interest in your website's theme or topic. There are many ways you can drive targeted traffic to your site and I've listed 5 among the most powerful ways and they are FREE.

### **1. Search Engines**

Search engines have always been popular for driving FREE targeted traffic. So it should not be ignored in any way. It does take time to get good search engine rankings but the long term rewards are worth it.

Building your link popularity has always been a fundamental aspect in attaining top search engine rankings. Google, the pioneer of link popularity and which generates about 35% of all searches made on the search engines, places a lot of importance on this, so you should work on it.

This involves contacting other webmasters for a possible link exchange partnership. All you have to do is locate websites that are related to yours but that are not in direct competition and contact the webmaster to swap links. Personalize if possible. It creates a better impression.

First and foremost, you need to build a link directory with a theme more or less related to your site. If your site is about "Web Hosting" - create several categories like Internet Marketing, Internet Business, Home Based Business, Web Design, Web Hosting, Search Engine Marketing, Webmaster Resources. You could also add a category called Miscellaneous in case you find link partners that you don't have a specific category.

You can do reciprocal link exchanges the manual way which takes more time or you can use a service called Linksmanager at <http://www.linksmanager.com> to manage your link activities and it gives you a FREE trial. After that, there is a monthly fee to use this service. But it does make your task easier.

A sample letter to request a link exchange can be:

First include an interesting subject line eg:

Subject: Our Partnership or Link Exchange Request

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Hi `[[firstname]]`,

My name is `[[firstname]]` `[[lastname]]` and I came across your nice website <http://www.domain.com> the other day. I am emailing you for a reciprocal link exchange.

For your convenience, I've already added your site info at <http://www.domain.com/web-hosting.htm>

I would appreciate if you can reciprocate back thus helping both of us link popularity which as you know is becoming increasingly important for good search engine rankings.

Please kindly reciprocate back. My site info is below:

Title - Alpha Web Hosting Services

Description - Provides affordable and quality web hosting

URL - <http://www.domain.com>

Notify me when you are done with my link and send me the url. Thanks for trading links.

Best Regards,

[[firstname]] [[lastname]]  
-----

Keep the letter short. Just mention the most important things. Be aware that not all webmasters will accept to trade links with you. This is normal and expected for various reasons. If you don't get any response in about two weeks to 1 month, remove the link. But before check out whether that site has really not reciprocated. Sometimes some do, but they don't tell you although you did specify in the letter to notify you.

Now go to the search engines like

<http://www.google.com>  
<http://www.yahoo.com>  
<http://www.msn.com>  
<http://www.altavista.com>

and type the keywords relevant to your business. And try to contact the webmasters appearing in the top 50 results or so. Check whether they have a links page. That's very important. If they don't, you'll just waste your time.

The Linksmanager service I mentioned earlier should ease your task for many things are automated.

## 2. Write Articles

Another effective way to promote your website is to write articles for ezine publishers and webmasters to use. If you write good content, your articles will be published and many readers who like your article will go on to visit your website.

Write articles related to your target audience and submit the articles to appropriate online publications. A nice ezine marketing software that

allows you to market your articles as well as your ezine itself is Ezine Announcer.

With it, you'll be able to blast your article to hundreds of ezine publishers automatically at a click. So you may get your article picked up by a few instantly. That's massive exposure if you consider an ezine publisher having thousands of subscribers.

Ezine Announcer can also submit your articles to 30 article directories and 12 article announcement lists automatically. And your ezine to 100 ezine directories and 70 ezine announcement lists.

At the end of the article, include your Web site URL in the bio and make it a condition for publication that the article appear with bio and business link.

The bio simply gives information what you and what you do plus a link to your site. This can generate many links and can also help promote future business.

A good eBook where I started learning about article writing is Ezine Writer at <http://www.zineguru.com/ewriter>

It's really an effective way to market on the Internet. And did I told you it's FREE. And the traffic is targeted in general.

The good thing about writing this type of content is that it establishes you as the expert and therefore increases the chances of people visiting your website and signing up for whatever you're offering. This builds your credibility and brand your name which is important on the Internet.

### 3. Joint Ventures

If done correctly, joint venture marketing is one of the most effective ways to promote a product or service. A Joint venture can take many forms but it's generally an agreement for some kind of partnership between one or more parties working together to their mutual benefit.

It can be an ad swap either classified, top sponsor or solo ad or article swap. These terms are used for doing joint ventures between ezine publishers. Or it can simply be a reciprocal link exchange.

Also, it allows you to leverage highly targeted lists or traffic with no risk. Joint ventures are excellent for new product or service announcements because they allow you to reach a wide customer base very quickly. The traffic is FREE and very targeted.

#### 4. Affiliate Programs

Affiliate programs are one of the most powerful ways to drive massive traffic to any website. You have a product and you recruit tons of affiliates to promote it for you. Imagine having an army of affiliates doing all the work for you and bringing you truckloads of traffic. This will skyrocket your sales.

But not only quantity counts but quality too. You can have a bunch of unproductive affiliates who can NEVER give you a single sale. On the other hand, just having a few very good affiliates also known as "Super Affiliates" is enough to give some good sales. The traffic is FREE and targeted in general.

#### 5. Opt-In Email Marketing

This is another very lucrative strategy for generating laser targeted traffic to your website instantly. Having a list of subscribers with whom you keep regular contact is one of the most valuable assets for any marketer. Your goal is to help them by providing them with valuable content and useful resources.

When you have new products, services or resources that you think will benefit your subscribers, let them know about it. Of course running and managing a newsletter without the appropriate tools can become a nightmare.

It's very effective. It takes care of adding your subscribers automatically in your online database, managing unsubscriptions and bounced emails automatically. There is also a nice feature which allows you to broadcast your newsletters on the server.

Also you can add sequential email messages in your autoresponder. Remember, automation is critical when building, running and managing a newsletter or ezine. You can try it for free but you won't get the

majority of the features I've pointed out. Only adding subscribers and providing sequential messages.

There are tons of other ways you can get traffic to your site. If you want to learn more about traffic generating techniques, check out <http://www.zineguru.com/traffic101>

Consider these 5 powerful ways to get targeted traffic and you'll drive loads of them to your website.

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Article above may be freely used as long as the author bylines below are included and left intact. The link must be made active if published on a web site.

Jean Lam is the author of the new eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google.

Click here to find out more: <http://www.top-google-ranking.com>

## **How to Secure Your Affiliate Commissions – by Patric Chan and David Zohar**

What you are about to read may be very important to you if you're making or want to start making money from affiliate commission.

Each day, you may be losing affiliate commissions when you refer visitors to buy other people's products. Example, the owner will tell you that they pay 50% commission if you refer anyone who buys their products. But, do they tell you how to secure your commission?

There are 3 ways you may lose your affiliate commission.

1. The visitors you refer (prospects) simply do not want to click your affiliate link for you to earn the commission.

Example, if your affiliate link is  
[www.abcproduct.com/cgix?/youraffiliateID](http://www.abcproduct.com/cgix?/youraffiliateID) , they'll just enter  
[www.abcproduct.com](http://www.abcproduct.com)

Why they do this? Ask them.

I have no idea about how these funny people think.

2. The prospects change your aff ID with their own aff ID to earn the commission for themselves. All they need to do is enter their ID to be  
[www.abcproduct.com/cgix?/myaffiliateID](http://www.abcproduct.com/cgix?/myaffiliateID)

3. The owner's affiliate tracking system suck s. :)

Actually, there is another way to lose it. If the visitors cleared their cookies, most of the affiliate tracking system will not be able to track your ID anymore. However, there are some sophisticated affiliate tracking software that will still be able to track it.

For option number 3, you cannot do anything. My suggestion is to stop promoting the product if the affiliate tracking system is not reliable.

But for option number 1 and 2, you can minimize your risk of losing the commission if you take certain preventative steps.

You can prevent losing affiliate commission by not revealing your affiliate ID.

Believe me or not, you'll be surprised there are many marketers out there who do not cloak their affiliate link.

Cloak it so that your aff url is not seen. Example, if you are promoting [www.abcproduct.com/cgix?/myaffiliateID](http://www.abcproduct.com/cgix?/myaffiliateID), use your own domain to cloak it to be [www.myowndomain.com/abcproduct.html](http://www.myowndomain.com/abcproduct.html)

If you do not have any own domain, you can cloak it by using a free service at [www.tinyurl.com](http://www.tinyurl.com)

Or, you can redirect url. If you buy a domain name, you can redirect it to any url you want as long as the service allow you to do so. Example, you can redirect [www.domainIbuy.com](http://www.domainIbuy.com) to [www.abcproduct.com/cgix?/myaffiliateID](http://www.abcproduct.com/cgix?/myaffiliateID)

Lastly, check with your web hosting. Some web hosting allow you to redirect a url for the domain name that is hosting it.

But, if the visitor is an unethical person, you'll still lose your affiliate commission.

I don't know whether I should reveal this dirty trick to you.

Ok, but keep it to yourself and don't use it! :)

Many websites reveal their affiliate sign up link at their salesletter page.

Example, at their salesletter, they might have a link that says:

- 1 Make Money
2. Join Affiliate
3. Affiliate Program
4. and so on

where the visitor can just click on the link and register as an affiliate for free.

So, no matter how smart you hide your affiliate url, all they need to do is to register as an affiliate themselves and use their own affiliate url to buy.

Some marketers do not allow their affiliates to buy their own product but if they use a 3rd party payment gateway like Clickbank, most likely it is not prevented. You can just change the hoplink in Clickbank and the commission will be yours.

By putting their affiliate sign up link at their salesletter page, they may not realize about how their affiliates are losing sales that rightfully belong to the affiliates.

I'm not saying all, some marketers do have a solution to protect their affiliates even they if they reveal the affiliate sign up page link.

I know that marketers have no intention of letting you lose your affiliate commission. lol

But sometimes, they are only relying on trust that this will never happen. Because, whether the commission is earned by you or the visitor, it makes no difference to the product owner on monetary wise.

However, if the owner offers a 2 tier aff commission, then I think it's ok to reveal the affiliate sign up link because when the prospect buys with their own aff link, you will still earn the 2nd tier commission.

The solution? (please note: That's my affiliate link below)

The owner of the product should only accept affiliates that have been a customer to the product. Logically, an affiliate should only be promoting a product that they have read or used and have benefited from it, right?

I find it really difficult for me to endorse a product that I have never use. It's like, can you recommend a good vacation spot to your friends if you have never been there before? Of course not. :)

With that said, I will end this email by recommending you a solution to stop losing affiliate commissions. use reliable cloaking software to hide your aff link.

All the best.

Warmest regards,

Patric Chan and David Zohar

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If you wish Patric to write killer web copy for your online business, click the link below for more details:

<http://www.mymarketingtactics.com/webcopy.html>

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David Zohar is the famous creator of Affiliate Cloner software. This software has helped hundreds (or maybe thousands!) of marketers from losing their deserved affiliate commission. Visit:

<http://www.affiliatecloner.com>

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## '21 Niche Profit Ideas' –

### How To Use The Power Of HOT 'In-Demand' Niches To **INSTANTLY** Get More New Business Than You Can Handle! by Dr.Mani Sivasubramanian

Everyone's talking about profiting from "Niche Marketing" - but no one's telling you exactly HOW to do it! Now you'll discover how to tap the incredible wealth lying hidden in hot, in-demand niches - in 21 different ways.

#### **Idea #1 - SELL AD SPACE**

When you build a website around a niche - a 'niche minisite' - you'll attract a very specific audience to it. Advertisers and marketers will pay a premium to place their ads in front of this viewership if it is targeted to their needs. Selling ad space - at much higher price than generic run-of-the-mill ad space - is a proven strategy to profit from niches.

#### **Idea #2 - POST PAY-PER-CLICK ADS**

Pay-per-Click (or PPC) ads are ones where you, the niche minisite owner, get paid whenever anyone clicks on them. By placing targeted PPC ads on your niche website, you'll find it easy to get enough clicks from visitors to make a tidy profit. Two new services make it easy for you to get started:

- Google AdSense - <http://www.Google.com/adsense/>
- SearchFeed - <http://www.SearchFeed.com>

#### **Idea #3 - SELL BOOKS, CDs & DVDs**

The Web is an information-centric medium. People reach your niche minisite in 'research mode'. And by directing them to resources offering more information, you can sell them many different products. Books, CDs, DVDs and videos are just some of the many information products you can sell to visitors - and earn a profit.

#### **Idea #4 - SELL PICTURES AND POSTERS**

If you build a niche minisite around a visually appealing theme, you could offer extra value to your visitors by providing links to places they can buy pictures or posters. Niche marketing attracts passionately enthusiastic prospects who want all they can find on a particular topic. Give it to them - and you've built a very lucrative business!

A great resource to find posters and pictures on a variety of topics is [AllPosters.com](http://AllPosters.com)

#### **Idea #5 - BUILD YOUR LIST**

You've heard it before - "The Power Is In Your LIST". Building your own in-house list of targeted prospects becomes incredibly effective when you apply intelligent niche marketing. Offer something of interest to your audience - an ebook, a set of tips, a collection of articles, an audio or video tape, a poster, book, anything at all. Promise to give them more of the same.

In return, ask them to share their contact details - email, phone number, address. Over time, you'll build a big list of prospects, all interested in the subject of your niche minisite.

#### **Idea #6 - GIVE AWAY SAMPLES OR TRIAL COPIES**

Niche minisites are a great way to 'trial market' a new product or service. You could offer your visitors a sample or review copies of your new release, in return for feedback, a testimonial, or any other service. It's an easy, inexpensive, low risk method to test your product's impact in the marketplace.

#### **Idea #7 - SELL YOUR OWN PRODUCT**

One of the highest profit systems for niche minisite marketing is to sell your own product or service through it. Build a niche website around your product, and offer it for sale to visitors. Or focus your niche minisite around a problem, mention how your product solves it... And then sell it to them!

### **Idea #8 - SELL A SERVICE**

Niche minisites designed around a theme can promote services - your own or someone else's. You could use a direct selling model, or a 'softer' approach where your site subtly highlights the benefits of ordering the service.

### **Idea #9 - SELL NEWSLETTER SUBSCRIPTIONS**

Can you create regularly updated content which your target audience perceives to be high value? Then you can sell newsletter subscriptions to your niche minisite visitors and profit from this content.

Has this whet your appetite for more niche minisite marketing ideas?

You can get the other 13 ideas by sending any email to [nicheideas@EzineMarketingCenter.com](mailto:nicheideas@EzineMarketingCenter.com)

All success,

**Dr.Mani Sivasubramanian**

*Build YOUR Niche Minisites NOW...*

<http://www.InstantNicheMinisites.com>

## **6 Steps To Success In Affiliate Marketing**

**by Richard Quek**

Affiliate programs are suitable for those who do not have their own product or service to promote. They can promote other people's products or services as Reseller or Affiliate. The commission income can be fairly substantial and there are many super affiliates that are earning six figure income on the internet promoting products and services for others.

Here are 6 Power Steps that will assist you in your Affiliate Marketing venture.

### **1. Choice of Company**

The company that you're going to represent must be established. It must be credible and have an excellent track record. Remember that you are going into a joint venture with them to promote their product or service. Here are other factors that you should take into account:

- (a) The company must have products or services that are unique, of value, and are in demand.
- (b) The company should provide excellent support, training and resources to assist you to promote their products or services.
- (c) There must be excellent tracking employed by the company to ensure that you will be credited for all your referrals. The tracking should credit you even when your prospects make a purchase months later.
- (d) The commission rate must be attractive. For ebooks, softwares and virtual products, an acceptable commission rate should be between 40% to 60%. Commission payments for physical products are normally lower, between 5% to 15%.
- (e) The company should pay commissions on at least 2 tiers. This will make it attractive for you to refer others to join you since you will be paid a percentage on their sales.

## 2. Cloak your referral links

There are many affiliates who lost their commission because their prospects 'change' the referral links. These affiliates took all the trouble to promote the products or services but the commissions due to them are 'hijacked' by the prospects because the prospects realized that these are referral links and therefore changed it to their own link with their own user name.

In order to avoid this from happening you should CLOAK your referral link. This will hide your referral link. There are various ways of doing this. Here are some ways:

- (a) Use a sub-domain name.
- (b) Use a tracking URL. You can get this from many companies that provide such services such as Ad-Alyzer, Adminder and Hyper

Tracker.

You can get a FREE tracking service from:

<http://resultstracker.net/t.php?id=2066>

- (c) Use a Free Service that shortens your 'long' URL.

<http://www.tinyurl.com>

- (d) There are many softwares available such as Affiliate Defender and Instant Affiliate Masker.

## 3. Test and Track your Promotions

It is important to test and track all of your Ads and promotional activities. You should be able to know the ROI(Return On Investments) on all you various campaigns. This will enable you to zero in on those that are productive and provide you with the highest ROI. You will avoid those that do not produce the expected results.

You could use the tracking services mentioned in step 2 above.

#### 4. Build an Opt-In List

Most affiliates send their prospects to the web sites of the company that they are promoting. They may end up making a few sales and receiving some commissions. However, that's all that they will receive. They have worked hard to convince the prospects but they have no further contact with these prospects. These prospects are now in the opt-in-list of the Affiliate companies that they are representing.

The smart thing to do is to capture the details of the prospects to build your own opt-in list before sending these prospects to the Affiliate company web site. There are 2 ways to do this:

(a) Set up you own web site and collect the email addresses and names of your prospects before sending them to the Affiliate company web site. You should create a web form to capture the email addresses and names. This can be done using HTML or if you are using an autoresponder, you'll normally be able to generate the web form with the autoresponder.

These web form can be set up on your web site or as a pop-up.

(b) Plug into the systems set up by various companies on the Internet. How it works is that you'll be provided with a 'special' URL to promote. When your prospects click on this URL, they will be directed to an 'emotional' flash presentation. At the end of the presentation, they will be required to fill in a short questionnaire. There are 2 benefits here. You'll be pre-qualifying your prospects and you will have a copy of the questionnaire that they filled it. This will make it easier for you to follow-up with them.

#### 5. Autoresponder

The autoresponder is the heart beat of any Internet business. It has been discovered that 71% of Internet sales are made after 7 contacts.

It is therefore important that you follow up with your prospects. This is why the use of autoresponder is crucial to your success.

## 6. Getting Traffic

There are many ways to generate traffic. Always keep in mind that the more targeted is your traffic, the better will be your conversion rate and the more will be your sales.

Here are a few ways that may be useful:

### (a) Search Engines

This will be appropriate if you are having your own web site. Concentrate on keywords that relate to the product or service you are marketing. Make sure that the keywords are 'targeted'.

Submit to only a few of the top search engines such as Yahoo, Google, Alta Vista, Netscape, Lycos, and All the Web

### (b) Pay Per Click

For those who are new, the pay-per click search engines will provide you with the necessary traffic. Just like with the search engines, the keywords need to be targeted.

<http://www.overture.com>  
<http://www.kanoodle.com>

Google Adwords is now gaining popularity and you may want to check it out. It works like the pay per click search engines.  
<https://adwords.google.com/select>

### (c) Ezine Ads

This is one of the best way to generate targeted traffic to your web site. The Solo Ad is the best way to advertise but it may cost you a bit. It is important to choose Ezines that relate to your product or service.

You can check out from Ezine directories:

Ezine Search - <http://www.ezinesearch.com>  
Ezine Seek - <http://www.ezine-universe.com>

#### (d) Viral Marketing

There are many viral marketing programs that you can join. The traffic may not be targeted but these are free traffic.

These are the 6 power steps that will assist you to have the cutting edge in Affiliate marketing. Following these steps will put you in the 5% categories of those Super Affiliates who are making 'BIG' money on the Internet.

Richard Quek is the author of 4 books, 'Cappuccino & Success', 'The Insider Secrets to Network Marketing', 'The Internet Money Machine' and 'Exposed!'. Visit his website at:

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Check out Richard's latest book, Exposed Traffic at

<http://www.exposedtraffic.com>

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