

# 33 Days to Online Profits



**“A 33 Day, Step-By-Step, Roadmap for Internet Success  
No Matter What Product or Service You Sell...  
100% Guaranteed!”**

**By Yanik Silver and Jim Edwards**

[www.33DaysToOnlineProfits.com](http://www.33DaysToOnlineProfits.com)

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## **Unadvertised Bonus**

**Enroll in a FREE “Coaching” Class from Yanik and Jim over the next 33 days!**

Because you purchased the “33 Days to Online Profits” Course, we’ve made a special arrangement to enroll you in our email “coaching” course -**FREE!**

- **Motivation!** We’ll prod you, push you and get you down the trail to making your online business success a reality.
- **Accountability!** We’ll keep you on track by keeping you focused and aware of what you should be doing.
- **Tips & Tricks!** We’ll give you the latest tips, tricks, tools and techniques for keeping your Internet business on the cutting edge.

**Click Here to sign up – it’s FREE!**

<http://www.bizpromo.com/33days/special/bonuscoach.html>

## About the Authors



### Yanik Silver

Just 28-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites...and he's only been online full time since February 2000! He believes almost everything people have been taught about making money online is completely wrong. His Internet success techniques only require a simple web site and you don't even need to know how to put up your own web page.

(In fact, Yanik still doesn't know HTML).

He is the author and publisher of several best-selling marketing books and tools including *"Instant Internet Profits"*, *"Million Dollar Emails"*, and *"Autoresponder Magic"*. Yanik specializes in creating powerful systems and resources for entrepreneurs to enhance their businesses.

When away from the office Yanik enjoys playing volleyball, ice hockey, skiing and working on his terrible golf game. His most important project right now is trying to convince his wife, Missy, to move to the beach so he can play beach volleyball all day!



### Jim Edwards

Jim Edwards is a dynamic and entertaining speaker who has developed, marketed and operated outrageously profitable online businesses for both himself and his clients worldwide since 1997.

Jim writes [TheNetReporter.com](http://TheNetReporter.com), a syndicated newspaper column helping "non-technical" people use the Internet for both fun and massive profits!

Jim is a frequent guest speaker nationally at conferences and seminars on such subjects as search engine and directory traffic generation, "shoestring online marketing" and more.

He is the author and co-creator of several highly successful e-books and "info-products", including: *"Selling Your Home Alone"*, *"The TEN Dirty Little Secrets of Mortgage Financing"*, *"How to Write and Publish Your Own Outrageously Profitable eBook... in as little as 7 Days"*, and *"The Search Engine & Directory Promotion – Basic Applications"* interactive CD-ROM tutorial.

Jim lives in Williamsburg, Virginia with his wife, Terri, two daughters and four dogs. He enjoys writing, walking, softball and listening to Frank Sinatra and Willie Nelson.

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## **Important – READ THIS FIRST!**

### **Why we wrote this ebook.**

We've been where you are right now!

You've got a burning desire to do something... to build something... to make something of your online business and your life... but you're also wondering what to do next.

You want to “make it” on the Internet – you just need somebody to show you how to make your online business a success! If somebody would just give you a roadmap you could follow it to your destination.

Let me tell you a short story...

When we got started there were very few resources to help us understand where and how to market and sell online.

Frankly, our educations cost tens-of-thousands of dollars in tools and mistakes.

Ours was a journey of trial and error... but your journey doesn't have to be that way!

You hold in your hands one of the most powerful online marketing courses ever put together – by two people who have been there and still do it every single day!

When we decided to write this ebook we were actually having a discussion about how frustrated we were with people that didn't know what they were doing claiming to be “experts” on Internet marketing. Their material was either unrealistic or they were obviously just rehashing information other people had published before them.

In that very moment we were inspired to reach out and help you make your online business an outrageous success!

In fact, we got so excited about the discussion we sat down where we were and spent the next several hours outlining this entire book! What follows this introduction is the result of that first meeting (and many more) not too long ago.

You are quite literally about to see the entire online success roadmap or “recipe book” laid out before you. This is the “real deal” with no sugar coating.

If you want to “make it” online this is exactly how you do it... no doubt about it!

### **A few assumptions about you**

1. You haven't spent your last dime to buy this ebook. You will need some money (though a lot less than a traditional business) to do, buy or accomplish some of the things we'll teach you in this course.
2. You must have a burning desire to make your online business a success. What we will show you, teach you, and prod you to do in this course is not complicated, but it will take consistent effort.

If you make a half-hearted attempt to complete the assignments then you will get half-hearted results.

**Take your TV time for the next 33 days and devote it to your online business...** the positive results will amaze you!

3. You have basic computer skills. You know how to email, surf the web, use a word processor and hopefully more. If you don't, then you will have to hire someone... just like any business hires people to do things if they can't do them "in-house".
4. **You are starting this course on a Monday.**

You can start the course any day of the week you wish... but to keep things moving along as fast as possible (you'll see as we go through it) we'll assume you have started the course on a Monday.

### **After these 33 Days**

After you have completed the "33 Days to Online Profits" course you will need to continue your marketing, promotion and customer service efforts.

Though the amount of time and effort you'll expend on your current project will decrease once you have built your business over the next 33 days, you will need to keep at it.

But we know once you taste success (financial and emotional), you'll want to devote as much time and energy as necessary to continue growing your business.

To your success!

**Yanik and Jim**

## **STOP! Did you remember to sign up for the FREE Email coaching class?**

If not – Click Here Now to get free tips and information to help you make it  
through the next 33 Days!

==> <http://www.bizpromo.com/33days/special/bonuscoach.html>

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## **Week 1 – Getting Online and Ready for Business**

### **Day 1 (Monday) - “Why are you going online” & Preliminary domain name selection**

#### **Lesson Objective:**

To determine your personal objective in creating an online business and to start thinking about which domain name(s) makes the most sense for your venture.

#### **Skills Needed:**

- Imagination
  - Basic Surfing
  - Basic Word Processing
- 

#### **Today’s Lesson:**

#### **Part 1 - Define “*why*” you want to launch and promote your business online.**

Motivational guru Tony Robbins teaches that the *reason* for doing something rates much stronger than the methods you use to get the job done.



If you have strong enough “why” to go online and create a successful business - then you will find the ways to get the job done.

Ask yourself - **Why do you want to create an online business?**

Do you want to create a stream of “passive” income – income that comes to you while you work, sleep, play in the yard or drive down the road?

Do you want to create a sense of security for yourself about where your next check will come from?

Do you want to supplement your income so you can afford some of the “finer things” in life instead of living paycheck to paycheck?

In his “Rich Dad, Poor Dad” series of books, Robert Kyosaki advises against anyone getting a part time job... he says you should always start a part time *business*.

Your own part time business can offer you many different tax, income and personal advantages.

We'll let you and your accountant decide the tax advantages for your particular business, but we do know that an online business rates as virtually the best type of small business to own.

Here's why:

- You can operate from virtually anywhere as long as you have a computer, phone line and a dial up Internet access account.
- You have the lowest startup and operating costs of virtually any business you could run.
- You can start with almost nothing and work your way up to a business that generates \$ thousands \$ in revenue within a relatively short period of time.

So I'll ask you again - **Why do you want to go online?**

What does going online and making a “success” of it mean to you?

STOP! Take a moment right now and close your eyes... and for once don't just pass over an exercise like this lightly! Actually do the exercise I'm about to describe!

Close your eyes and visualize what having a successful online business means to you.

See yourself making sales every single day and having customers gladly send you their money in exchange for your products, information or services.

Feel the great and relaxed feelings of having extra money in your bank account.

This visualization exercise will help you formulate a solid, worthy, personal goal and keep you motivated and focused through the 33-day process.

**✓ Now – write out one primary goal you want to accomplish by sticking to this plan for the next 33 days and really going for it!**

Take that goal and write it on a 3 x 5 card and put it where you will see it when you wake up in the morning and before you go to sleep each night.

If you really want to burn this goal into your subconscious mind *you should read it aloud once each morning and evening.*

By the way, this is not some “corny” technique we dreamed up -- this is one of the key techniques Napoleon Hill teaches in “Think and Grow Rich”, the classic success book on how to turn your thoughts into riches.

All of the techniques we teach in the rest of this program will have MAXIMUM impact if you know exactly why you want to take the necessary actions each and every day.

So do you have your goal clearly stated and written down? GOOD!

Let's move on to part 2 of today's lesson...

### **Part 2 – Analyzing “Keywords” to make your domain name selection**

Your domain name represents one of the most important decisions you have to make in going online.

Even if you only plan to promote someone else's affiliate link... you must have your own domain name (and tomorrow we'll talk about website hosting for that domain) so you have an “address” to use in promoting your product, service or information.

Your domain name is made up of a combination of words and or numbers. It serves several purposes:

1. It is the “address” people use to find you online...
2. It helps create your identity online...
3. It helps the search engines determine how “relevant” your site is to a particular keyword search.

Now, I know the next question on your mind right now is, “What about all these domain names ending in .tv, .biz, .info and other names?

Should I get one of those?”

In a word - NO!

Don’t go with one of these domain names with a weird extension on the end. You want a good old .com (pronounced dot-com) domain name.

Why?

2 Reasons:

1. The search engines give better treatment to .com domain names.
2. The buying public gives more respect to a .com domain name.

Hey! When you think of a domain name or web address, what do you think of?

A name ending in “.com” of course!

So put it out of your head right now that you will get anything other than a .com domain name.

Now, before you go off and start looking for one word domain names – which probably have all been taken – you must find out the most popular “keywords” your potential audience will look for and then you must craft those particular words into a domain name.

Having a domain name rich in keywords is critical for success online -- especially with the search engines.

We will now look at a couple of tools you can use to determine which keywords rate the most popular for your target audience.

NOTE: From time to time these two links may go down, change or become unavailable. That's the nature of the Internet. We have used our best efforts to keep the information up to date... but it can change literally in an instant.

If either link goes down, wait a while and try back later.

**NOTE: You will need an active Internet connection to use these two tools as well as other links in the book.**

You can do some truly amazing keyword research with the following links.

These tools allow you to see actual search terms people type in and will also suggest related words they use.

Pay particular attention to the Keyword Tool #2 which takes you to a special link on GoTo.com (a pay-per-click search engine) where you can see actual counts of how many times people searched for a particular phrase last month on GoTo. This will really help you compare the popularity of various keyword phrases.

Click here =====> [Keyword Tool #1 \(www.JimTools.com\)](http://www.JimTools.com)

Click here =====> [Keyword Tool #2 \(www.GoTo.com\)](http://www.GoTo.com)

Go to each of these tools and put in the most popular keyword phrase you think people would use to search for what you sell.

NOTE: The link for the GoTo keyword tool is currently located at <http://inventory.goto.com/d/searchinventory/suggestion/>, though this may change.

**One way to always have access to this tool is to sign up with GoTo.com to deliver traffic to your site... a technique we discuss in a few days.**

Once you enter what you think is the most popular keyword phrase, each of these sites will return a list of related words and phrases people have searched for.

Of the two tools, GoTo's rates far superior because it gives actual traffic counts on various keyword searches for the previous month. This allows you to see -- without a doubt and without guessing -- which terms rank most popular.

- ☒ Research which keyword combinations are most popular, then copy and paste the 50 most popular keywords into your word processor and **rank them in order of popularity**. (Most popular first.)
- ☒ Pick the top 3 to 5 keywords and combine them to make at least 5 different domain names that would incorporate those keywords.

Here's an example:

Let's say we're selling an ebook about selling antique cars and parts through car shows. Our keyword research might look like this:

My first search was for "antique cars"

GoTo returned these results:

16806 antique car  
1578 antique car for sale  
1565 antique car part  
871 antique car price  
699 antique car show  
647 antique car values  
370 antique car sale  
307 antique car insurance  
303 antique classic car for sale  
283 antique toy car  
272 antique pedal car  
215 antique and classic car for sale

I would initially have these domains in the back of my mind – BUT I wouldn't go buy any domains until I went through Step 3 of today's lesson... so put your credit card away for now :-)

1. antiquecarsale.com
2. antiquecarpartssale.com
3. antiquecarsalevalues.com
4. antiquecarsaleshowvalues.com

5. antiquecarpartvalueprices.com

The actual domain name I chose would depend on what EXACTLY I was doing with these antique cars.

Selling them? Restoring them? Selling parts? Etc.

**NOTE:** It helps if you keep all of this information in a word processing file so you can simply copy and paste to and from the document as you go along.

Set that list aside for now... we'll come back to it a little later.

### **Part 3 – How Yahoo and Dmoz (the Open Directory) affect your domain name choice**

Yahoo and Dmoz are the two most important directories where people go to search for information on just about any subject you can imagine.

These directories classify sites according to categories – much the same way the yellow pages lists similar businesses together.

Yahoo currently ranks as the most popular search vehicle in the world.

Many people estimate that 40% of all search traffic online goes through Yahoo and, in short, good placement in Yahoo is one of your keys for success.

What does this have to do with your domain name?

#### **The name of your business dictates how and where you get listed in a directory category.**

If you want to come up high (first) in the category listings then you need to name your business correctly.

Here's a summary of how the ranking system works:

1. Names beginning with punctuation marks and symbols come before numbers
2. Numbers come before letters

### 3. Letters show in alphabetical order

If you want to show up at the top of a category, your name probably better start with a number or the letter “A”.

Now, go to Yahoo and Dmoz and pick the category you want to show up in when someone does a search.

You do this simply by logging onto both sites, doing a search for your most popular keyword phrase and then choose the most appropriate category that comes up on the first page of the search results.

If at all possible, you want to get into the first category that appears when you search for your most popular keyword phrase.

Next, click on the category link to see what type of name you’ll need in order to come up at or near the top.

Does your name need to start with a number?

Does it need to start with the letter “a”?

Do you need to try to get a punctuation mark in your name like “!” or “#”?

Let’s keep going with the “antique car” example.

When I search for “antique cars” on Yahoo the first relevant category that shows up is:

Business and Economy > Shopping and Services > Automotive > Classifieds > [Classic Cars](#)

When I clicked that directory link these links appeared at the top of the alphabetical listings.

- [1 in a Million Cars](#) - designed to help people locate rare and collectible classic cars from around the world.
- [All British Cars 4 Sale](#)
- [Antique Auto](#) - devoted to antique autos, parts and supplies and services.
- [Antique Autos Online](#) - a marketplace for antique/classic cars, trucks and parts.
- [Auto Classics](#)
- [AutoX](#) - searchable databases of classic sports cars, restoration service providers, part suppliers and specialty car dealers.
- [Bad Boyz Toyzz](#) - liquidators and locators of classic cars and custom built

motorcycles. Specializing in street rods, original and restored antique collectors cars, and replicas.

In order to come up near the top of this category I would simply name my site and my business something like:

- 1StopAntiqueCarSale.com
- 1SourceAntiqueCarShowSale.com
- 1StopAntiqueCarShowandSale.com

Any of these names would put me toward the top of the list... which gives me a much better chance of getting found and clicked once a visitor shows up to the category page.

So now – based on what you see in YOUR category – what domain name do you think would put you at the top of the list?

- ☒ Write out at least **5 domain names** and put them in your word processing document as possible names to register.
- ☒ Repeat the above steps of searching for your most popular keyword phrase and clicking the first category with the Open Directory ([www.dmoz.com](http://www.dmoz.com)).

**NOTE: At this point you should now have a word processing document with:**

- at least 50 keywords ranked in order of popularity
- your Yahoo category
- your Dmoz category
- 5 domain names that would put you at or near the top of both categories

### Summary of Today's Assignments:

1. Write out your personal objective for going online with your own business venture – *your personal and compelling “why”!*
2. Type this “why” up and post it where you will see it every morning when you wake up and every evening before you go to bed.



3. Research your keyword phrases and make a list of the TOP 50 most popular. Rank them in order of popularity.
4. Go to Yahoo and Dmoz and pick out the best category for your business in each one.
5. Write down at least 5 domain names that would get you at or near the top of each of those categories.
6. Record all of this information in a word processing document so you can access it easily.
7. **Wait until tomorrow to register your domain name** because there is one more piece of information you need in order to register it correctly.

We have two feature articles for you today:

- The first will help you evaluate your current Internet skills...
- The second will help you avoid one of the most common pitfalls many new online business owners encounter.

## **Feature Article 1 - Are you “E” Literate?**

With so much happening at lightning speed with the Internet, e-mail, e-commerce, and electronic information in general, a sense of “falling behind” has overtaken many people.

Though an integral part of our society, the sheer magnitude of all this new information technology has many people feeling overwhelmed, frustrated and ready to give up.

It’s a fact the majority of people don’t know what it takes to survive and thrive in the “e-world” of the new millennium.

The first step to “making it” in the electronic age: Become totally familiar with the basic tools and information distribution equipment of the times.

Step two towards becoming an Electronically Literate Person (ELP) means accepting that the e-world landscape will continue to change at a rapid pace and whining about it won’t help.

The final step in attaining ELP status revolves around obtaining certain basic skills which enable you to flourish on this ever-changing electronic landscape.

ELP’s concern themselves with four areas in gauging their level of literacy and proficiency in the world of “e”.

**All ELP’s possess the following skills:**

### **Personal Computer skills-**

1. Use a computer keyboard and mouse
2. Install and upgrade software
3. Maintain and update anti-virus software
4. Familiarity with scanners, digital cameras, printers, speakers, and cd-rom’s
5. Save documents, pictures and other data files to disk or writeable cd-rom
6. Creating basic documents in a word processor and html editor such as Front Page

**Internet Skills-**

1. Basic surfing and navigation using a web browser
2. Use Search engines and proper search techniques
3. Download programs, pictures, and other files
4. Print web pages
5. Upload html pages to the Internet using ftp

**E-mail skills-**

1. Compose, send, receive, organize, save, and print e-mail messages
2. Send, receive, and open attachments safely
3. Set up and maintain an e-mail program
4. Manage contacts in the address book

**Keep up with changes-**

1. Read about new tools and applications
2. Learn new skills, take classes
3. Use and improve skills daily

How do you rate as an ELP?

These represent the basic skills anyone who wants to succeed in business, let alone start an online business, must possess.

Source: [www.thenetreporter.com](http://www.thenetreporter.com)

## **Feature Article #2 – Beware the Online “Bizz-Op”**

Anyone with a lick of entrepreneurial spirit and a brand new home computer has wondered at least once how to put both to work on the Internet making money.

The online world beckons more than ever with the promise of instant riches for the next “million-dollar” idea.

For those who can’t think up their own product or service to sell online, thousands of business opportunities tout themselves as the path to online riches.

To cash in and get your piece of the pie, they explain, all any self-motivated, self-starter needs to do is hand over a couple of hundred dollars and they will instantly find themselves in a “proven, turn-key” business on the World Wide Web.

Many online business opportunity sellers, “bizz-oppers” for short, fail to mention that the real money for them lies in getting people to sign up for the opportunity itself.

These bizz-oppers have multiplied like fleas on a stray dog, and can open and close shop online faster than a con man with a card table at the local swap meet.

Though many online opportunities seem legitimate, many represent little more than ideas -- which *might* work if you devoted every waking moment to working them.

If you want to use your computer to make money from home, asking the following questions should help you actually choose a business opportunity with a fighting chance of success.

Though some of these questions may seem a bit abrasive, we’re tired of seeing people get ripped off.

### **1. What is the business’s target audience?**

Realistically, how many people can and will actually buy the product or service?

### **2. Why do they need you? Why don’t they just do it themselves and keep all the money?** (This usually exposes businesses only interested in signing people up.)

### **3. Is there a sign-up fee? If so, what does the fee buy you?**

- Technical support?

- Marketing materials?
- A website address?

**4. If the business involves using their website, can you modify the site or is it static?**

You won't benefit much from a site that looks like a thousand others if you plan on using the search engines to promote it. Most of these sites are templates that rarely contain even the minimum elements to make it appealing to the search engines.

**5. How do they track your customers as opposed to another affiliate or distributor?**

Sites that use cookies to track visitors and commissions only work as long as the customer retains the cookie on their computer.

**6. Will the company solicit your customer for other products and services?**

If so, will they pay you a commission on additional purchases?

Not doing so isn't necessarily bad... since most affiliate programs work this way.

But if you have to pay hundreds of dollars to sign up for an "opportunity" and the company still owns the customers (who you found) and will make thousands of dollars from them on the back end while leaving you out in the cold... go find another opportunity!

Use common sense when investing in an online business opportunity.

Don't come across with any money until you've had a chance to talk with at least ten people who have bought into the opportunity, as well as ten people who were unhappy with it and quit.

If the opportunity promoters won't give you names of both happy *and* unhappy clients you need to keep looking.

**Source:** [www.thenetreporter.com](http://www.thenetreporter.com)

## Today's Resources:

### Domain Registration Services

**Low Cost Domain Names** – offers domain name services at low cost with some added extras. <http://www.qksrv.net/click-943734-534405>

**Register Domains** - offers domain name registration. <http://www.register.com/>

**Domains Bot** - Search for live expired, expiring soon and “on hold” domains. <http://hop.clickbank.net/?bizpromo/domainsbot>

Yahoo! lists just about every place under the sun to register a domain name! [Click here](#) to go directly to the proper category on Yahoo!

## **Day 2 (Tuesday) - Physically setting up shop online.**

### **Lesson Objective:**

To set up the necessary physical elements for operating a profitable online business.

### **Skills Needed:**

- Basic Surfing
  - Basic Email
  - Basic HTML
  - Basic FTP
  - Basic Word Processing
- 

### **Today's Lesson:**

**NOTE: We have a *very* busy day ahead of us -- so let's not waste any time.**

In today's lesson you will:

- Register your domain name.
- Set up a hosting account for your website.
  - Make sure you have a website statistics program set up so you can measure your traffic and other "critical numbers".
- Purchase an "Auto-responder" automatic email follow-up tool .
- Sign up for a credit card merchant account or find an alternative means to accept online credit card payments from customers.
- Unless you will sell only one or two items delivered electronically, you will need a shopping cart.
- Finally, you will need to set up an affiliate program so you can solicit other website owners to sell your product or service in exchange for a commission.

## Part 1 – Registering Your Domain Name

Registering a domain name has gotten very easy over the last few years.

When I bought my first domain about 4 years ago, it cost \$70 to register a domain and most hosting services tacked another \$25 to \$50 on top of that!

The process of registering a domain is simply a matter of knowing the name you want to register (remember all the research we did yesterday), filling out an online form and paying with your credit card.

In fact, most hosting services now make it even easier by allowing you to register your domain name as part of the hosting sign up process.

You register your domain name with a “registrar” who then keeps your record so when people type in your domain name they find your site.

You typically buy your registration for 1-10 years depending on the registrar and how much you want to pay up front for the domain.

**One CRITICAL note about your domain name** – remember yesterday when we looked at Yahoo and saw they list their sites by the company name?

Well one of the ways that Yahoo checks to see if that *really* is your company name (you didn’t really expect they would just believe your business started with an “!” symbol did you?) is by going to the registrar of your domain name to see who has registered it – typically called the “registrar”.

Example: Let’s keep going with the antique cars.

I decided to name my domain and my business 1StopAntiqueCarSales.com.

When I register that domain I will put 1Stop Antique Car Sales as the name of the business in the registrant section of the domain sign up.


That way, if the Yahoo category editor does check the domain name registrar, they will see that **the name of the business matches the domain name**.

Yahoo explains all of this to you and I highly suggest you click here for more information: <http://docs.yahoo.com/info/suggest/>

So now it’s time to register your domain name.



Here are some domain name registrars we know provide reliable service at a fair price.

 Sign up for your domain name now.

### Domain Registration Services

**Low Cost Domain Names** – offers domain name services at low cost with some added extras. <http://www.qksrv.net/click-943734-534405>

**Register Domains** - offers domain name registration. <http://www.register.com/>

**Domains Bot** - Search for live expired, expiring soon and “on hold” domains. <http://hop.clickbank.net/?bizpromo/domainsbot>

## Part 2 – Setting up a web hosting service

When I launched my first website way back in the “dark ages” of 1997 I was paying almost \$150 a month in hosting and data transfer charges.

That’s right – a hundred and fifty bucks a month!

My web host watched how many files I uploaded like a hawk and took fiendish glee in sending me large invoices every single month.

Fortunately all that has changed for the better!

Many hosting services don’t charge “an arm and a leg” for hosting your site.

You can host your site for \$10-50 per month depending on how much space you need and how much bandwidth (data transfer) you plan to use.

Here are some important things to consider when you evaluate any hosting service:

### Server space

You will need enough server space to host your site. Most basic websites only need about one to two megabytes of web space for the entire site.

However, make sure you get at least 5 megabytes of space so you can expand without worry.

### **Bandwidth**

Bandwidth is the amount of data transfer you get with the account.

Most hosting services now talk in terms of “gigabytes”. A gigabyte is 1000 megabytes of data transfer.

Here’s what this means in real people terms:

Bandwidth is the amount of data transferred to visitors as they view your web site.

Your web hosting service includes a certain amount of data traffic with your package, and fact is most web sites use far less than the allotted amount.

For example, let’s say you have a web page 40 kilobytes in size (including graphics) going over the net.

Your hosting account allows you a 4000 MB (4 gigabyte).

This allowance equates to about 100,000 visitors downloading that particular page!!

This sounds like a lot – but let’s take it one step further.

Most hosting services have in their fine print a restriction on how much bandwidth you can use at any time.

Let’s say you have an ebook that is 500kb in size and 10 people tried to download it at the same time... that would most likely cause a “bargain” hosting company’s server to “throttle” your bandwidth.

This means your service will slow way down during that peak usage period.

The moral of the story – a “bargain” doesn’t always mean a bargain.

If you plan to sell a lot of ebooks or other electronic products, make sure the hosting company you hire can handle the load and is flexible enough not to shut you down right in the middle of a peak usage period.

### **CGI scripts**

The hosting company you hire must let you run cgi or perl scripts on your account. Most do, but make sure before you sign up.

Cgi scripts run many of the interactive elements on your website, including: contact forms, affiliate programs, shopping carts, click tracking, and more.

#### **Website “stats”**

Many hosting services provide you with a website statistics (stats) program. Make it provides you with the following information:

- Unique Visitors – how many individual people have come to your website within a specific period of time.
- Referrers – where do your website visitors come from? If they come from a search engine, what keywords are they using to find your site? Any worthwhile stats program includes this information.
- Page views – total page views gives you snapshot of the overall activity on your website.

One note about “hits” – the term “hits” gets thrown around pretty loosely online and nobody knows exactly what it means.

“My website gets a lot of hits.” is about the most useless statement you could make!

Hits can entail everything from page views to individual files loading on your site. One page could be responsible for 10 “hits”!

Your main concern in monitoring your website stats is how many unique visitors are coming to your site. In other words - How many people are showing up who can buy from you!

 **Sign up for your hosting account now!**

#### **“Bargain” Hosting: Under \$10 a month**

**Your Site** - Offers a comprehensive hosting service for **\$5 a month.**

<http://www.qksrv.net/click-943734-5596659>

**Host Save** – Offers affordable domain hosting from **\$6.95 a month.**


<http://click.linksynergy.com/fs-bin/click?id=8ALYd2UISYQ&offerid=29348.10000009&type=3&subid=0>

## More “Robust” Hosting: \$10 – 25 a month

**Digital 360** – Offers a high quality, high speed hosting service at a special discount (over \$100 off) to “33 Days to Online Profits” subscribers.  
<http://www.1shoppingcart.com/app/aftrack.asp?afid=20809>

**Precision Web** – Offers comprehensive hosting services from \$15-25 a month.  
<http://www.qksrv.net/click-943734-5591977>

If your hosting service doesn’t provide you with a good stats program then you will need to set one up.

 Here are some options for setting up a stats program on your website.

**Web Trends Live** - Very comprehensive website stats program – monthly fee.  
<http://www.webtrends-live.com/>

**Website Reporter** – Comprehensive site-wide statistics program you purchase for one time cost and have installed in your cgi bin.  
<http://www.cgiadmin.com/cgi-bin/comcart/redeem.pl?aff=coms131>

**Serve U Stats** – basic online stats service – free! <http://servustats.com/>

With the advent of really inexpensive and reliable web hosting nobody has a valid excuse for not getting their own website to promote their product, ebook or business.

## Part 3 – Selecting and using an Autoresponder automatic follow up tool

### What The Heck is an Email Autoresponder?

Email autoresponders work like a fax-on-demand system.

Maybe you’ve seen the systems where you call from your fax machine and dial a certain code and you’ll get back a document in your fax machine?

Well, an email autoresponder works the same way.

If you send an email to an autoresponder address you’ll get back a prewritten message.

### Using A Sequential Email Autoresponder in your business

Until just recently, you could only do a one-time autoresponder with one message coming back.

But now you can set up a whole sequence of autoresponder messages going out on any day you choose.

For example:

- Message #1 might go out immediately
- Message #2 goes out 2 days later
- Message #3 goes out on day 5
- Day 8 comes another message, etc, etc.

Do you see the real beauty of this whole thing yet?

The best part about it - everything gets done automatically for you because it's triggered when a prospect submits their email address.

So that means you can simply set up your system once and it keeps working over and over again like a tireless money-making robot making sure no prospect ever slips through the cracks.

Because the vast majority of your customers WILL NOT buy on the first visit to your site, it's critical that you have an automated way to follow up with them several times to entice them back to your site to make a purchase.

Sequential autoresponders give you that \*automated\* follow up without the tedious headache of having to do it yourself manually.

Tom Kulzer of smart autoresponder provider AWeber Systems once wrote:  
"Consistent follow-up gets results."

### **“Turbo-charge” your autoresponder with these “TOP 5” Tips:**

1. Make “time sensitive” offers in your email follow up. Get your prospects to feel a sense of urgency that “this offer won’t last forever”.

2. Reinforce that urgency with your follow up mailings. One technique is to have a “countdown” of days remaining as each email arrives.
3. Build extra incentives into each follow up mailing until the prospect just “can’t take it anymore” and has to buy from you. These “Bonuses” or incentives could include:
  - a. Free Reports
  - b. Free ebooks
  - c. Freeware programs
  - d. Mini-Courses delivered via email
4. When using bonuses – don’t forget to remove clients from that particular autoresponder follow up as they become a client! You want to avoid any confusion or extra, unnecessary emails to that new client.
5. Include a “survey” as part of your autoresponder sequence. Use feedback from your subscribers to help make your autoresponder results even better.
  - a. What do they like about your autoresponder?
  - b. What do they hate about it?
  - c. What other information do they want?

### **Suggestions for Putting Your Autoresponder To Work**

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

1. Follow up with prospects who download an excerpt from your product or sign-up for a trial service.
  - Encourage them to come back to your site for more information or to make their first (or repeat) purchase.
2. Multi-part training courses.
  - Teach people about a single part of the overall “picture” you are trying to sell them. Demonstrate your knowledge by giving them something of value and you will get value in return (their money).

A good example is giving away the first chapter of your ebook free to entice people to buy the whole thing.

This technique is actually a universal principal - **Tell people what they *need* to do and then sell them *how* to do it.**

3. Persuading hesitant prospects to become ecstatic buyers.
  - Gently remind visitors why they came to your site in the first place and then give them reasons to return
4. Deliver special reports that prove your company's worth.
  - You already probably have (or can gain access to) information or articles that would make an excellent "Special Report" that proves you are an expert in your field.
5. Provide an "evergreen" newsletter to prospects to maintain contact.
  - Take elements of your business that never change and turn them into a timeless newsletter. This means you teach people principles that never go out of date or style.
6. Automatically follow-up with buyers to sell them even more and make sure they stay happy!
  - It's much easier to sell an existing customer than it is to find a new one! Don't make the mistake of letting a one-time customer stay a one-time customer. Follow up with your buyers to make sure they have what they need and always look for new products you can sell them based on their interests.

**Just think about how nice it will be to automatically and consistently follow up with customers to increase sales!**

Here is a list of autoresponders we feel comfortable recommending to you.

- ☒ Research these companies and sign up for your own sequential autoresponder system today.

**Get Response – Highly Recommended!** This is the system we use (along with a lot of other top online marketers). Lots of great features, easy to use, reliable – what else can you say? This is a great tool that will help you make money!

<http://www.getresponse.com/index/14388>

**A Weber** – Another **very reliable** autoresponder system used by many of the web's top marketers. <http://www.aweber.com/?871>

**Auto Response Plus** – A **stand alone autoresponder system** that eliminates the need to pay monthly fees (other than website hosting). Does require some professional help to set up on your hosting service but may be worth a serious look.

<http://www.autoresponseplus.com/link.php?a=bizpromo>

**Marketer's Choice** – Fully integrated system of shopping cart, autoresponder, ad tracker, credit card processor and more! **30-Day free trial.**

<http://www.netofficetoolbox.com>

## Part 4 – Merchant Accounts

A merchant account can represent one of the largest expenses in setting up your online business.

But you can accept credit cards online without “breaking the bank”.

Since over 90% of all transactions on the Internet involve using a credit card, your business will ultimately fail if you don't allow your online customers to use “plastic”.

The problem for most small businesses and “micro-preneurs” involves the (sometimes) high cost of setting up and maintaining a credit card merchant account.

Fortunately, a few companies have responded to this problem with unique solutions enabling online merchants to accept credit cards without going broke in the process.

One in particular may be of special interest if you are selling information products such as ebooks or software your customers download directly from the Internet...

**ClickBank** - <http://zzz.clickbank.net/r/?bizpromo>



For a \$50 one-time fee ClickBank enables online ebook, software and other electronically delivered product and service sellers to not only accept credit cards, but provide instant delivery as well.

**ClickBank** allows any merchant to accept virtually every major credit card in the world.

The online merchant simply adds a purchase link to their site, the customer clicks the link, fills in their payment information and the credit card gets authorized on the spot.

Once the card gets approved, ClickBank redirects the buyer to a page on the merchant's site that enables them to download the ebook, software, or other product they have just purchased.

The buyer gets an email receipt from ClickBank with the details of the transaction.

The seller also gets an email from **ClickBank** letting them know a transaction has taken place along with the buyer's name, email address, state, and country.

ClickBank mails checks every two weeks for sales made through your account, minus a \$1 fee and 7.5% of each transaction.

ClickBank also charges a \$2.50 fee for each check they send out, but sellers can pick the minimum amount they want to make before a check gets issued.

ClickBank also makes it easy to recruit and pay others to help sell your products through your own affiliate program.

ClickBank provides the **tools** (<http://zzz.clickbank.net/r/?bizpromo>) for setting up affiliate links, tracking sales and takes care of paying your affiliates every two weeks.

Overall ClickBank represents an excellent alternative for anyone who wants to test their hand at selling online information without spending hundreds of dollars on credit card processing for a product that may or may not sell.

ClickBank does, however, have some drawbacks:

1. They take a relatively hefty chunk out of your pocket compared to more traditional credit card merchant accounts.
2. You have to wait about a month to get paid on your transactions because of the way their accounting system is set up.

3. You cannot sell anything but electronic products and services – no physically delivered products allowed.
4. The ClickBank system is “bare-bones” -- with no built-in autoresponders or follow-up mechanisms of any kind. You get the purchaser’s name and email address and that’s about all.

If you will sell anything other than electronic products or services, or if you want something more robust than the **ClickBank** system, then you’ll need to get a more traditional merchant account.

Here are some things to consider when looking at a merchant account and comparing providers.

- Do they allow Internet sales? Many credit card processors still don’t allow merchants to process Internet sales -- so you’re wasting your time trying to sign up with them.
- How much do they charge up front in application fees? Many companies reselling credit card services charge outrageous application fees -- so make sure you compare costs!
- What monthly minimum charges apply? Whether you sell anything or not the processing company will charge you a monthly fee.
- How long must you commit to their service? Some services make you sign up for 3 or 4 years.
- Do you have to buy any equipment? Equipment is another profit center for credit card processing companies, especially the ones that make you lease software programs or “terminals” for \$50 a month.
- Do you get a “virtual terminal” where you can manually process transactions you get over the phone or through the mail? You don’t want to have to buy expensive equipment used to “swipe” cards.,
- How much do they charge as a “real-time” gateway fee?
  - NOTE: A real-time gateway allows you to tie your credit card processing in with your delivery system / shopping cart.
  - This enables you to process people’s credit cards in “real-time” online... without you having to input the numbers or swipe a card through a machine.

- Also, you must make sure that the credit card processor you choose works with the delivery system / shopping cart you choose.

Here's a list of Merchant Account Providers you should check out. Many of them offer additional services that can save you a lot of time and money.

 **Check out these credit card processing companies now to compare services and pricing.**

**ClickBank** – very good service for those just starting out selling information and electronic products online. <http://zzz.clickbank.net/r/?bizpromo>

**Take Credit Cards Online** – Excellent credit card processing service used by many of today's top online marketers.  
<http://www.takecreditcardsonline.com/default.asp?ID=100167>

**Electronic Transfer** – Internet-friendly credit card processing company. Can help even if you have been declined elsewhere. <http://www.qksrv.net/click-943734-12876>

**Marketer's Choice Credit Cards** – Integrates real time credit card processing and shopping cart along with many additional features.  
<http://www.1shoppingcart.com/app/aftrack.asp?afid=20813>

## Part 5 – Setting up a shopping cart

Setting up shop on the Internet involves more than slapping together a website and submitting your pages to the search engines.

Statistics tell us that over half of all cyber-shoppers never complete the purchase cycle started in online shopping carts.

The shopping cart that displays your wares in cyberspace can mean the difference between success and failure as consumers take that leap of faith and submit their credit card information over the web.

All shopping cart software should enable consumers to select items and send payment information over the Internet; however, individual cart packages vary significantly between providers.

Some shopping carts require the merchant to obtain their own secure server, while others allow the shop owner to fill out a form through their web browser, upload product pictures, and set up a functional store in a matter of minutes.

Shopping cart solutions range from software packages costing thousands of dollars in up-front and monthly charges to free online carts that capture credit card payments and even send e-mail notification each time a new order arrives.

For most new merchants, credit card payment and processing create the most confusion regarding shopping carts.

Processing orders online not only requires a secure shopping cart, but a merchant account with a bank or credit card processing company as well.

The secure shopping cart enables the shop owner to *accept payment information* for goods and services purchased online while the merchant account and real time payment gateway enables them to actually *process* the customers' payment.

Beyond the basic "secure-server" and "check out" features, many shopping carts provide other services, including:

- payment processing
- sophisticated accounting and financial reporting
- customer tracking
- order tracking
- inventory control
- and much more!

Surprisingly, any business with less than a dozen items for sale will find a number of low-cost shopping carts (some with very sophisticated capabilities) available on the web.

Unless you plan to take a course in website programming, a shopping cart created and maintained through a web browser-based interface represents the best solution for the vast majority for businesses large or small.

By logging onto the Internet, you can set up a store, download orders, and perform many accounting and reporting functions right in the web browser.

Any carts requiring significant programming, software installation and extensive HTML knowledge rarely warrant the extra effort.

Get excited! Here are some carts known for their user-friendly setup and powerful, reliable features.

- ✓ Check out these shopping carts, make a decision as to which one will meet your needs, sign up for it.

**ClickBank** – excellent and simple way to go if you only have a handful of information “e” only products to sell. <http://zzz.clickbank.net/r/?bizpromo>

**Marketer’s Choice Shopping Cart** – Integrates real time credit card processing and shopping cart along with *many* additional features. <http://www.netofficetoolbox.com>

**FreeMerchant** – Offers a comprehensive suite of shopping cart and integrated credit card processing tools.  
<http://rewnwkc.com/director?&fid=10005&pid=1000000000&rid=100001921>

**ECartSoft** – offers a shopping cart that easily sets up and integrates with your website in just a few minutes. Claims you can be set up in as little as 7 minutes!  
<http://www.qksrv.net/click-943734-5379029>

## Part 6 - Affiliate Programs

Affiliate programs (also known as reseller programs, associate programs, etc.) are an opportunity for you to get dozens, hundreds, even thousands of web sites all driving traffic to your site and making sales for you...

And the best part is you don’t pay until they make the sale!

Amazon.com was one of the first companies to build an affiliate program and right now they’ve got approximately 150,000 affiliates working for them, just sending them visitors and customers. Their affiliates get paid every time someone clicks on their link and buys a book.

There are two ways you can start your own affiliate program.

The first way is to have a service bureau take care of nearly everything for you.

They’ll handle recruiting (to an extent) and administrative functions like sending out checks, tracking, reporting, etc. But normally, you’ll pay a much higher percentage than if you did it yourself (which is the second way)

A good example of a service bureau is [Commission Junction](#).

If you don't think you can handle some of the administrative tasks of running a program in-house then you should consider outsourcing.

Here is a description of the “ideal” affiliate program.

Keep in mind however, that this is the “sports car” model and your budget may require you to start small and build.


#### **Important Features Your Affiliate Software Should Contain:**

- Real time stats for affiliates to check their sales and their commissions without any interaction from you.
- Ability to export affiliate information into files for easy payment and administrative work... unless you have hired a bureau to do it for you.
- The ability to credit affiliates for the sale months or even years later if their referred visitor buys
- Can it handle a 2-Tier program? This means your affiliate program pays your affiliates not only on their sales, but on the sales of affiliates they introduce to you.
- Can it work on multiple web sites? Can you use the same affiliate program for different products you sell or do you have to buy a new license every time you start a new business or site?
- Can you pay different commissions to different affiliates? You'll want to reward your “heavy hitters” with higher commissions and you need to have that flexibility on a case-by-case basis.
- How simple is it to get software support? Do you have a 1-800 number to call or do you have to rely solely on the “help” file?
- Is installation and integration provided? Do you have to install it yourself, and if so – how hard is it?

- Ability to email all affiliates announcements. You should have the ability to send broadcast and individual announcements to your affiliates to motivate, retain and get them going.
- Ability to automatically add affiliates and give referral ID#s. Your system must allow affiliates to “serve themselves” in the sign-up process. You won’t have time to sign up each individual once your business gets going.
- Email notification of sales for affiliates. Nothing motivates an affiliate more than receiving an email notification they’ve made a sale and commission check is coming!
- Full integration with your shopping cart/order processing system. You shouldn’t manually track sales against your cart transactions and affiliate roster. What a nightmare! Your processing should automatically track product sales / returns and automatically adjust your affiliate commissions accordingly.

#### **Other notes and tips on Affiliate Programs:**

- Give your affiliates proven tools they can use to sell your products, including:
  - Proven Sales Letters that sell really well;
  - Endorsement letters they can send to their email lists;
  - Banners they can put on their sites;
  - Ezine articles they can run;
  - Ezine ads that pull buyers.
- Don’t ask your affiliates to do anything you haven’t already done yourself when it comes to running ads, using website copy or emailing their existing customers. Nothing destroys your affiliate network faster than telling affiliates something will work... and they find out it doesn’t!
- Stay in touch with your affiliates... they will sell the products freshest in their minds.
- Pay your affiliates well and give them high commissions – the higher the better because, after all is said and done, *they’re doing it for the money!*
- Never take anything away. Once you offer affiliates something you can’t take it back... this includes reducing commissions or not paying on time.

-  If you know you will need an affiliate program, here are some excellent packages to check out:

**Synergyx** – combines digital delivery, shopping cart and “bullet-proof” affiliate program. We just recently upgraded to this software.

<http://www.synergyx.com/cgi-bin/sgx/d.cgi?S1270>

**Marketer’s Choice** – Integrated affiliate program makes this shopping cart “**must look**” if you want to really want to automate your business.

<http://www.netofficetoolbox.com>

**AssocTrac** – One of the web’s most powerful and popular affiliate program software packages. Used by many of the Internet’s most successful marketers.

<http://www.marketingtips.com/assocrac/t.x/646442>

**ClickBank** – Has a very simple affiliate program you can use if you are selling information or electronic products.

<http://zzz.clickbank.net/r/?bizpromo>

### Summary of Today’s Assignments:

1. Register your domain name.
2. Set up a hosting account for your website.  
  
(Make sure you have a website statistics program set up so you can measure your unique visitor counts and other “critical numbers”).
3. Purchase an “Auto-responder” automatic email follow-up tool.
4. Sign up for a credit card merchant account or find an alternative means to accept credit card payments from people online.
5. Unless you are selling one or two items you deliver electronically, you will need to sign up for a shopping cart.
6. Finally, if your shopping cart or other delivery method doesn’t have an affiliate program built in, you will need to set up an affiliate program so you can solicit other website owners to sell your product(s) or service(s).



## Today's Resources:

### Domain Registration Services

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**Register Domains** - offers domain name registration. <http://www.register.com/>

**Domains Bot** - Search for live expired, expiring soon and “on hold” domains. <http://hop.clickbank.net/?bizpromo/domainsbot>

### Web Hosting Services

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**Precision Web** – Offers comprehensive hosting services from \$15-25 a month. <http://www.qksrv.net/click-943734-5591977>

### Website Stats

**Web Trends Live** - Very comprehensive website stats program – monthly fee. <http://www.webtrends.live.com/>

**Website Reporter** – Comprehensive site-wide statistics program you purchase for one time cost and have installed in your cgi bin. <http://www.cgiadmin.com/cgi-bin/comcart/redeem.pl?aff=coms131>

### Email AutoResponders

**Get Response** – **Highly Recommended!** This is the system we use (along with a lot of other top online marketers). Lots of great features, easy to use, reliable – what else can

you say? This is a great tool that will help you make money!

<http://www.getresponse.com/index/14388>

**A Weber** – Another **very reliable** autoresponder system used by many of the web's top marketers. <http://www.aweber.com/?871>

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<http://www.autoresponseplus.com/link.php?a=bizpromo>

**Marketer's Choice** – Fully integrated system of shopping cart, autoresponder, ad tracker, credit card processor and more! **30-Day free trial.**

<http://www.netofficetoolbox.com>

### Merchant Accounts

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**Take Credit Cards Online** – Excellent credit card processing service used by many of today's top online marketers.

<http://www.takecreditcardsonline.com/default.asp?ID=100167>

**Electronic Transfer** – Internet-friendly credit card processing company. Can help even if you have been declined elsewhere. <http://www.qksrv.net/click-943734-12876>

**Marketer's Choice Credit Cards** – Integrates real time credit card processing and shopping cart along with many additional features.

<http://www.1shoppingcart.com/app/aftrack.asp?afid=20813>

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<http://rews.nwkc.com/director?&fid=10005&pid=100000000&rid=100001921>

**ECartSoft** – offers a shopping cart that easily sets up and integrates with your website in just a few minutes. Claims you can be set up in as little as 7 minutes!

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## Affiliate Programs

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**AssocTrac** – One of the web’s most powerful and popular affiliate program software packages. Used by many of the Internet’s most successful marketers.

<http://www.marketingtips.com/assocrac/t.x/646442>

**ClickBank** – Has a very simple affiliate program you can use if you are selling information or electronic products.

<http://zzz.clickbank.net/r/?bizpromo>



### **“Budget Cruncher”!**

The “Budget Cruncher” sections **highlight products and services for people who just don’t have very much money to work with.** Keep in mind that these services usually come with the **bare minimum** you need. and may not have the capacity to handle much business.

### **Website Hosting**

You can buy a domain name and get a year’s worth of hosting from [www.doteasy.com](http://www.doteasy.com) for \$25 a year or [www.name2host.com](http://www.name2host.com) for \$35 a year. Though it may sound like a great deal, they don’t give you a whole lot of bandwidth, you don’t get cgi-bins (without paying extra) or much of anything else. It’s about as bare-boned as you can get!

### **Website Stats**

**Serve U Stats** – basic online stats service – free! <http://servustats.com/>

## Day 3 (Wednesday) - Site building begins

### Lesson Objective:

To design your site on paper and begin the process of setting it up online.

### **Skills Needed:**

- Basic Surfing
  - Basic Email
  - Basic / Intermediate HTML
  - Basic FTP
  - Basic Word Processing
- 

### **Today's Lesson:**

**NOTE:** You will have to decide whether to build your site yourself or hire someone to do it for you.

If you know how to do the following then you should have the skills to do it yourself:

- Create basic html pages and basic graphics, including
  - Inserting text
  - Creating and modifying basic graphics and clipart
  - Inserting graphics
  - Creating basic links between pages and to other sites
- FTP files to a website

If you don't know how to do these things then check out the site listed below for a list of services and people who can build it for you.

**NOTE** - Make sure you ask about:

- Professional References – talk to at least 5 people who have hired them.
- Look at samples of their work to make sure they can deliver what you want.
- Ask about guarantees on their work.
- Get everything in writing before you hand over any money.

**ELance** – offers a wide range of services provided by professionals all over the world. **You post your project for free and people bid to do the job.** This is a very popular and innovative service that can help you find professionals to do everything from web design, search engine placement, graphic and logo design and more!

<http://www.elance.com/postjob?rid=B1Y4>

**Also, here is a list of places you can go to learn how to do it yourself.**

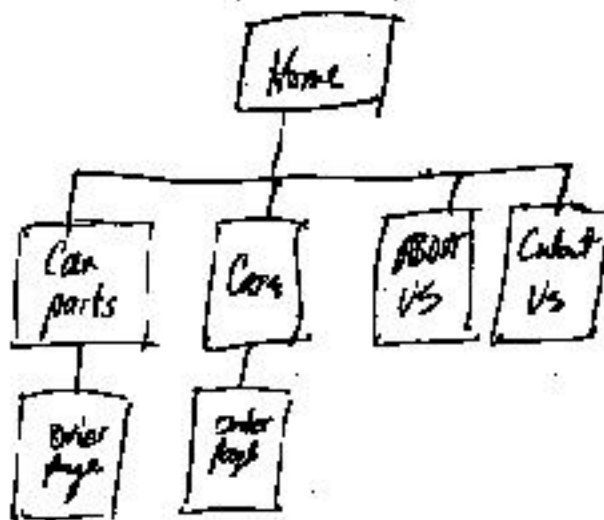
- [A Beginner's Guide to HTML](#) from the National Center for Supercomputing Applications
- [HTML Quick Reference](#) from The University of Kansas
- [HyperText Mark-up Language](#) from W3C
- [Matts CGI Script Archive](#)

### **Freeware and shareware**

- [Shareware.com](#)
- [Download.com](#)
- [WS FTP](#)
- [Netscape Browser](#)
- [Internet Explorer](#)

### **Part 1 – Creating your site in simple, step-by-step fashion**

The first step in designing your site doesn't involve the computer at all! Surprisingly, designing your site begins with laying out the structure on paper using a simple diagram. Create a simple flow chart of how the site looks, similar to this:



**AVOID the mistake most people make** -- which is trying to create a huge site just to impress their friends!

**Most sites only need 4-6 pages.**

Those include:

1. **Main “home” page** with product information and offering along with a link to shopping cart or secure order form. This page is usually a sales letter type format.
2. **“About Us” page** that explains who you are and how that relates to what you sell.
3. **“Contact Us” page** that details how to get in touch with you via phone, fax, email, and “snail” mail.
4. **“Affiliate Program” page** or “Make Money” page with information about how to sign up for your affiliate program.

Keep your site simple, to the point, and lead people to making a purchase decision about your product.

☒ **STOP!** Right now, pull out a piece of paper and sketch out the organization of your site. Get a clear picture of how your site will flow.

☒ Make a note on each page about what information you will include on that page.

## Part 2 – Understand how Yahoo looks at your site

We will spend more time on submitting to Yahoo on Day 12, however you need to understand the basics about Yahoo now as you build your site over the next few days.

Yahoo cares about two things when it comes to listing your site:

1. That you pay the fee for them to review your site -- and --
2. That your site does what you say it does and no less (and no more).

By organizing your site as we have outlined above you will show the category editor two things:

- You will show (and hopefully convince) them that the business name you are trying to get listed is actually your “real” business name -- this is especially if it is obvious that name will rocket you to the top of the category list.
- You will guide the Yahoo category editor to list your site how you want, because you won't include any extraneous information on your site which distracts them.

#### **Tips on building your site so the Yahoo category editor will accept it:**

- Make sure your business name, domain name and the domain registrant name all match. Yahoo watches for people trying to exploit the system... especially those sites they see will shoot to the top of a popular category.
- Stick to a relevant theme and don't stray from it. If you sell cable tv de-scramblers... don't muddy the mix by trying to sell satellite dishes. ONLY talk about and sell de-scramblers on your site.
- Don't submit a site with lots of links to external information on other sites. You must have good information on your site or Yahoo will most likely reject you.
- Don't sell any other people's products as an affiliate... Yahoo will reject you as having “duplicate content”. Yahoo must perceive that you are selling your own products or services or they will most likely reject your site.

**NOTE:** You can always add affiliate links later... just don't do it until after you get your site accepted.

The process and details of manipulating the search engines and Yahoo fills entire books and informational programs!

If you want to come up at the top of the pile when someone searches for your product... or if you are particularly interested in learning how to use Yahoo and the search engines to get traffic to your site, check out these additional resources:

**Michael Campbell's Search Engine Commando** – an automated submitter program that simulates “hand submission”. Very popular program, though certainly not for the complete newbie.

<http://activemarketplace.com/w.cgi?sec-14540>

**Web Position Gold** – Web position helps you track your positions on the major search engines so you can improve them. Excellent product for tracking how you rank.

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



[Search Engine Forums](#) and [Get High Forums](#) – Both of these forums contain a wealth of information about the search engines and membership is free.

**Search Engine CD** – an interactive tutorial that literally \*shows you\* – using sound and video – how to manipulate the search engines and most specifically Yahoo!. One of the most ground-breaking search engine and directory promotion products available today. Get this program for 50% off by clicking this link.

<http://www.1stchoiceshoppingcart.com/app/aftrack.asp?afid=20817>

### Part 3 – Define your “look and feel”

Here you will decide the style and layout of your site’s pages.

Take a piece of paper and sketch out what each page will look like.

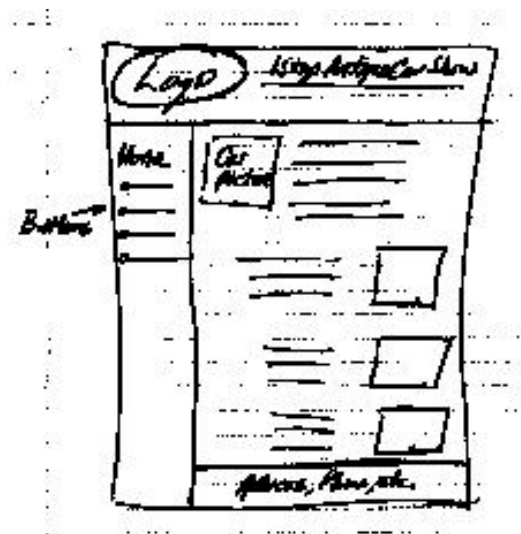
Ask yourself:

What colors will you use?

What type styles will you use?

Where will you position your text and graphics?

(Check out today’s featured article for the “10 Commandments” of Web design.)



Some elements you should consider including on every page:

1. A “header” at the top of every page – usually one that reinforces the name and identity of the company.
2. A “footer” at the bottom of every page that includes the business name, email address, and phone number. You should probably leave off your mailing address to avoid having a Yahoo category editor classify you as a local business.

3. Have buttons or text links to all the pages on the left side of the page so people can get to any page on the site no matter where they are currently.
  4. Keep the total page sizes low to speed up download times and reduce visitor frustration.
  5. Keep consistent fonts and type styles throughout the site – don't switch from page to page.
- ☒ Now, take out some additional sheets of paper and sketch out a basic design for each page on your site.

### Part 4 - Using templates to shortcut the process

Just getting started on the web?

Need a little help getting that site off the ground?

Go to any one of these sites

- **Dollar Templates** – offers low cost, high quality web templates.  
<http://hop.clickbank.net/?bizpromo/dollart>
- **Templates for you** – wide assortment of templates available for immediate download. <http://hop.clickbank.net/?bizpromo/yrionline>
- **Templates Pro** – offers professional web template designs at affordable prices.  
<http://hop.clickbank.net/?bizpromo/shanghai>
- [Template Search](#) and [Best Templates](#) either have, or can help you find, free web page templates.

You can find pre-done websites that look like you actually spent a lot of money to have them created!

Just download a template, fill in the text and you have a ready-made site.

If you have the most basic web publishing and graphic skills you can use these templates to get your website up and running quickly.

If you have a modest level of skill you can even modify the graphics to give your site a totally customized look.

- ✓ Now, download a template or create a “template” page for your site so you can plug in the website content you will develop over the next few days.

When you’re done you should have a completed “template” page that just needs the website text.

### Part 5 - Using Popup windows

Popup windows probably rate as the most hotly debated marketing topic online.

Some people love popup windows while they drive other people to the verge of insanity.

Nobody stays neutral on this subject!

One thing you can’t deny – popup windows really work when it comes to building up a list of subscribers from scratch or expanding your existing list.

Popup windows have three main uses:

1. Getting people to sign up for a mailing or “newsletter” list.
2. Getting people to sign up for a “mine-course” where you ‘teach’ them more information about your product or service -- which should make them want to buy your product.
3. Redirecting traffic from one site to another so you squeeze maximum value from your visitors.

Currently, building up your own in-house mailing list probably rates the best use for popup windows.

Chances are you found out about this book as a result of a list you subscribe to – whether our list or someone else’s.

**FACT!** If you want to break into the big bucks online you must develop your own list!

Your own list creates a ready market for existing and new products as you develop them.

There are two major *types* of popup windows:

1. Entrance pop's – where the window appears as soon as the visitor hits your site.
2. Exit pop's – where the window appears as the visitor leaves the site.

You should experiment with entrance vs. exit pop's to see which produce the best results as far as total sign-ups and conversion to buyers.

Lots of resources exist to help you set up popup windows on your site and we'll get into a lot more detail about specifically using them with your autoresponder on day 8 and 9.

For now you want to get a popup window configured on your site so you can plug in your autoresponder in a few days.

This is the Net's premier resource for understanding and using popup scripts to make money:

\* **Amazing Pop-up's** \* - provides a complete course on all the various uses of pop-up's and includes a "bug-free" popup window generator. A "must have" if you are serious about using popup windows to make money!


<http://www.cyberwavemedia.com/pop/?10252>

Other places to find popup scripts:

- [A1 Java Scripts](#) - just do a search for "popup" script
- [CGI Scripts](#) - check out the "miscellaneous" scripts.
- [Pop-up Generator](#) - provides a free, basic popup window generator where you just fill in the blanks and it makes your code while you wait.

For now, you need to do two things with your popup script.

- ☑ Decide whether you will use an entrance or an exit popup.

-  Download a popup script and install it on your site.

### Summary of Today's Assignments:

1. Lay out your site on paper;
2. Define the look and feel of your site on paper;
3. Download a template or create a "template" page for your site so you can plug in the website content you develop over the next few days;
4. Decide on the use of your popup window:
  - a. Decide on entrance vs.exit pop
  - b. Mini-course
  - c. Newsletter opt-in
  - d. Traffic redirect
5. Download a popup window script and install it on your site.

## Today's Resources:

**ELance** – Post your project for free and have people bid to do the job.

<http://www.elance.com/postjob?rid=B1Y4>

### Search Engine Help

**Michael Campbell's Search Engine Commando** – an automated submitter program that simulates "hand submission".

<http://activemarketplace.com/w.cgi?sec-14540>

**Search Engine CD** – an interactive tutorial that literally \*shows you\* – using sound and video – how to manipulate the search engines and most specifically Yahoo!.

<http://www.1stchoiceshoppingcart.com/app/aftrack.asp?afid=20817>

### Web page templates

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**Templates for you** – wide assortment of templates available for immediate download.

<http://hop.clickbank.net/?bizpromo/yrionline>

**Templates Pro** – offers professional web template designs at affordable prices.

<http://hop.clickbank.net/?bizpromo/shanghai>

## Pop up Windows

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### “Budget Cruncher”!

#### Web page Templates

[Template Search](#) and [Best Templates](#) either have or can help you find free web page templates.

## Search Engines

[Search Engine Forums](#) and [Get High Forums](#) – Both of these forums contain a wealth of information about the search engines and membership is free.

## Popup Windows

- [A1 Java Scripts](#) - just do a search for “popup” script
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## **Feature Article - The Ten Web Page Commandments**

“What makes a good web page?”

People ask me this all the time, though they often encounter difficulty boiling the question down to so few words.

They, like any serious website operator, want to know how to create and maintain the best possible website given the constraints of Internet technology.

The following “commandments” represent the ideals towards which every new or existing website should aspire.

### **The 10 Web Page Commandments**

#### **1. Thou shalt have a Purpose**

Clearly define the site’s purpose and ensure all content (pages, graphics and text) tightly focus on that purpose. Discard all extraneous material.

#### **2. Thou shalt be Lightweight**

Use only small, fast loading graphics. If you must use large graphics use thumbnails and image slicing to diminish the size of every file as much as possible. Use standard optimized gif’s and jpg’s and avoid anything that requires the user to download a “plug-in” to view your content.

#### **3. Thou shalt Load Fast**

Each and every page on your site should weigh in under 30- 50KB *total*, including graphics and navigation.

#### **4. Thou shalt Not use False Code**

Use only html. Never use java (different from JavaScript), xml, dhtml or other forms of code that require a surfer to keep their browser set up “correctly” to accommodate your page. Also, avoid using 200 lines of JavaScript for rollover buttons in your page!

#### **5. Thou shalt respect the Search Engines**

If you want search engine traffic use whole web pages that don't incorporate frames. Search engines get confused trying to read content from frames pages. Also, you will become educated in promoting to the search engines if you are serious about coming up "on top".

#### **6. Love thy Surfers and Visitors**

Design for "last year's" technology so surfers using 28.8 or 56K modems can download and use the site quickly and easily.

#### **7. Thou shalt Not Annoy**

Use only stationary text and graphical layout elements. No Scrolling text, marquees, or animations of any kind including rollover buttons. This eye candy steals valuable bandwidth and adds little to a site's main purpose.

#### **8. Thou shalt Not Scroll Left or Right**

Design your pages so they never force a visitor to scroll left or right no matter what the resolution settings on their monitor. Sites that read "best viewed at 800 x 600" really say "look at it my way because I don't care about your preferences or limitations."

#### **9. Thou shalt stay Consistent**

Include a standard navigational structure on every page. Though it may mean a serious challenge for the designer, users should only need to click once to find every major section of a site. This includes using standard link colors in all text links. **Blue**: hyperlink; **Purple**: visited hyperlink; **Red**: active hyperlink.

#### **10. Thou shalt Know Thy Traffic**

Use a site-wide statistics program that enables you to determine what brings someone to the site, where they go once they arrive, and when and where they leave. This critical information helps with marketing efforts as well as identifying parts of the site that need tweaking or adjustment.



## Day 4 (Thursday) - Begin writing your sales letter

### Lesson Objective:

To brainstorm headlines and get your thoughts straight on the sales letter you will create to sell your product or service.

### **Skills Needed:**

- Basic Surfing
- Basic Word Processing

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### **Today's Lesson:**

Welcome to Day 4 - you'll be spending the next few days with me, Yanik.

Before we begin on the sales letter process, I want to share a story with you...

A couple months ago I was sitting on a plane on my way to speak at an Internet marketing seminar. Instead of catching up on my reading, I struck up a conversation with my neighbor. He told me he had just graduated college with a marketing degree.

I hesitated for a second, not knowing if I should tell him what I really thought, but I went ahead anyway...

I confided in him that I had also graduated with a BS in marketing, actually a top 25 business school, but that I \*never\* learned anything useful in my marketing classes.

He was stunned.

I went on to tell him there was just \*one\* critical skill (something I never learned from any stodgy professor) that has been responsible for the majority of my success, both online and off.

I know this might seem hard to believe, but it's true and I have proven it time and time again. As I've grown and built several successful web sites, plus my offline businesses, I have always relied on this \*one\* critical skill.

And do you want to know what I told him it was?

It's simple....

I'm talking about how I discovered what it takes to write powerful, persuasive, moneymaking copy so good that people are practically forced to order!

Many people don't realize how important good ad copy is to their success.... and that's why they end up closing their doors and blaming the economy or making up some other lame excuse. Let me tell you, once you master this skill you can literally write your own ticket.

And that's exactly what we're going to cover in this section -- so let's get going...

(Copywriting is a vast subject and I've included some valuable resources at the end of this section to help you along.)

STOP! For me, I find I learn from real life examples and "doing it" rather than just reading!

So before we start into your website, I want to give you few examples of top selling web sites and let's see if we can't figure out the common link they all have.

Take a look at each one and then continue on through this section.

Example 1: **Online Marketing Letter** - <http://www.cyberwavemedia.com/news/?10252>

Example 2: **Amazing Formula** - <http://www.amazingformula.com/cgi-bin/t.cgi/172649>

Example 3: **Instant Sales Letters** - <http://www.instantsalesletters.com/?1959>

Example 4: **Killer Covers** - <http://hop.clickbank.net/hop.cgi?bizpromo/vdavidson>

Example 5: **No Cost Advertising** - <http://hop.clickbank.net/hop.cgi?bizpromo/nocost>

Example 6: **How to Write and Publish Your Own eBook in 7 days** - <http://hop.clickbank.net/?ysilver/7dayebook>

Example 7: **Push Button Sales Letters** - <http://www.pushbuttonletters.com/cgibin/t.cgi/172649>

Example 8: **Amazing Popups** - <http://www.cyberwavemedia.com/pop/?10252>

Example 9: **Anatomy of a Marketing Rollout** - <http://www.cyberwavemedia.com/roll/?10252>

These nine websites have generated \$100,000's in sales!

**Did you figure out what they all have in common?**

They are all just sales letters! Pretty simple, almost the exact same as you'd see delivered in your mailbox as "junk mail".

The truth is you need to forget almost everything every guru or Internet marketing expert tells you. We suggest the simple sales letter works better than almost anything else you can have on your site.

(Just trust me on this one – try it my way first and then if you still want to do all kinds of crazy things you can do them with the profit you'll make using my methods.)

**Your main goal is to sell...** and having all kinds of content and free stuff on your site will distract people away from your main objective. (Actually, you've got 2 objectives – the first is to sell and the second objective is to get contact information for your 'maybes'.)

You've got to study direct response advertising because the web is really the same thing – just on a computer screen instead of a sales letter sent through the mail or a direct response ad in the newspaper.

**STOP!** Think for a moment about why most sites fail...

It's not because they haven't invested in the best shopping cart system...and it doesn't have anything to do with not using Flash or some other fancy "plug-in"...and it's not due to the fact they've over-looked top-quality graphics or design work...

So what is it?

The real reason most web sites can't make money is because they lack strong web copy.

Consider this: If a site didn't have any graphics – just words – could it make sales?

Absolutely!

But what if a site didn't have any words – just graphics – could you expect to see any sales?

I don't think so! Therefore...**It's The Words That Sell!**

The right words have the almost magical power to make your visitor **BUY!**

Anytime I start with my sales letter I always start with the most important element...the headline. (Now, this already assumes you are an expert on your subject and you've done your research on your product and its benefits.)

### **Brainstorm 50 - 100 Headlines**

Your headline's job is to immediately get your prospect's attention and stop them dead in their tracks.

So my headline on [www.instantsalesletters.com](http://www.instantsalesletters.com) is **"In only 2 ½ minutes you can quickly and easily create a sales letter guaranteed to sell your product or service without writing"**.

Does that pretty much grab your attention if you're interested in selling your product or service? I think so.

But before I tell you my secrets for creating headlines let me give you the thoughts from guys a whole lot smarter than me about headlines:

David Ogilvy says, *"On the average, five times as many people read the headlines as read the body copy. It follows that, unless your headline sells your product, you have wasted 90% of your money."*

And Claude Hopkins relays the importance of a headline, *"The salesman is there to demand attention. He cannot well be ignored. The advertisement can be ignored. But the salesman wastes much of his time on prospects whom he never can hope to interest...The advertisement is read only by interested people who, by their own volition, study what we have to say. The purpose of a headline is to pick out people you can interest."*

John Caples has these words of advice, *"If you have a good headline, you have a good ad. Any competent writer can write the copy. If you have a poor headline, you are licked before you start. Your copy will not be read...Spend hours writing headlines - or days if necessary."*

I don't think these masters would have placed such an importance on headlines if it didn't really matter. In fact, John Caples says that he's seen one ad pull 19 ½ times better than another one simply by changing the headline.

You can believe it!

In my own personal tests the best I got is about 2 1/2 times — but that's still pretty damn good! So for spending the same amount on marketing and advertising you can more than double your response — not too bad.

Now, when coming up with powerful headlines you want to be able to answer the questions nearly everyone has on their mind whenever they read your ad. Here are the questions you need to zero in on:

**So What?**

**Who Cares?**

**What's In It For Me?**

**Why Are You Bothering Me?**

If you have good answers to these 4 critical questions then you're well on your way to success.

**Here's What Your Headlines Should Do:**

**1. Identify your ideal prospect and speak directly to them**

Your headline needs to grab the person you want to attract and single them out. If you want business owners, your headline should begin with "Business Owners! Discover How to Make Your Computers Work Harder and Faster!"

Do you see how this qualifies exactly who you are looking for? You have targeted business owners looking to make their computers work faster and harder. You can easily target any profile you wish just by building-in these screening devices in the headline.

The more narrow the criteria — the less the quantity of responses you'll get but the quality should be higher.

## **2. Offer the biggest promise or self-serving benefit to the reader**

Answer the question everyone has on their mind, “What’s in it for me?” You answer that question and your ideal prospect will stand up and take notice.

This brings us back to the same question everyone is constantly asking. Everyone is busy, so get to the point with the biggest benefit right away.

## **3. Your headline should make the reader inclined to keep reading**

Curiosity is a very powerful human emotion. However you don’t want your headline just to be some trick to get people to read. If you can combine curiosity with self-serving benefits then you have a real winner.

But don’t be like some creative types... never use double meanings or some obscure reference in your headline. People are too busy to pick up on those. It’s much easier to click away from your site than try and figure out what you mean.

Humorous or cute headlines are most certainly a major waste of money.

## **4. Offer news if possible**

News is always a good attention-getter. Everybody likes to stay current. So announcements are almost always “surefire”. You can capitalize on new developments, improvements, new procedures, etc.

## **Headline Appeals That Last Forever**

Generally there are only a few things people *want* (this is important – I’m *not* talking about *need*):

- Be healthy
- Look better (reduce fat, be prettier, more handsome, etc)
- Be rich and make money
- Save money
- Get rid of problems/find the easy way out
- Not be embarrassed
- Have fun and excitement
- Gain respect and feel important

Of course not all of these appeals will apply to your business, but many can if you take the time to figure out how to apply that appeal. But not only are there universal appeals – but headlines that have worked before can usually be reworked over and over.

Human appeals are immutable. These next headlines I have compiled for you have all been successful in selling different products or services – you should be able to use these as brainstorms for your own powerful headline.

Take this list and use for your own ideas (each of these headlines is a proven winner and has made money):

#### **40 Proven Moneymaking Headlines**

- 1. “The Secret To Making People Like You”**
- 2. “How To Win Friends And Influence People”**
- 3. “Do You Make These Mistakes In English?”**
- 4. “Hands That Look Lovelier in 24 Hours — Or Your Money Back”**
- 5. “When Doctors “Feel Rotten” This Is What They Do”**
- 6. “How I Improved My Memory In One Evening”**
- 7. “They Laughed When I Sat Down At The Piano — But When I Started To Play!”**
- 8. “Throw Away Your Oars!”**
- 9. “Thousands Now Play Who Never Thought They Could”**
- 10. “Discovered — Amazing Way To Grow Hair”**
- 11. “How To Collect From Social Security At Any Age”**
- 12. “The 5 Problems Everyone Has At The Dentist — And How (practice name) Solves Them”**
- 13. “Corn Gone in 5 Days Or Money Back”**
- 14. “How A Strange Accident Saved Me From Baldness”**
- 15. “A Significant Breakthrough In The Fight Against The Effects Of Aging”**

16. **“Right and wrong farming methods...and little pointers that will increase your profits”**
17. **“Some straight talk about vitamins and your sex life”**
18. **“Speak Spanish like a diplomat”**
19. **“Stop dreaming and start making money”**
20. **“Suppose this happened on your wedding day”**
21. **“Take this 1 minute test – of an amazing new kind of shaving cream”**
22. **“The amazing new Beverly Hills ‘wrinkle eraser’ discovered by a top oriental chemist!”**
23. **“The amazing diet secret of a desperate housewife”**
24. **“What the travel agents won’t talk about can save you 50%-70% on your cruise vacation!!!”**
25. **“To people who want to write -- but can’t get started”**
26. **“We’re looking for people to write children’s books”**
27. **“You can laugh at money worries if you follow this simple plan”**
28. **“Why some people almost always make money in the stock market”**
29. **“38 fun and easy ways to earn \$500 next weekend”**
30. **“7 steps to freedom”**
31. **“Confessions of a disbarred lawyer”**
32. **“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”**
33. **“Banking secrets that banks don’t want published”**
34. **“Can you pass this money test?”**
35. **“How a fool stunt make a star salesman”**
36. **“How to wake up the financial genius inside you”**



37. “How to pay zero taxes”

38. “If you can lick a stamp you can lick your weight problem”

39. “New diet burns off more fat than if you ran 98 miles a week”

40. “My feet were killing me...until I discovered the miracle of Hamburg”

These 40 headlines, proven to work throughout the years, will continue to work... and they are pretty easy to model for your own stuff!

How about we take the third one down the list: “Do you make these mistakes in English?” written by Maxwell Sackheim.

It ran for 40 years!

This is not some pretty ad for Chevrolet or Coca Cola that they had no idea if it’s making money, this is a mail order company that knew they were making money and **they ran this ad for 40 years.**

Maybe if you’re selling a real estate information product it could be “Do You Make These Mistakes Investing in Real Estate?” Simple, right?

Or if we’re selling a course to webmasters it could be: “Do You Make These Mistakes Building Web Sites”.

Remember, don’t copy – but *emulate*. One of the greatest headlines ever was “They Laughed When I Sat Down At the Piano – But When I Started to Play!...”

That one has been knocked off lots of times – but you have to understand the big idea behind it. This headline succeeds because it dramatizes the triumph of the underdog.

### Quick Starts for Headlines

You may have noticed that certain words are used more frequently and continue to be used in winning headlines. The most powerful words used in winning mail-order ads (the hardest kind of advertising) were the words, “you”, “how”, and “new”.

Not far behind was “How To”.

So if you ever get stuck for a headline, a classic which almost never fails to work is “How To...”. (It’s a shop-worn classic, but it still works like incredibly well.)

## Today's Assignment

You guessed it:

- ☑ Come up with 50 headlines for your new information product! Never edit. Just keep coming up with all kinds of headlines. Start with the craziest, wackiest ones to warm up your brain.

Remember, your headlines should answer the big questions we talked about:

- So what?
- Who cares?
- What's in it for me?
- Why are you bothering me?

Got it? Great – get going!

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## Today's Resources:

### Instant Sales Letters

Create a winning sales letter in just minutes...without writing!

<http://www.instantsalesletters.com/?3870>

### Make Your Words Sell

Whatever you're selling on the Web - if you want to sell more... You need to use the right words! Images don't sell. Graphics don't sell - Your words sell! I give this web copywriting resource a big thumbs up.

<http://myws.sitesell.com/webgold1.html>

### How To Master The Art-And-Science Of Writing "Killer" Ads & Sales Letters

Even if your ads and sales letters are doing okay, you can now double, triple, or even quadruple the results you're getting once you discover the step-by-step system for writing powerful ads and sales letters that sell!

### Push Button Sales Letters

Here's software that lets you fill-in-the-blanks, click a button and poof! You have an instant sales letter for your product or service. You get a sales letter nicely formatted on a web page when you're finished. Just polish it up some, link it to your order form and you're off and running.

<http://www.pushbuttonletters.com/cgi-bin/t.cgi/133359>

## Books:

Here's my recommended reading list. My bookshelves are literally filled with marketing and advertising books and I try to review as many as I can. Here is my list of top books you MUST read:

**"Scientific Advertising" by Claude Hopkins.** Now in public domain read it online for free.

**"My life in Advertising/Scientific Advertising" by Claude Hopkins.** "My life in Advertising" is not public domain and worth reading. I've read both these books about 7 times. <http://www.amazon.com/exec/obidos/ASIN/0844231010/webfam>

"My first 65 years in Advertising" by Maxwell Sackheim. Out-of-print.

**"The Robert Collier Letter Book" by Robert Collier.** Out-of-print, but still available from TWI press. Well worth it!  
<http://www.1shoppingcart.com/app/aftrack.asp?afid=20820>

**"How to Write a Good Advertisement" by Victor Schwab.** One of the first books I ever read on advertising and still one of the best.  
<http://www.amazon.com/exec/obidos/ASIN/0879803975/webfam>

**"Tested Advertising Methods" by John Caples.** Absolute classic. Devour this one and also look for Caples' other books that are out of print.  
<http://www.amazon.com/exec/obidos/ASIN/0130957011/webfam>

**"Advertising Secrets of the Written Word" by Joe Sugarman.** Sugarman has made millions for himself selling blu-blocker sunglasses. His copywriting book is a tremendous resource for any copywriter.  
<http://www.amazon.com/exec/obidos/ASIN/1891686003/webfam>

**"Ogilvy on Advertising" by David Ogilvy.** An absolute must-have classic written by an agency man who actually understood direct response.  
<http://www.amazon.com/exec/obidos/ASIN/039472903X/webfam>

**"Magic Words that Bring You Riches" by Ted Nicholas.** One of my direct marketing heroes. Ted took the guts of his \$197/year newsletter on direct marketing and distilled it into this book.  
<http://www.amazon.com/exec/obidos/ASIN/1887741003/webfam>

**"The Ultimate Sales Letter" by Dan Kennedy.** Superb book. My copy is dog-eared and heavily used. Perfect for helping you create your own powerful sales letter.  
<http://www.amazon.com/exec/obidos/ASIN/1580622577/webfam>

**"Influence: The Psychology of Persuasion" by Robert Cialdini.** This isn't a copywriting book but you must get this book. I've read it at least 7 times and it will help you understand the psychological triggers to a sale. Very Powerful!!

<http://www.amazon.com/exec/obidos/ASIN/0688128165/webfam>

## **Day 5 (Friday) - Write the copy of the sales letter**

### **Lesson Objective:**

Today's lesson objective is to continue the process of writing your sales letter.

### **Skills needed:**

- Imagination
- Basic Word Processing

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### **Today's Lesson:**

With your 50 headlines I want you to start identifying which ones are the most powerful. Sometimes I have my wife look at them and tell me which one really moves her. It has to be a first glance.

When I have my top 10 or so headlines then I move on to creating the sales letter. I use the best headline for my headline on top of the site. My second strongest one is usually the first sentence and then I try to use the other ones throughout the copy as subheads.

Today, we're going to put together the rest of the sales letter and one of the easiest ways to teach you how to do this is by looking at an analysis of my site...

### **My 12-Part "Power Web Copywriting" Formula**

(This is how I am able to get approximately 1 out of every 32 visitors to buy my product)

**For illustration of the formula - I've analyzed my site "Instant Sales Letters"**  
(<http://www.instantsalesletters.com/?1959>).

**Let's start...**

## 1. Create Immediate Attention with a Powerful Headline.



*Stop Writing Sales Letters The Hard Way! Here's How To Turn Any Ordinary Company Into A Booming Business...*

**"In Only 2 ½ Minutes You Can Quickly and Easily Create A Sales Letter Guaranteed To Sell Your Product Or Service... Without Writing!"**

Looking To Increase Your Business?  
Just Fill In A Few Blanks And *PRESTO...*  
You've Just Created A Powerful, Money-Making Sales Letter!

You can see I use a 'prehead' (this is the small headline above the main headline), a headline and a subhead. All 3 of these are powerful enough to be the main headline.

Your headline's job is immediately get your prospect's attention and stop them dead in their tracks. (We've already covered this on Day 4.)

## 2. Create Instant Believability with Testimonials.



 **"Amazing! Just point and click and you can be on the way to having kick-butt sales letters! A brilliant idea!"**  
**Joe Vitale, author,**  
**There's A Customer Born Every Minute**

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*"If you want to write a killer sales letter in record speed - but don't want to struggle with finding the right words, get Yanik's Instant Sales Letters kit. Instead of having to nervously face a blank screen, you'll be met with templates for sales letters galore.*

*I've already started using the Testimonial Request Letter & Fax Form. And guess what?... 5 new endorsements in less than a week. I've always been hit-and-miss in this department - (not knowing what or how to ask) - so I'm very pleased with the results. This kit is a godsend for small business owners like me!"*

Monique Harris  
Author, *Make Your Knowledge Sell*  
<http://www.SellYourBrainFood.com>

One of your biggest problems on the Internet (or anywhere) is being believed. The best way to assure people you are not a scam artist or huckster is by providing testimonials. As you can see I like to include a testimonial as close to the top of the letter

as possible. I've placed these 2 testimonials from prominent Internet marketers above my headline. This way I get people immediately believing what I say before they read my sales letter.

### 3. Build Interest By Discussing a Problem, Expanding on your Headline or Incorporating a Story.

Dear Friend,

How much is one good sales letter worth to your business?

Suppose you could sit down, write a simple letter to your prospects and customers, mail it and then have your phone start ringing off the hook.

Imagine...one letter could bring you tons of hot leads and new customers, get them to keep buying over and over again, reactivate 'lost' customers, and even provide you with a constant stream of referrals. So anytime you need more business - you simply turn the tap on... it's like having the goose that lays the golden egg.

Sounds too good to be true?

Well, it isn't if you have the right tools. You see, dollar-for-dollar, nothing provides a better return on investment than direct mail and it doesn't matter what product or service you sell.

The first part of your sales letter is critical to your success. Here I expand on the benefits I got people excited about in the headline. They start imagining the success one sales letter could bring them.

I also use a story to keep readership high. People love to read stories. It's nearly impossible not to read a good story.

And that's why I want to let you in on a little-known secret to creating powerful sales letters, by sharing this story with you...

\* \* \* \*

In 1904 a man named Albert Lasker, the head of the Lord and Thomas advertising agency, received a peculiar note. The note read:

*"I am in the saloon downstairs, and I can tell you what advertising is. I know that you don't know. It will mean much to me to have you know what it is and it will mean much to you. If you wish to know what advertising is, send the word 'Yes' down by messenger." Signed - John E. Kennedy.*

Unknown to Kennedy, Lasker had been searching for the answer to this question for over 7 years. He immediately summoned Kennedy, a relatively unknown copywriter, to his office. During this fateful meeting Kennedy uttered 3 words that changed advertising forever. Those words were "Salesmanship in Print".

\* \* \* \*

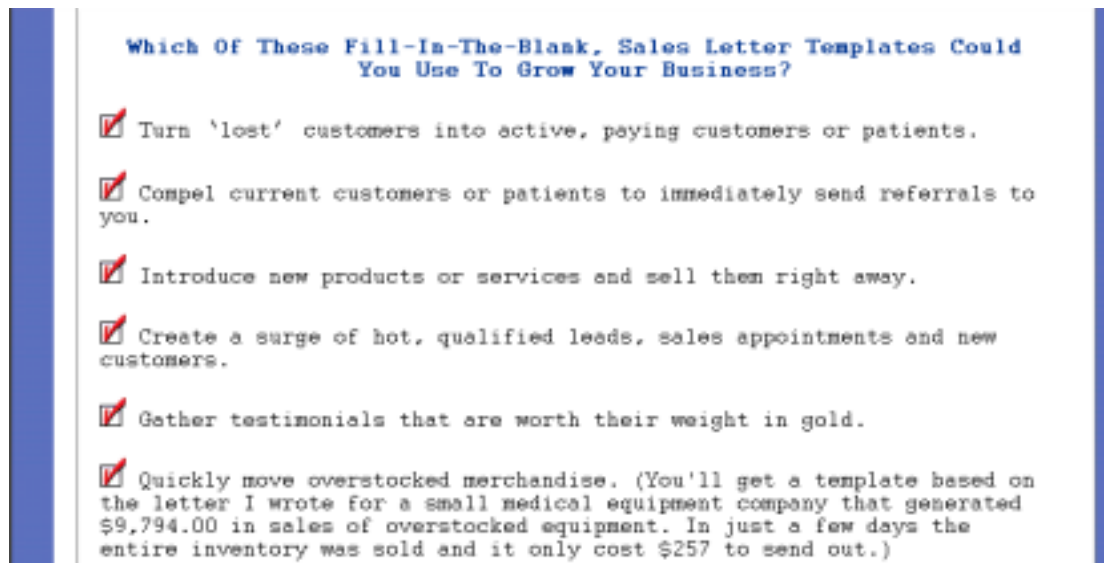
A simple concept, yet nobody has been able to improve on it.

And the results?

#### 4. Whet Reader's Desire with Hot Benefits and Bullets.

Benefits are the results your prospects are looking for. If you sell a book – people don't want to read the book they want the 'secrets' and information inside.

You can incorporate benefits into your bullets (which are really "mini headlines") so use the same powerful words to build desire and stress benefits or how they can avoid pain.



Bullets are one of the most powerful persuaders in a sales letter. You'll see companies like Bottom Line or FC&A actually makes almost their entire sales letter bullets. And that's because bullets work!

Bullets are almost like "mini-headlines". So the same rules apply. Bullets arouse curiosity. I just love the way bullets compel people to find out more...

And they really drive people's desire sky high for your product or service. One bullet that somebody desperately wants to find out is often responsible for them buying a product or service.

Pay attention to these bullet formulas:

- Stop \_\_\_\_ without expensive \_\_\_\_\_.
- Five simple ways to \_\_\_\_\_.
- How to stop \_\_\_\_\_.
- The absolute best time to \_\_\_\_\_.
- End your \_\_\_\_\_.



- How to avoid the 12 biggest \_\_\_\_\_ mistakes.
- How to become a \_\_\_\_\_ even if you can't \_\_\_\_\_.
- No more \_\_\_\_\_.
- The jealously-guarded secret of \_\_\_\_\_.
- The no-lose way to \_\_\_\_\_.
- The truth about \_\_\_\_\_.
- 6 facts you must know about \_\_\_\_\_.
- A simple technique for \_\_\_\_\_.
- What <name> can teach you about \_\_\_\_\_.
- Why almost everyone is wrong about the \_\_\_\_\_.
- The correct way to use \_\_\_\_\_.
- An easy 3-step system for \_\_\_\_\_.
- How to quickly and easily create \_\_\_\_\_, using \_\_\_\_\_.
- What you can learn from \_\_\_\_\_.
- 18 new ways to get \_\_\_\_\_.
- New ways to get more out of \_\_\_\_\_.
- What never to believe in any \_\_\_\_\_.
- How to make sure you're not overpaying for \_\_\_\_\_.
- 9 ways to slash your \_\_\_\_\_ costs.

### **5. Intensify Desire with Testimonials Showing Results.**

Not only do I start with testimonials – but I'll put them throughout the letter.

People love reading testimonials because they are much more powerful than anything you could every say about yourself.

Here's how I use testimonials to prove my points:

Are you a professional? Well, you'll get an entire folder, filled with letters to generate more referrals (without asking in the office), reactivate old patients/clients, introduce new services and lots more. Any physician, chiropractor, dentist, accountant, lawyer or veterinarian can use these letter templates to quickly and easily grow their practices.

*"The best letters I have read. I have gone through a few other templates and suggestions by other people, no one impressed me so much."*  
**Dr Hisham Abdalla,**  
**Auckland, New Zealand**

Or do you operate a service company? Then you've got it made. Inside your folder you'll find letters guaranteed to sell more of your service, spur referrals and even gather powerful testimonials.

*"I achieve about a 30:1 sales ratio using a sales letter you provided. That is outstanding!"*  
**Ben Pedersen**  
**The Pedersen Group**  
**Alamo, CA**

## 6. Build Value by Comparing Apples to Oranges or ROI. Establish Why Price is Really a Great Value.

In order to prove that your product or service is a great value you need to show it. I do this by comparing my letter templates to having to pay me or another copywriter to write them for you. This way I can prove it's a great value.

### Okay. So What's The Cost For This Incredible Resource?

Well, realize that this collection of sales letter templates could easily sell for thousands of dollars. In fact if you asked a top copywriter, like myself, to produce 39 sales letters for your business, you'd be charged in the neighborhood of \$10,000 to \$50,000.00, not including royalties.

(I currently charge a minimum of \$1,500.00 per copywriting project -- and that's for the really small jobs). So at bare bones minimum you're getting thousands and thousands of dollars worth of powerful sales letters at your disposal.

But I'm not going to charge you anywhere near that amount or even my minimum project price. **In fact, your total investment for all 39 money-making, fill-in-the-blank sales letter templates is just \$39.97.** The money you'll earn as a result of these proven letters can very easily pay you back hundreds (probably thousands) times your meager investment.

## 7. Explain Reason-Why.

Explaining to people the reason why you are doing something is one of the most powerful persuaders you could ever incorporate into your sales letters. I have an entire article about it that you can read here:

<http://instantsalesletters.com/articles/trigger.html>

Take a look at how I justify such a great value for buyers in this paragraph:

So what's the catch? Why am I practically giving these letters away?

Well, it's really quite simple. Since you're accessing these directly from the Internet I have no inventory and no fulfillment costs. I don't need to pay anyone to take the orders over the phone (though, you are welcome to call me at 301-656-2424 to rest assured that I am a real person). This way I can pass along my cost savings to you. So you win and I win.

### 8. Create 'Greed' Desire or 'Gotta Have It' Mentality with Free Bonuses.

I like to pile on the bonuses and really get people excited.

Sometimes they buy the main product just because of the bonuses. Do I care? Nope! Your bonuses should be so good you could sell them on their own.

**3 FREE Bonuses For Ordering By Midnight**  
**Wednesday, October 11**

**Bonus#1:** As a special free bonus for acting immediately I'll also give you a copy of a special e-book **"Surefire Sales Letter Secrets: How To Create a Fortune in Your Business With Powerful Direct Mail."** This is a \$39.95 value.

*"I recently bought your Instant Sales Letter Kit. As a bonus, Surefire Sales Letter Secrets came with it. This book really exceeded my expectations. I read it all in one sitting and couldn't put it down. It is so concise, yet says so much. I found it very clearly written, to the point, well organized and packed with tremendously useful information, but not too long. You have an amazing ability to get the most content with the least amount of words. I'm finding myself referring to it constantly as I write."*

**Ruth James**  
**Virginia Beach, VA.**

**Bonus#2:** My **Surefire Direct Mail Profit Worksheet.** This pre-done spreadsheet gives you a powerful analysis tool for all your direct mail projects. You simply enter in basic information like number of pieces mailed, mailing costs and number of responses -- then this worksheet automatically performs the important analysis calculations for you -- instantly! This essential tool is another \$39.95 value.

**Bonus#3:** **Ultimate Sales Letter Tool Box: All The Openings, Bullets, Copy-Connectors, Selling Words, Phrases, Guarantees, Closes, and P.S.s You'll Ever Need To Create Killer Sales Letters** (A \$39.95 value).

You can see here the bonuses are worth nearly triple what they'll pay for the Instant Sales Letter templates.

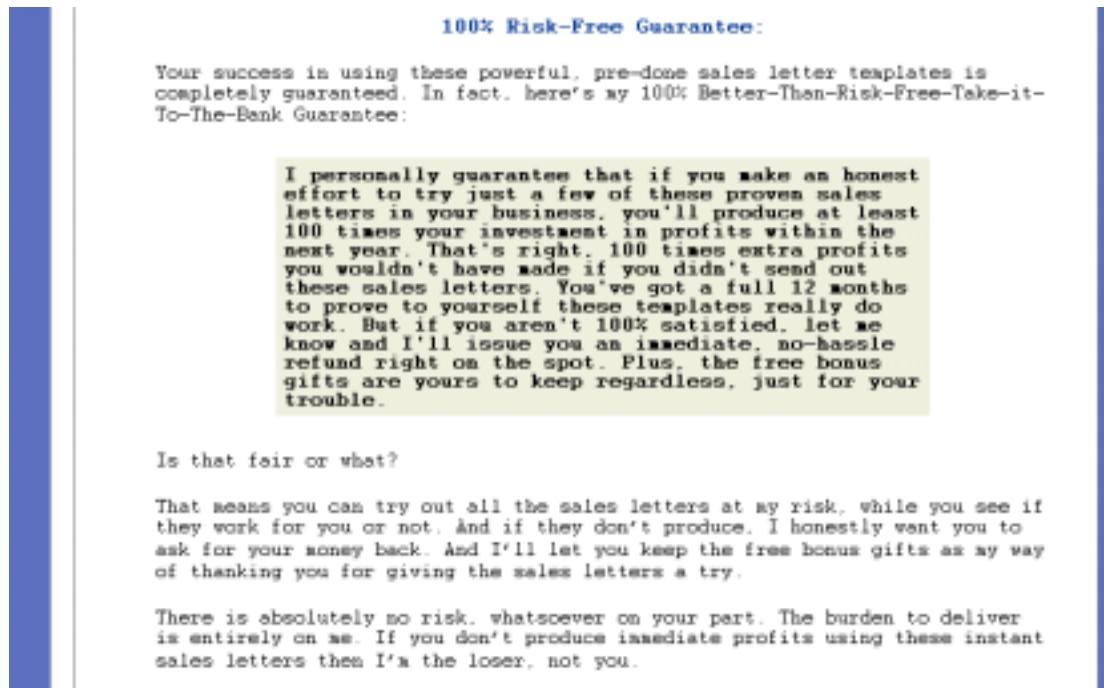
That's what you want! You want people to really get excited about the incredible deal they're getting!

## 9. Unconditional Guarantee to Alleviate Fears (even better-than-risk-free guarantee).

The more risk-free you can make it for people to take action the better.

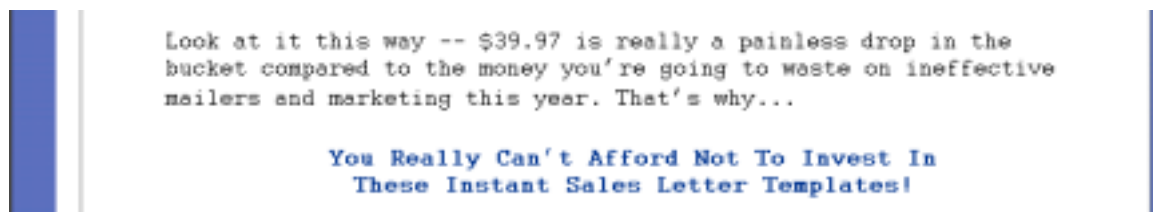
There's no need to worry about offering a strong guarantee if you've got a good product.

Here's how I present it in my letter:



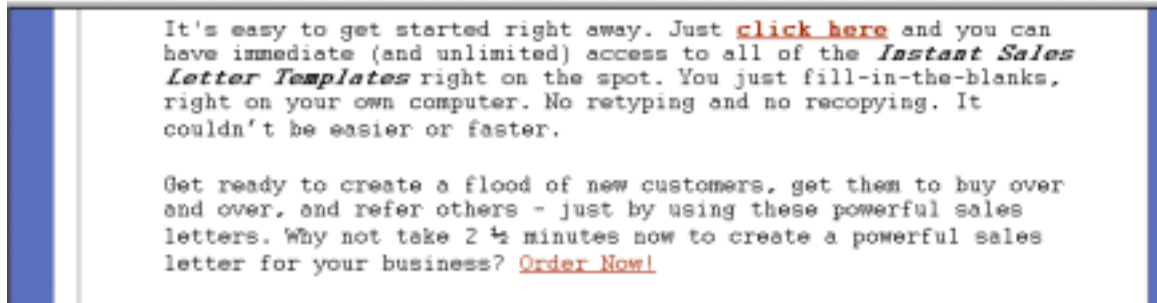
## 10. Demand Immediate Action Using Scarcity or Time Deadline Stress What They'll Lose if They Delay.

Nobody likes to make a decision. That's why you have to help them along by incorporating a time deadline and reminding them of what they'll miss out on if they don't take action. Sometimes it can be as easy as this one paragraph:



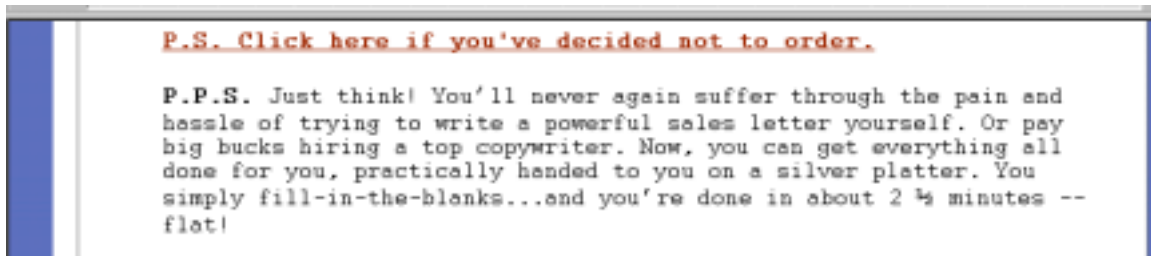
## 11. Make it Absolutely Clear What to Do Next.

Here's where a lot of sales letters wimp out. Don't make people guess what you want them to do. Tell them "click here" to get started right away.



## 12. Power P.S.

I will give prospects another chance to get additional information in the P.S. of the letter. This link would take them to a page that answers even more questions about the templates. Then the P.P.S. summarizes the benefits and what they'll get if they order now!



**There you have it! Just put these 12 elements to work in your sales letter and you're all set.**

## Today's Assignment:

1. Get the major elements of your sales letter together:
2. Come up with your irresistible offer (**see bonus article at the end of this section**)
3. Get together your testimonials. If you don't have any yet – ask people to review your product/service and get back to you. Ask existing customers if you can use their comments.

4. Create a list of 20 bullet points for your product or service highlighting benefits. A simple way to do this is to take every feature and come up with several benefits for it. Remember a benefit is something your product *does* (result it produces) for the customer.
  5. Think of a believable and truthful 'reason why' you are making this offer.
  6. Bonuses. Think of several high perceived but low-cost bonuses. Information products like reports or ebooks are perfect for this.
  7. Craft your guarantee. Try to be as liberal as possible, a lifetime guarantee sure would sell more than a 30-day guarantee.
- 

## HOW TO CREATE POWERFUL OFFERS THAT DRIVE YOUR SALES THROUGH THE ROOF

By Yanik Silver

What does a mafia boss know about marketing?

Lots. Read on to find out...

Do you remember in the movie "The Godfather" when Don Corleone says, "I'm gonna make him an offer he can't refuse"?

And it's this simple concept that's the backbone of any successful sales proposition you make. (However if I were you, I'd probably leave out the threats of violence in your sales piece.)

From now on, your job is to create such powerful offers that anyone reading it would say to themselves, "My goodness, I'd have to be a complete idiot not to take them up on this deal!"

And creating a powerful offer like this is easier than you think.

Let me share with you one of the most compelling offers I've seen. It took a dying hotel on the wrong side of the Vegas 'strip', where you had to watch your wallet at every turn, and transformed it into a super moneymaker.

This is from a very successful ad that used to run for Bob Stupak's Vegas World hotel.

Listen to this deal and see if you wouldn't act on this even if you were just an occasional gambler:

"Act now, to receive a virtually free Las Vegas vacation. For \$198 per person or \$396 per couple I will:

- 1) Put you up in a luxurious mini suite in an exciting Las Vegas hotel right on the famous strip.
- 2) I will give you free tickets to a show with name entertainers.
- 3) I will put a chilled bottle of champagne in your room for free.
- 4) I'll let you drink as much as want for free, whether you're at the gaming tables, playing slots or in one of the lounges.
- 5) I'll hand you \$1,000 of my money to gamble with for free.
- 6) I'll let you keep all your winnings.
- 7) I'll guarantee you'll win a color TV, VCR or a faux diamond ring.

Obviously I'm not going to give this incredible deal to everybody in the whole world. There can only be (small number) of these vacation packages available. First come, first served."

If that's not an irresistible offer, I don't what is. The closer you can get to something like this, the more customers you'll have falling all over themselves to give you their money.

Does this give you a few ideas?

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Using The Bonus Pile On

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Vegas World's offer uses a concept I call "Bonus Pile On". And the way it works is to keep piling on bonus after bonus until finally you have to say "no mas" and whip out your charge card.

It was the same thing with the famous Ginsu knife commercials a few years back. They used this technique perfectly to sell millions of dollars of cutlery. The announcer would say "And if you act now you'll also get..." and then about 15 different knives and kitchen gadgets would pop up on the screen.

It made you think about how much value you were getting for such a little price. That's the power of the "bonus pile on".

So what's the best way to start using this in your business? Well, one of the best ways I know is using paper and ink. You can give away a series of valuable reports with any purchase. What's more, you could even make this information available as a download from your website so you'd have zero distribution cost.

Or you could make deals with other businesses where they'd let you give away a product or service from them to your customers. If you really use your imagination here you'll come up with lots of ways to create a "bonus pile on".

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**Make Prospects Take Action Now!**

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There's no doubt about it - deep down, everyone of us is a lazy procrastinator. That's why you need some kind of deadline or scarcity factor to make prospects take action now. If your prospects believe an offer is going to be around forever, there's no reason to take action.

That's the reason deadlines work so well. In one of my businesses, I'll stamp a red deadline on the order form for the last day prospects get over \$2,000.00 in free bonuses. And believe me, it's not unusual to get people ordering right on the very last day of the deadline just because of this stamp.

=====

**100% No-Risk Guarantee**

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Finally, the last component of a powerful offer is to make your deal as risk-free as possible. Nobody wants to make a mistake and be stuck with something that doesn't deliver as promised. That's why you should make every effort to lift the risk from the prospect and place it squarely on your shoulders. Make a bold guarantee and make it for as long as possible. If you have a quality product, you shouldn't worry because most often return rates will drop the longer you extend guarantees for.

Another strategy to try is offering a 30-day "hold-your-check or charge slip" trial. That means people will send you checks postdated 30 days out or you won't charge their credit cards for 30 days. Joe Karbo used this to sell tens of thousands of copies of his book "The Lazy Man's Ways to Riches".

Now you have all the keys to creating your own irresistible offer and watching your sales soar. Just keep adding value and more bonuses until you come up with an offer than makes your prospect feel guilty for not ordering.



## **Day 6 (Saturday) - Pull the sales letter together and post it on the website**

### **Lesson Objective:**

To put together your sales letter into final form so you can post it up to the web tomorrow.

### **Skills Needed:**

- Imagination
- Basic Word Processing

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You may have noticed that a lot of the information products, websites, and ebooks you've seen have "covers" or software "boxes" even though everything is delivered electronically.

### **This isn't by accident!**

The human mind thinks in pictures and it's hard to imagine what an ebook or a software package looks like when you go to purchase it. However, with the right "virtual" packaging, it's easy for people to visualize what they're buying from you!

Remember when you purchased this course? We had a really nice ebook "cover" on the website so you instantly got a feel for what we were selling and how you could benefit.

If you want to get a "virtual" cover, package or box for your product – there's only one place we recommend – **Killer Covers**  
(<http://hop.clickbank.net/hop.cgi?bizpromo/vdavidson>)!

They did the cover for this and many of our other online projects.

Visit their website to get a feel for how a cover can totally change your product's appearance and impact your sales like you never dreamed possible. At the very least you'll get some ideas on how you can do your own cover if you choose to do it yourself!

Alright -- on to day 6!

### **Today's Lesson:**

Today, we're going to take the major components you created yesterday and "stitch and sew" them together into a great sales letter.

But before we go there let me give you a few more tips for effective cyber-copywriting...

=====  
Cyber Copy Tips  
=====

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

**Write just like you talk**

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

In fact, you'll notice I use phrases like "Look" or "I just told you about..." or "Listen". These are all "talking phrases".

**Write to one person**

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

Keep your sentences and paragraphs very short and simple.

Period.

Sentences (and even paragraphs) can even be one word like that last one.

And paragraphs should be no more than 4 or 5 lines.

You want your web site to look easy to read with a lot of white space. Make it inviting.

Long blocks of words are scary (especially online). Paragraph breaks do not need to be determined by content.

This is critical for your web site because reading on the screen is even more difficult than on paper!

Make your subheads provide an entire sales message

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

A lot of people will scan your web site so you need to make your subheads give a complete selling message by themselves. That way even people who just scan your web site can be sold.

Many times I'll use the rejected headlines (from our last lesson) for the subheads.

### Use lots of bullets

To make long letters look easier to read and draw attention to your message use lots of bullets and be sure to make them double-spaced so the web page looks easy to read.

You can use bullets, checkmarks or numbers.

### Make It Easy To Read

There are three graphic embellishments you want to stay away from in your web copy.

They are underlines, italics and ALL CAPS.

Underlining is typically used to identify hyperlinks so you don't want to confuse readers with underlines.

ALL CAPS, like this, makes it much more difficult to read (especially on a screen).

Italics usually come out difficult to read on the screen also, the only spot I'll use italics is for my testimonials.

Also, to make it easy to read avoid reverse type (white type on dark backgrounds). Stick with a light background and dark type.

Remember if people can't read what you're saying... they can't buy.

To give emphasis to certain passages you can use **Bolding**, Boxes and yellow highlighting.

### Margins

You want to bring your margins in closer on the web site.

So instead of using the whole screen you or your webmaster needs to set the margins closer for easier reading.

Never, **ever** make people scroll left or right to read your sales letter.

People's eyes have difficulties reading anything that is set too wide.

That's why you'll notice most magazines and newspaper are set in columns.

\* \* \*

Now, with all of that said, you should model your sales letter after proven winners.

Go explore around the Net and bookmark copy that compels you to buy. Take the best elements from all of these and combine them into your own sales letter.

In fact, one of the ways I learned to write copy so well was to write out (in my own handwriting) proven sales letters from the masters.

This is the quickest and easiest way for the process to become imprinted in your mind.

### **Today's Assignment:**

1. Put together your own winning sales letter.
2. Take the elements from your last homework assignment and cut and stitch them together.
3. You should also have a file of sales letters you've seen online you like -- and you should also be saving your junk mail.
4. Pay attention to the headlines, openings, P.S.s, subheads, guarantees, transitions, etc. (all the spots we talked about).
5. Also, be sure to read the article in the resource section about how to test your sales letter before releasing it.

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## **Today's Resources:**

**Killer Covers** – get an incredible visual representation of your product or service so prospects immediately know what you sell!

<http://hop.clickbank.net/hop.cgi?bizpromo/vdavidson>

**See article about testing on the next page**

## How To Use Testing For Breakthrough Marketing Results

By Yanik Silver

Advertising is expensive. And it costs you the same amount of money to run an ad (or mail a letter) that brings in 2 customers as one that drives in 20 customers. So that difference is in your ad (or letter).

Let's say you've come up with what you think is a good ad (powerful headline, good offer, sizzling copy, etc.), now you're ready to test.

Testing will help you:

1. Save yourself a bunch of money.
2. Improve any results you're currently getting.
3. Stop guessing about what works.

I'd say those are some pretty good reasons to learn all about testing and how to apply it to your business. So before spending loads of money on your new ad you can (and should) do a few low-cost/no-cost tests:

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### The Sleep On It Test

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First, you should let your ad sit for at least a day. Then the next day you can come back to it with new eyes and a fresher perspective. You can find errors that weren't apparent before.

Also, your chances of writing a good ad are significantly improved with rewriting. (I will rewrite an ad or letter 3, 4 or 5 times before I'm done.)

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### Reading Aloud Test

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I don't know what it is about reading something aloud versus reading to yourself, but you'll pick up lots and lots of insight into how good (or bad) your ad really is by reading it aloud. All the bumps and rough spots jump out at you.

Or a variation on this is to have someone else read it you. This is even better. As they're reading it, you should take out a copy of the ad and make notes on it. One big advantage of this is your reader is completely impartial.

He won't stress certain phrases or words to make the meaning clearer. And if the reader is having trouble you know that's an area to edit.

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### Sneaky Opinion Test

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This test is really great. Take your ad off your printer and make a xerox copy of it. Then go around to a few people who should be in your target market and say something like, "Take a look at this, I just found this in a magazine." Key point: Do not tell people you wrote the ad because they'll be say how nice it is.

You're gauging their response. If they say something like "Did you write this?" or "This is really good." What that really means is your ad stinks.

But if you start hearing "Do you know how I can get this done?" or "Do you do this?" then you know you're on to something good and ready to spend money on your test.

Opinions are great, but the only votes that really count are the ones that are paid for. The first thing you \*don't\* want to do is call every newspaper, magazine, throw-away, etc. You need to start by testing small. And that means spending as little as possible to get accurate results.

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### Test Small

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Joe Sugarman (He sold millions of Blu-blocker sunglasses) tells how he would test all his ads in the Southwestern edition of the Wall Street Journal. Because this was the cheapest and smallest edition of the Journal to test.

That way he was able to read results quickly and then decide whether or not to 'roll-out' to other editions. So how can you apply this information to your business?

Easy.

Let's say you've been running ads in your local paper. Well, usually newspapers have zoned editions based on zip codes. So instead of paying for your ad to appear in the entire circulation, you simply put it in one of the cheapest and most representative zones available.

And by tracking the response (using a specific phone#, person, extension#, etc.) you can safely predict what results you'll get once you go out to the entire circulation.

One more point: It's better to run your test ad in a daily paper instead of a monthly magazine. Simply because you can ascertain information more quickly.

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#### Don't Fall For Your Ad Rep's Traps

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You cannot multiply zero. That means if there is no life in your ad -- kill it before it drains more money and time from you.

Don't listen to your media rep's b.s. about repetition and getting discounts for multiple insertions. Remember, these guys have no clue about how to create advertising that works. If they did, they'd be running ads in their own magazines and making tons of money.

Infomercial marketers realize this point. Imagine spending \$100,000.00 to produce one single 30 minute spot and then buying \$400 - \$1,000 in media to test it out. That's what infomercial companies do.

They know if the phones aren't ringing after a couple of TV spots -- they're definitely not going to ring if they throw tens of thousands of dollars in media at it, either.

Follow these tips and you'll be able to save a lot of money plus increase response. Just test until you come up with a winner and then keep running it!

## Day 7 (Sunday) - Website posting and “surf” day

**Objective:** Post your entire website to the web and start checking out the “competition” for possible joint venture partners.

**Skills Needed:**

- Basic Surfing
  - Basic Email
  - Basic HTML
  - Basic FTP
  - Basic Word Processing
- 

**Today’s Lesson:**

**Part 1 – Inserting “meta-tags” into your site.**

Today we’re going to finish up one last important bit on your site and then post it all up to the web.

Inserting the “meta-tags” into each page represents the “icing” on the cake for most sites.

Meta-tags, bits of code in the html documents that make up your website, help the search engines identify your site and can help make your site more relevant to a keyword search.

3 meta-tags should concern you – but only one of them really warrants serious attention.

**1. “title” tag – this tag serves multiple purposes...**

- a. It tells the search engines the title of your page and usually shows up as the “clickable” link visitors choose in the search engine results.
- b. Since it is the first thing people see in the search engines, it often serves as the “headline” for your search engine listings.
- c. The title tag also causes the title of the page to display in the upper left border of most web browsers.
- d. It also serves as the title of the page when someone prints it out on paper.
- e. **The title tag is by far the most important tag in the eyes of most major search engines.**



2. “keyword” tag – this tag lists off the relevant and related keywords to the subject of your page. Most search engines pay very little attention to this tag... some ignore it completely.
3. “description” tag – this tag lists a description of your page. This description often displays in the search results of many search engines under the title tag. It acts almost like your classified ad for your listing.

These tags get inserted in the html code of your page near the top in between the <head> tag and the </head> tag.

All of your tags as well as the first words on the page should start with the most relevant keyword phrase for that particular page.

Here’s what the code at the top of each page might look like:

```
<html>

<head>
<title>antique car show information</title>
<meta name="keywords" content="antique car show">
<meta name="description" content="Antique car show tips
tricks and information">
</head>


<body>
```

Also, the first words on your page would go something like this:

## (Title) Antique Car Show

(Body text) Antique car show enthusiasts here's the site you've been looking for!

**NOTE:** Every meta-tag, as well as the title physically appearing on the page and the first words of the first paragraph start with that same keyword phrase. In this case it’s “antique car show”.

 Create and insert your meta-tags on every one of your website pages right now!

If you feel like you need a little more help with meta-tags, just go to the nearest search engines and look up “meta tag generator”. You will find numerous places where you can enter your title, keywords, etc. and have them automatically formatted free. All you need to do then is just copy and paste the meta-tags into your html code.

## Part 2 – Post your site to your hosting account and make sure it works.

☒ Post everything to your hosting account using your ftp program, including:

- a. Sales letter
- b. About Us page
- c. Affiliate Signup page
- d. Popup window.
- e. All graphics

Configure your order link(s) with your shopping cart and credit card processing so they are “live” and ready for buyers to give you their money.

**Test ALL your links to make sure they work.** You do this by opening your site in your web browser and physically clicking every single one of them!

- a. Test every single link on every single page
- b. Fix any links that don’t work
- c. Get in the habit of checking your site periodically for “dead” links

Test your popup window to make sure it launches correctly.

Test your website in the Internet Explorer web browser as well as Netscape’s web browser. Test it on America Online (AOL) too if you can.

Make sure:

- a. The popup window script works in Internet Explorer, AOL and Netscape.
- b. All graphics show up on every single page
- c. All text shows up on every single page
- d. All links work on every single page
- e. Go through the entire order and fulfillment process in each web browser to make sure every aspect of product ordering and delivery works correctly.

NOTE: Your credit card processing company should provide you a “dummy” credit card number so you can go through the entire order process live.

### **In short, try to \*break\* your website!**

Look for every possible way anybody could:

- i. do something wrong
- ii. get lost
- iii. break something
- iv. crash your server
- v. cause any type of problems or mayhem

Check your site's loading speed – does it load fast on a 56K dial up modem?

Change the resolution on your monitor to 640 x 480, 800 x 600, and 1024 x 768 to see how the site looks at these various screen settings.

NOTE: You may receive quite a shock when you see how your site looks at resolutions other than the one you normally keep on your monitor.

Review the “Ten Commandments” article on Day 3 if you need a little refresher.

### **Part 3 – Go find at least 20 “Competitors”**

- ☒ Find at least 20 sites that look like competitors for what you sell.

One of the best ways to find them is through the search engines.

Perform searches for your top keywords and see which sites come up on top.

Sites that come up high in the search results for popular keyword searches probably have a decent stream of traffic going to their site.

I know it sounds obvious, but you only want to approach sites with traffic when you start looking for potential Joint Venture (JV) partners.

- ☒ Create a folder in your browser's bookmarks or favorites called “potential JVs”.

- a. Surf the web and look for competitors' sites.

- b. “Bookmark” these sites so you can come back to them easily.

As you look at these sites ask yourself these questions:

- a. What is their unique selling proposition (USP)?
- b. What are they selling that I could add to my product to make it better?
- c. What are they selling that I could add as a free bonus to my offer?
- d. What do I like about their site that I could use to improve my site?

- ☒ Make notes of things you see and learn that you could use to make your offer, product, or website better.
- ☒ Make any obvious and easy improvements or changes to your website based on what you’ve learned from your surfing.
- ☒ Email at least 6 friends / business associates and ask them to take a look at your site so far and give you feedback.
- ☒ Implement any of their suggestions that make sense and appear to make your site, your sales letter or anything else better.

### **Summary of Today’s Assignments:**

1. Insert the proper meta-tags into the web pages on your site.
2. If you haven’t already, post your entire website to your hosting account and try to “break” it.
3. Test every element of the website and look for problem areas.
4. Find at least 20 sites that look like competitors and bookmark them in a folder called “Potential JV’s”
5. Learn everything you can from these competitors to make your site better.

6. Have at least 6 people give you feedback on your site and the work you have done so far.

As we set the stage for working with other website operators, we thought this article would help you understand the “big picture” in arranging your JV’s.

## Today’s Resources:

**The Online Marketing Letter** – The web’s oldest continuously published newsletter about marketing online. If you want to stay up-to-date with the latest techniques for marketing online no matter what you sell... you must check out this resource.

<http://www.cyberwavemedia.com/news/?10252>

### Article - Skyrocket Website Traffic With “OPT”

The most immediate source for website traffic (besides using pay-per-click search engines) entails the effective use of “OPT” - Other People’s Traffic.

Other website operators have the targeted website visitors you need right now – you just have to get them to funnel some of it your way.

Your mission is to find people who can refer you their traffic either for a flat fee, as a trade for services or on a per-click basis.

The quickest way to find people to refer traffic is to take inventory of who you know that operates a site drawing the type of visitors you need.

Once you have exhausted that list, go to the search engines and do a search for the keywords that would bring targeted traffic to your site.

Make a list of the websites that rank well in those searches and approach those individuals with related sites about a traffic deal.

Try to work all your agreements on a traffic trade or per-sale basis first so you won’t have to pay any cash out of pocket.

If you don’t have enough traffic to trade, or they don’t want to work on commission, then you should negotiate a per-click or per-signup deal.

This means you only pay when a visitor comes to your site or signs up to receive your newsletter or other information.

With this structure you only pay for performance and can maximize your return if you do have to spend money.

You have 4 choices for funneling another site's traffic to yours: endorsed mailings, popup windows, link trades, and banners.

**Endorsed mailings are by far the best way to funnel traffic from another site.**

When you approach someone to do a JV with you this should represent your primary goal – get the other party to do an endorsed mailing!

A well-written endorsement letter by a website operator who already has a relationship with people who can buy from you is often worth its weight in gold.

An effective endorsed mailing can result in traffic, sales, and thousands of dollars in your pocket within mere hours of sending it.

Focused “popup” windows represent the next fastest way to funnel traffic to your site.

When used incorrectly, popup windows create an annoying distraction for web surfers. Make sure your popup windows are relevant to exactly what visitors want by providing focused content.

The next way to funnel traffic from other sites is using “Reciprocal Links” – which is a fancy way of saying trading links with someone. Make sure you negotiate a high profile spot for your link on the other person's site.

Don't let your link get buried way down on the page or you've wasted your time.

Banner ads represent the least effective way for getting traffic from other sites because web surfers have learned to ignore them. However, they can result in traffic if you only buy them on a per-click basis.

Creativity is key when negotiating with other websites to steer some or all of their traffic your way.

Create win-win scenarios and many will jump at the chance to work with you.

## **Week 2 – Laying the groundwork for Marketing Online**

### **Day 8 (Monday) - Start creating the Autoresponder sequence for your site**

#### **Lesson Objective:**

To explain the various ways the autoresponder can be used; to look at various “real-world” examples; and to start creating your autoresponder follow-up sequence.

#### **Skills Needed:**

- Imagination
- Basic Surfing
- Basic Word Processing

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#### **Today’s Lesson:**

Welcome to week 2 of your 33 day journey to online profits!

This week we’re going to lay the groundwork for your online marketing – starting with a secondary response on your site.

When people leave my sites I want to have a mechanism in place that will capture their email addresses so I can follow-up.

Even if you've got a killer sales letter that is getting a 5% conversion you still have 95% of your visitors leaving!

#### **Why not create a way to make money from that majority as well?**

I'll explain all of this in a moment.

First, you need to think about your secondary response mechanism. What is the secondary objective of your site?

If you said "capture emails" – you're right!

This is building your 'opt-in' list (and this gives you the ability to make money on demand).

In order to capture the email addresses I suggest a free report or training course sequenced over several days delivered via email autoresponder.

You don't need to use a report or training course as your secondary response. You can just have people subscribe to updates from you, or download a free excerpt, etc.

Or maybe you're doing an online newsletter; just provide a "light" version every month to opt-in subscribers where you heavily edit down your real content.

Really, the possibilities are endless but you need to provide enough compelling value that visitors will part with their email address.

### Using A Sequential Email Autoresponder

It's like having little follow-up robots working for your 24/7. And your prospects don't slip through the cracks.

The company I use charges me something like \$149/year and they have lots of cool things in their system that I haven't seen anywhere else.

- They let you personalize your messages.
- They let you use actual dates in your message (so instead of saying 2 days ago you requested our information - it says on Saturday you requested our information).
- You can do complete broadcasts of your email list
- You can import/export names
- You get unlimited messages.

All in all - I think they've got a really good system.

You can find them at: **Get Response** - <http://www.getresponse.com/index/14388>

Okay, so let me get back to our secondary response.



I use a 3-part 'mini course' on direct mail called: "**7 Direct Mail Secrets Guaranteed To Create A Stampede of New Business!**"

I deliver it in 3 parts spread 2 days apart. So I get to contact a prospect 3 times in a matter of a few days. I give them lots of good information and I also deliver a little "commercial" promoting my Instant Sales Letters.

To get a good grasp on exactly how these autoresponder sequences work I suggest you fire up your browser and join me for a little mini tour.

You'll see how some sites use "popup" boxes when you leave or when you enter. Others just ask for your information on the actual web page.

Take a look at these sites for great examples of autoresponder sequences that have made people a lot of money:

**Amazing Formula** – sign up for the weekly marketing tip  
<http://www.amazingformula.com/cgi-bin/t.cgi/172649>

**The Online Marketing Letter** – join the "free update list"  
<http://www.cyberwavemedia.com/news/?10252>

**Get Response** - sign up for their free "test drive"  
<http://www.getresponse.com/index/14388>

### Today's Assignment:

1. Pay attention to web sites that use autoresponders. Create a new folder in your email box with samples of follow up emails.
2. Think about how you are going to use an autoresponder. Are you going to give away a free course? Report? Industry updates? Etc.

## Today's Resources:

Complete and comprehensive resource about autoresponders that make money!  
<http://www.autorespondermagic.com/?1959>

**Autoresponder Services:**

A Weber - <http://www.aweber.com/?871>

Get Response - <http://www.getresponse.com/index/14388>

**Popup Windows:**

Amazing Popup's - <http://www.cyberwavemedia.com/pop/?10252>

## **Day 9 (Tuesday) - Write your autoresponder sequence and install it on your site**

### **Lesson Objective:**

To write up your autoresponder messages and install them in your autoresponder.

### **Skills Needed:**

- Basic Surfing
- Basic Word Processing

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### **Today's Lesson:**

Welcome to Day 9 – today we're going to continue working on our autoresponder sequence. For illustrations, I'm going to use an example of a “mini course” but these ideas apply equally well to anything you put on your autoresponder sequence.

Personally, I would like to see you have a minimum of 3 contacts written by the end of today.

If that's not possible, then get it done within the next few days – but get it done! Remember, this is work you only have to do one time and then it works on autopilot.

I set-up a sequence of 3 contacts spaced 2 days apart. So people would get part 1 of their mini-course immediately. Then part II – 2 days later and part III – 2 days after that.

One of the easiest ways to come up with content for this autoresponder is simply to “recycle” existing content.

Here's what I mean...

When I created my 3-part mini course on direct mail – I simply took an existing article I wrote and divided into 3 segments.

Easy!

You can do the exact same thing by taking an excerpt from your book or newsletter. Or, if you've written articles – simply break them up into several parts like I did.

Think about any existing content you can take and rework it. Keep thinking until you come up with a few possibilities!

Another almost painless way to get this done is brainstorm the 10 biggest mistakes (or 7 if you can't do 10) customers making buying your type of product or service.

It doesn't have to be long, in fact, a couple of paragraphs under each mistake and you're in business.

Now let me give you a few more tips for creating your autoresponder sequence.

When message #1 comes you want to immediately identify they've requested it and what they are getting. Something like this:

\* \* \*

Subject: {first name} - your free report you requested

Hi {first name},

Thank you for requesting the free report... "{Title}"

Inside this report you'll discover the secrets to {benefit or secrets you're sharing}. So let's get started...

=====  
"{7 Little-Known Secrets to xxxx}"

By {Your Name}

=====

\* \* \*

Next, when you're closing day 1 – give people something to look forward to and also a reminder to pass along your information. Something like this:

\* \* \*

Now just by using these first 2 secrets you'll be way ahead of any of competitors...but wait, there's still more!

NEXT -- Emailed to you in 2 days will be 'Part II' of this special report on {your topic}. Find out:

Secret #3 - {name of secret}

{Give benefit of learning this here}

Secret #4 - {name of secret}

{Give benefit of learning this here}

=====  
And Still Coming Up In A Few Days:  
=====

Secret #5 - {name of secret}

Secret #6 - {name of secret}

Secret #7 - {name of secret}

See you on 2 days for part II!

All the best,  
{Your Name}  
{http://www.yoursite.com}  
{mailto:youremail@yourISP.com}

P.S. If you have a friend who would benefit from this report, please pass this on. Or they can get their own copy by sending a blank e-mail to...

{mailto:autoresponderemail@ISP.com}

\* \* \*

On the second installment you should again jog people's memories and remind them about the report. Here's a simple way:

\* \* \*

Subject: {first name} - Here's part II of the free report you requested

Hello Again {first name},

It's time for Part II of your free report... "{Title}"

I hope that you have been considering how to use the first few secrets you were presented in the first installment.

And now let's keep going...

=====  
"{7 Little-Known Secrets to xxxx}" Part II

By {Your Name}

=====

\* \* \*

And once again let them know what they should expect on the next installment.

Also, please don't forget to include some kind of advertisement (you can put several) inside your follow-up messages for your product or service. That's the whole point, right?

Now, I want to show exactly how easy it is to set-up your autoresponder sequence. I'm going to show you the control panel from **Get Response** (<http://www.getresponse.com/index/14388>) – here's how it works.

Once you login – you will click on “edit messages”



Then on the edit message screen you will simply paste your pre-done message and select the interval date (an instant response is '0' and a follow-up message is any other number of days after the prospect hitting your autoresponder).

Also, don't forget to use any personalization and neat features like automatic date insertion, etc.

The screenshot shows a web interface titled "Edit Messages". It has two main sections. The first section, "SELECT MESSAGE:", contains a list of three messages with placeholders like "[[firstname]]". Below this list are two buttons: "Select Message" and "Delete Message". The second section, "ADD NEW MESSAGE:", includes a "Subject:" label with an empty text box, a "Body:" label with a larger text area containing placeholder text, and an "Interval:" label with a small input box showing the number "8".

That's about it. There's really nothing else left except your assignment for today (I bet you already guessed what it was)...

### Today's Assignment:

1. Create a 3-part (at least) autoresponder sequence system and load it into whichever autoresponder system you are using.

Maybe your content is only long enough for 2 days – don't worry. The same thing happened to me on the autoresponder sequence for a new project called **"Get Fit While You Sit"**. <http://hop.clickbank.net/hop.cgi?fsbohlp/fitsit>

I broke up the information into 2 days and then on the 3<sup>rd</sup> day I gave people an unexpected bonus – a free healthy recipe. This was good because it put people into a habit of hearing from my client and secondly, it was like an unexpected free bonus.

### Today's Resources:

<http://www.autorespondermagic.com/?1959>

#### Autoresponder Services:

A Weber - <http://www.aweber.com/?871>

Get Response - <http://www.getresponse.com/index/14388>

## **Day 10 (Wednesday) - Start laying groundwork for “Targeted Traffic” to your site**

### **Lesson Objective:**

To lay a solid foundation for driving targeted traffic to your website... so you can start making sales!

### **Skills Needed:**

- Basic Surfing
  - Basic Email
  - Basic Word Processing
- 

### **Today’s Lesson:**

Let me ask you a question...

Would you like your website to achieve a “Top 10” placement on a major search engine?

**Would you like it up there in just a few days**, drawing tons of targeted traffic to your website like a stampede of cattle on the open Texas range?

### **No problem!**

Pay-per-click search engines offer anyone with a website the opportunity to obtain and keep a top spot in the search engines – no programming required!

Unlike traditional search engines, which base their selections on the page’s content and “code”, pay-per-click search engines sell their top spots to the highest bidder.

When visitors search for a particular keyword phrase, the website owners who bid the most come up first and get the lion’s share of website traffic.

Getting to the top of traditional search engines can take months and does not guarantee a good ranking, no matter how much effort gets expended.

Using the pay-per-click model shortcuts this extremely time and labor-intensive process.



GoTo, the web's top pay-per-click search engine, boasts millions of searches daily.

GoTo has been around for years, but recently started coming on strong with the decline in soft advertising dollars on the web.

In the past, traditional search engines made their money from selling banner ads and sponsorships to advertisers.

Unfortunately for traditional search engines, advertisers have learned that banner ads, general audience popup windows, and other advertising online don't produce good returns on investment.

As a result, this formerly lucrative method of making money has virtually disappeared... and GoTo stepped in to fill the void.

GoTo's search listings now appear in the search results of some of the web's traditional search engine giants, including:

- AOL
- Lycos
- HotBot
- Netscape
- DogPile
- Cnet.

Anyone who bids their site into the top 3 for a particular keyword phrase (GoTo's "Premium Listings") not only appears in GoTo, but also appears prominently on the first page of searches on those other search engines.

GoTo in turn pays these search engines a commission for any of their links that get clicked by surfers. These arrangements have evolved into a significant revenue source for other search engines and have massively extended GoTo's reach across the Internet.

GoTo's recent success has launched a virtual online gold rush to cash in on the pay-per-click search engine model.

Dozens of pay-per-click search engines have sprung up across the web trying to grab a piece of the pie.

FindWhat, the next largest pay-per-click search engine, dwarfs in comparison to GoTo's size and reach. However, a recent price increase by GoTo caused many of its lower volume advertisers to seek alternative pay-per-click traffic and FindWhat gladly welcomed them into the fold.

Anyone with a website who wants to get a jumpstart on traffic and start driving targeted visitors across their site would do well to take a serious look at pay-per-click search engines.

As the web gets more crowded, paying for search engine traffic represents an excellent way to rise above the clutter – fast!

**Today you're going to sign up with GoTo to start getting traffic to your site!**

### Part 1 – Log on to [GOTO](#)

Click the “list your site” link at the top of the site and you will be presented with a choice similar to this:

Full Serve Advantage	Full Serve	Self Serve
<ul style="list-style-type: none"><li>• Up to 100 customized search listings</li><li>• URL submissions to 12 additional search engines</li><li>• 2 business day turnaround on proposal</li></ul> <p><b>\$199<sup>00</sup></b> one time service fee</p> <p>▶ <a href="#">Learn more and sign up now!</a></p>	<ul style="list-style-type: none"><li>• Up to 20 customized search listings</li><li>• 3-5 business day turnaround on proposal</li></ul> <p><b>\$99<sup>00</sup></b> one time service fee</p> <p>▶ <a href="#">Learn more and sign up now!</a></p>	<ul style="list-style-type: none"><li>• Do-it-yourself sign-up</li><li>• 5 business day turnaround</li></ul> <p><b>No Service Fee</b></p> <p>▶ <a href="#">Learn more and sign up now!</a></p>

Unless you are strapped for time and flush with money, you should choose the “Self Serve” option.

After clicking the “Self Serve” option you will be taken to a page to begin the actual signup process with Goto.

You will need to have your credit card ready.

Notes about Goto:

1. Goto requires that you pay \$50 to sign up. This \$50 will apply to click through's so all your money will go towards buying traffic -- there are no setup fees.
2. Goto has a minimum monthly spend of \$20. IF you don't generate at least \$20 in click through's each month they will subtract \$20 from your account.
3. If you don't want to spend at least \$20 to promote your business each month... you're not serious about making any money online.

Today all we want to do is sign up with GoTo and do more keyword research.

Tomorrow we'll submit a bunch more listings to GoTo and other pay-per-click search engines.

So pick out your top 3 keywords and get ready to write a basic title and description for each.

The first thing you must do is complete the bid boxes. Here's how I would do it for my antique car show site:

☐ Sites with Adult Content (e.g., X-rated) must check this box.

1. Search Term:(e.g. sofa)

Title:(e.g. Buy Sofas Online)

Description:(e.g. Buy sofas from one of the world's largest online furniture stores.)

URL:(e.g. http://www.xyz.com)

Bid \$:(e.g. 0.09=9 cents, 0.90=90 cents)

Fill in the search term – which is your keyword phrase.

Fill in the Title - which is literally the title for your “ad” in the search engine.

Fill in the description – which is really your classified “ad” for your search listing.

Fill in the url (web address) and the bid you are willing to pay for a visitor.

NOTE: For now just bid the minimum \$.05. You can instantly change your bids later to whatever you want once your account gets set up.

- ☒ Fill in 3 or 4 of these bids for your top keyword phrases and then move on to the next step in the sign up process.

Fill in all of your contact information on the next page.

Finally, open your account with a major credit card.

Your GoTo account will be activated within a few days when you receive a notification email from GoTo.

### Pay-per-click Bidding Tips

1. Don't go crazy bidding to start. Get a feel for what others are bidding and how competitive a certain keyword is.
2. Use GoTo's "[Keyword Tool](#)" to check the traffic counts on your keywords and look for keywords that will bring you the visitors you want at the lowest price. Certain keywords get overlooked and you can profit from them.
3. Look for bidding "gaps". You will see gaps where two or three people bid within pennies of each other and then it drops off... bid at the "top of the drop".
  - a. Example:
    1. Mary bids \$1.25
    2. Tom bids \$1.23
    3. Jerry bids \$1.19
    4. Joan bids \$.78

**You should probably bid \$.79 – unless you know you want to come up in the top 3 and then you would bid \$1.20.**

4. How much you bid will ultimately depend on your "visitor value".

Your visitor value is calculated by dividing the total number of visitors by the amount of money they generate you.

- a. Example:
  - ~For every 100 visitors you make \$100
  - ~That means each visitor is worth \$1.00
  - ~In this case you can spend up to \$1.00 to bring a visitor to your site and still make money.

## Part 2 – Continue Researching Keywords

- ✓ Remember the keyword tool you used on Day 1?  
[http://inventory.goto.com/inventory/Search\\_Suggestion.jhtml](http://inventory.goto.com/inventory/Search_Suggestion.jhtml)

We'll go back to that tool and find **at least 50 more keywords** (this is in addition to the keyword research you did on Day 1) that would bring you targeted visitors.

Also, see how much each phrase would cost you to get into the “top 3” by using the “Keyword Bid Tool”. This tool tells you how much others are currently bidding for a particular keyword phrase.

<http://www.goto.com/d/search/tools/bidtool/>

- ✓ Make a special note of any and all keyword phrases that would allow you into the top 3 for a reasonable cost while you are testing your website copy – say less than \$.25 per click.

You have made many more distinctions now about what people are looking for than you had on Day 1. You know what keywords are important and you can see how much it will cost to get into the top positions.

That's why we want you to research more keyword phrases at this point.

## Part 3 – Additional pay-per-click search engines

GoTo isn't the only game in town when it comes to pay-per-click search engines.

Other pay-per-click engines can generate significant hits for you very cost-effectively.

- ✓ You should sign up for at least one more pay-per-click search engine (if not several) so you can get traffic coming from multiple sources as quickly as possible.

Here is a list of other worthwhile pay-per-click search engines you should strongly consider using:

- [FindWhat](#)
- [Sprinks](#)
- [GoClick.com](#)
- [Kanoodle](#)
- [7Search.com](#)

If you really want to learn how to use pay-per-click search engines and squeeze every last bit from each penny you spend... check out this new resource

**Instant Web Site Traffic!**

It is written by Jon Keel, one of the world's experts on maximizing everything you do with pay-per-click search engines.

**Click here now** ==> <http://www.marketerschoice.com/app/aftrack.asp?afid=20822>

**Summary of Today's Assignments:**

1. Sign up for an account with GoTo.
2. Bid on 3 or 4 of your top keywords just to get your account opened.
3. Research at least 50 *more* keywords you can bid on to get targeted traffic.
4. Look for keywords with high traffic counts and low cost for top 3 spots.
5. Sign up for at least one additional pay-per-click search engine (FindWhat.com).

**Today's Resources:**

For a *very* comprehensive list of Pay-per-click search engines go to [Pay Per Click Search Engines](#).

For a complete course on Pay-per-click strategies go to **Instant Web Site Traffic!**  
<http://www.marketerschoice.com/app/aftrack.asp?afid=20822>

## **Day 11 (Thursday) - Final edit on the sales letter and write titles and descriptions for pay per click links**

### **Lesson Objective:**

To do the final edit on your sales letter and website; to write come compelling titles and descriptions for your pay-per-click links.

### **Skills Needed:**

- Imagination
  - Basic word processing
  - Basic html
  - Basic ftp
- 

### **Today's Lesson:**

Okay, onward to day 11 (hey, we're 1/3 of the way done -- Hooray!!)...

Today, we're going to work on some more copywriting assignments starting with putting the finishing touches on your sales letter.

If you've been doing your assignment you should have a fairly well put together sales letter – well, now we need to polish it up and really make it sing.

Now, that we've let a few days pass since working on your sales letter -- you can go back at it with new, fresh eyes.

Take a look at the headline – does it really grab your audience's attention? If not, let's make it stronger.

How about the opening? Does that compel people to read further into the letter?

2 tricks, I'll tell you about here:

1. Sometimes it takes a while for our brains to get warmed up when writing (just like a car) so many copy editors will just cross out their first couple paragraphs and make the copy start from that point.

Can you do that?

2. I like short openings that really make people continue reading. Like....

“It’s crazy....”

“Yes, it’s true...” etc.

You want to create a “slippery slide” that people can’t off of once they start reading.

Now, pay attention to your subheads.

Are they making a sales message all by themselves?

Okay, how are your transitions? Copy transitions (or bucket brigade copy) work to carry readers over from paragraph.

Things like...

“But, wait there’s more...”

“Let me explain...”

“Fact is, ....” etc.

Next, look at your guarantee and call to action.

Are they easy to understand? Do people know exactly how to give you money?

And the final test is to read it out loud (or have someone read it to you).

The copy should be smooth with no bumps.

**At this point your Sales Letter is officially done...** but be prepared to make changes in the future as you make additional distinctions about headlines, copy and more!



## Pay-Per-Click Copy

Okay, now it's time to work on your pay-per-click titles and descriptions.

GoTo will let you set your title and site description as anything you'd like – but they will also review your titles and descriptions to make sure you aren't misleading anyone or bringing people to your site under false pretenses.

You can use different titles and descriptions for each search term if you want to hit certain 'hot buttons' specific to those searches.

FACT - Your site titles and descriptions are equivalent to classified ads.

Have you ever seen magazines with hundreds and hundreds of classified ads? Well, this is almost the same thing. You're competing with lots of other sites for your perfect customer to click over to your site.

It's important to write benefit-laden copy and so people will click on your site. People don't want to waste the 10 seconds it takes to click and then hit the 'back' button on their browsers.

So why should they come to your site?

Your title and description are critically important!

Your title with GoTo can only be up to 40 characters long. You should capitalize each word but you can't use all CAPS. Here's what GoTo says about it:

### Title

Titles are normally the first thing users read, so be sure to include the search term in the title to maximize your clickthroughs. A recent study found that listings that include the search term in both the title and description have a higher clickthrough rate (more than 50% higher on average) than those that don't! Titles must be between 1 to 40 characters long. You must capitalize the first letter of each word in the title, and keep all characters lower case. (Example: Buy Cars Online Now!)

And your description can be up to 190 characters long. So come up with an important and compelling reason for people to click on your site.

Here's GoTo's insight into the description:

### Description

The description is your opportunity to draw people to your site by capturing their

interest and attention. Write your descriptions so that users know what they would find if they clicked through to your site. Including the search term in the description increases your potential to get clickthroughs by more than 50%! Descriptions must be between 1 to 190 characters long. You should write your descriptions in a sentence format and you may not capitalize all characters.

### Here's what I have listed for my title and description on GoTo:

#### Create Instant Sales Letters

Now in 2 1/2 minutes you can quickly and easily create a sales letter guaranteed to sell your product or service... without writing!

You'll notice how the title is my headline and the description is my supporting "classified ad" copy. You can use this as a model - now get going...

### Today's Assignment:

1. Finish polishing your sales letter – get 2 people to read it – don't tell them you wrote it and listen for their reaction.
  - \* If they ask where they can get your product or service – you're doing well.
  - \* If they mention how nice the letter is – you need to go back and tweak.
2. Create your GoTo titles and descriptions. Work on 3 or 4 variations and pick the best one for the keywords you've selected.
3. Submit at least 50 keywords to GoTo today using your new titles and descriptions.

## Today's Resources:

**Instant Web Site Traffic!** – a complete guide to squeezing every last dime out of your pay-per-click search engine listings.

<http://www.marketerschoice.com/app/aftrack.asp?afid=20822>

**Killer Classified Ads** – learn how to move people to action with just a few words! The perfect skills to have when it comes to writing pay per click ads!

<http://hop.clickbank.net/hop.cgi?bizpromo/drmwvr2000>

## **Day 12 (Wednesday) - Submit your site to Yahoo, Dmoz and the “major” Search Engines**

### **Lesson Objective:**

To submit your site to the search vehicles that can bring you the targeted traffic you need.

### **Skills Needed:**

- Basic Surfing
  - Basic html
  - Basic ftp
  - Basic Email
- 

### **Today's Lesson:**

#### **Part 1 – One Last Site Modification**

There's one last modification we need to make to your site before you submit to Yahoo!

You need to come up with a 15-25 word description for your site.

This is relatively simple, but you must do it correctly so you have the best chance at getting a great listing on Yahoo!

The reason I had you wait until now to do this is I wanted you to get some good practice at writing short, descriptive paragraphs for your GoTo listings -- which prepares you quite well for what we're about to do here.

Take your most popular keywords (from your GoTo list) and create a description that incorporates as many of the most popular keywords as possible.

Remember the list:

16806 antique car  
1578 antique car for sale  
1565 antique car part  
871 antique car price  
699 antique car show

647 antique car values

In our example we might create a title and description that goes like this:

**1Stop Antique Car Show (the name of the business)**

Offers show quality antique classic cars and parts for sale, discount values on hard to find models, order parts online. **(description)**

This description also acts as the “ad” for your Yahoo! listing – so you have to balance the need to “stuff” your keywords with making it readable and logical for both the category editor and people searching the web.

Now that you’ve written your description you need to do two things:

- ☒ Insert the title and description into the meta-tags of the home page of your site.
- ☒ If you really want to push this description on the Yahoo category editor, you should also insert the description at or near the top of the visible copy on the home page in **bold type**.

You may not think it’s possible to insert this description visibly on the page itself, especially if you have tweaked your sales copy... but you can always remove the description once you get into Yahoo. Get it up there at the top if at all possible because it will help you.

Here’s an example:

This would be the html code at the top of the home page.

**NOTE:** I know this is slightly different than what we told you on day 7 – but there are exceptions to every rule. This is strictly to satisfy Yahoo and Dmoz that you are who you say you are and you actually do what you say.

```
<html>

<head>
<title>1Stop Antique Car Show</title>
<meta name="keywords" content="antique cars show parts
discount">
```

```
<meta name="description" content="Offers show quality  
antique classic cars and parts for sale, discount values on  
hard to find models, parts online">  
</head>  
  
<body>
```

This might be the top of the visible home page:

<p style="text-align: center;"><b>1Stop Antique Car Show</b></p> <p style="text-align: center;"><b>Offers show quality antique classic cars and parts for sale, discount values on hard to find models, order parts online.</b></p> <p>Antique car show enthusiasts here's the site you've been looking for!</p>
--

Everything should match!

- ☒ Once you have made these two changes on the home page, upload it to your site.
- ☒ Remember, you can always go back and remove the description once the site has been accepted into Yahoo.

## Part 2 - Website Checklist

Take the following checklist and go over your website with a fine tooth comb just before submitting it to Yahoo as well as the other directories and search engines.

- ☐ Have you spell-checked the entire website?
- ☐ Do all the pages load?
- ☐ Do all the links work?
- ☐ Do your site name, domain name and domain registration all support the fact that you should receive a certain name in a specific category?

- ☐ Is there anything on the site or in your domain registration that would lead a Yahoo category editor to believe that your business was named anything else?
- ☐ Are your meta-tags in place?
- ☐ You should go over Yahoo!'s submission guidelines one more time before you go any further.

Click here to review them ==> <http://docs.yahoo.com/info/suggest/>

### Part 3 – Submit your site to Yahoo!

Once you've gotten the title and description positioned and have gone over the website checklist -- it's time to submit to Yahoo.

Go back to your notes on Day 1 when you chose your Yahoo category and return to that specific category page in Yahoo.

Look through that category again at the various websites listed.

Does it still make sense that you should list in this category? (If not, find one that does make sense.)

How does your title and description compare with the others?

Would you fit into this category as far as content while standing out as a well positioned link near the top?

If everything still looks good then let's move ahead...

Go to the bottom of your Yahoo! category page and look for a link that says "Suggest a Site".

[: of the 101 Most Useful Websites](#)



---

Copyright © 2001 Yahoo! Inc. All Rights Reserved. - [Company Information](#) - [Suggest a Site](#)

---

Click that link and, if you are operating a commercial site, you will be taken to a page that looks like this:

**Yahoo! Express**  
**7-Day Guarantee**  
**US\$299.00 one time, non-refundable fee**

- Required for commercial listings but available for any site
- Guaranteed and expedited consideration of your site within 7 business days

[Learn more...](#)  
**Suggest via**  
**Yahoo! Express**

Yahoo charges to review everyone's commercial site – but the traffic is usually well worth the price.

So you click the “Yahoo! Express” button and they guide you through the terms of service.

You have to click that you understand each item on the list, including that you understand Yahoo! doesn't guarantee to list your site. (They don't guarantee to list anyone's site!)

Once you pass this screen you must sign up for a Yahoo id and password – if you don't already have one.

## Welcome to Yahoo! Express

**Sign in with your ID and password to continue.**

### New to Yahoo!?

[Sign up now](#) to enjoy Yahoo! Express

- Expedited consideration of your web site for inclusion in the Yahoo! directory.
- One time non-refundable processing fee of \$199.
- All submissions will be evaluated within 7 business days.

### Existing Yahoo! users

Enter your ID and password to sign in

Yahoo! ID:

Password:

☐ Remember my ID on this computer



**Sign In**

Mode: [Standard](#) | [Secure](#)

[Sign-in help](#) [Password lookup](#)

After you sign up for your id and password you can log in.

You will then come to a screen that asks you for the information about your site.

Make sure the category they list at the top matches the one you want for submitting your site.

**Category:** **Business and Economy/Shopping and Services/Automotive/Classifieds/Classic Cars**

**\* Site Title:**   
· The name of the site (eg. Museum of Modern Art)

**\* URL:**   
· The web address of the site that begins with "http://"

**Geographic Location:**   
· The city/state and country, if relevant to placement of your site

**Description:**   
· A brief phrase or sentence describing the contents of the site  
· Maximum 25 words  
· Please avoid repeating the site title or category name  
· Please do not capitalize the first letter of every word or use HTML tags

Make sure the site title matches your site title, url, business name and registrant.

Insert your web address in the URL.

Copy and paste your 15-25 word description in the Description box. Make sure it matches the description on your site exactly.

One other note – when it asks for your contact information don't make the mistake of using an email from another business website.

Use an email address that reinforces your website identity.



### Your Contact Information

\* Required Fields

In the event that we have questions about the placement of this site and to ensure that listings in Yahoo! cannot be changed by unauthorized persons, please provide the following:

\* Contact Person:

\* Contact Email:

NOTE: If you have any questions about how we use the personal information we gather, please read our [Privacy Policy](#).

In this case I would use the email [info@1stopantiquecarshow.com](mailto:info@1stopantiquecarshow.com)

**I would NOT use an email like [sales@onlinecarauction.com](mailto:sales@onlinecarauction.com)** because that might make the Yahoo editor change the name of my submission or cause them to investigate my site!

This just creates needless problems and delays. Even your email should reinforce your identity and name with the Yahoo editors.

The rest of the submission is pretty straightforward.

You just fill in the blanks where required – just make sure you don't tell them you are a local site unless you actually only operate locally.

As you go along Yahoo will get your payment information and then let you know you'll hear something from them within a week as to whether or not they'll include your site in the directory.

Though we can't guarantee it (nobody can) - if you have followed everything in this ebook along with Yahoo!'s actual guidelines, you should have a high likelihood of achieving a good listing... and certainly a better listing than if you just tried it blind!

## Part 4 – Submit your site to Dmoz

Submitting to the Open Directory ([www.dmoz.com](http://www.dmoz.com)) is actually a lot easier than Yahoo.

Just go back to the Dmoz category you chose on the first day and ask yourself the same questions as we did with the Yahoo category.

Look through that category again at the various websites listed.

Does it still make sense that you should list in this category?

How does your title and description compare with the others?

If everything still looks good then let's move ahead...

At the top right of the category page you will see a link that says "add URL".



Click that link and you will go to the submission page.

Dmoz's submission process is much simpler... just one page!

They only ask for 4 things:

1. The site URL (<http://www.yoursite.com>)
2. The site title (copy and paste if from your website)
3. The site description (copy and paste it from your website)
4. Your email address ([info@yoursite.com](mailto:info@yoursite.com))

Dmoz makes no guarantees about listing your site, however most get listed within 4 to 6 weeks.

If you site doesn't get listed within 4-6 weeks you should resubmit.

NOTE: If the category you are submitting to doesn't have an editor you may have to wait a lot longer because nobody is monitoring that category.

Since anyone can be a category editor, you could apply to be the editor and then be virtually assured of a great spot if they accept you to edit your own category.

You can tell if a category doesn't have an editor because at the bottom of the page it says, "this category needs an editor".

### **Part 5 – Submit your site to the “major” search engines using Jim Tools**

Submitting your site to the search engines doesn't guarantee anything as far as ranking.

If you want to truly use the search engines to promote your site then you need to either hire someone or take the time to learn all you can about a subject that changes daily.

We have included some resources for you to investigate below if you are serious about search engine promotion.

**Michael Campbell's Search Engine Commando** – an automated submitter program that simulates “hand submission”. Very popular program, though certainly not for the complete newbie.

<http://activemarketplace.com/w.cgi?sec-14540>

**Web Position Gold** – Web position helps you track your positions on the major search engines so you can improve them. Excellent product for tracking how you rank.

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

**Search Engine CD** – an interactive tutorial that literally \*shows you\* – using sound and video – how to manipulate the search engines and most specifically Yahoo!. One of the most ground-breaking search engine and directory promotion products available today. Get this program for 50% off by clicking this link.

<http://www.1stchoiceshoppingcart.com/app/aftrack.asp?afid=20817>

[Search Engine Forums](#) and [Get High Forums](#) – Both of these forums contain a wealth of information about the search engines and membership is free.

Regardless of whatever degree you decide to get involved with actively promoting to the search engines, let's submit the pages you've created so far.

By creating focused pages and positioning your meta-tags correctly, you may well get some positions in the search engines... and anyway, it only takes a couple of minutes to submit this way.

Go to [Jim Tools](#)

Click the “submit” link at the top of the page.



Click where it says “Search Engine Submitter”



Fill in your web address and click “submit”.

Url To Submit:

Email Address:

Engine Timeout:  Seconds

It is usually okay to submit about 5 pages a day using this service.

So if you have more than 5 pages you should come back and do 5 more each day until you have submitted every page on your website.

The one major search engine that JimTools **doesn't** cover is [www.AltaVista.com](http://www.AltaVista.com).

You will have to log on to AltaVista and submit your pages manually by clicking the link at the bottom of the first page that says “Submit a Site”.

### Summary of Today's Assignments:

1. Make the title and description modification to your site and upload the changes.
2. Go over the website checklist

3. Submit your site to Yahoo!
4. Submit your site to Dmoz.
5. Submit your site to the major search engines using Jim Tools or by going to individual search engines and submitting each page of your site.

## **Today's Resources:**

**Michael Campbell's Search Engine Commando** – an automated submitter program that simulates “hand submission”. Very popular program, though certainly not for the complete newbie.

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**See the featured article on “Achieving a TOP 10 Ranking” on the next page!**

## **Featured Article – Achieving a “Top Ten” Ranking**

I can't tell you how many times people have asked me, "How to do I get my site to come up in the top ten of the search engines so I can get hits and sell my product?"

What they really want to know is, "How can I get people to show up to my website without spending any money on advertising my site!"

People usually don't like my answer because accomplishing a "top ten ranking" on any search engine always requires careful thought along with a significant amount of work.

Three types of "Search engines" abound on the Internet.

They include true search engines, directories, and links pages.

At last count approximately 10,000 sites referred to themselves as search engines, though only about a dozen sites rate your attention since they drive 97% of the Internet's search traffic.

These sites include:

- Yahoo!
- Lycos
- Excite
- AltaVista
- Northern Light
- HotBot
- WebCrawler
- AOL Netfind
- ...and a few others.

When a visitor logs onto a search engine looking for information, they enter "keywords" about the subject in hopes of obtaining a list of relevant websites.

Each search engine operates with its own rules about judging a site's relevancy to a

keyword search.

They look at text on the web page (body text) as well as words you can't see which reside in the actual code of the web pages.

This code includes such things as alt tags, title tags, description tags, keywords tags and others.

Depending on the search engine, what you can't see may represent a far more important part of ranking well than the words appearing on the page.

Search engines look at how many times a keyword shows up in the various parts of your website as well as actual location on the page.

Assuming that an important subject for your pages would appear at the beginning of a page, those web pages starting with the keyword should rank better than those that don't.

Also, in many cases, the more times the keyword appears (without overdoing it) the better a page ranks.

Entire books and websites exist to teach eager website owners how to pump up their rankings on all the various search engines, however these promotion tips will serve you well in your quest for the "Top Ten!"

- **See what others have done for maximum exposure.**

Go to the various search engines and perform a search under which you would like to appear.

Dissect those pages to find the common elements that make them show up high in the rankings:

- How often and where do the keywords appear on the page?
- How many words on the page in total?
- Do they put keywords in their hypertext links?
- How does the coding in each page seem to relate to the others?

- **Beware of registration vs. promotion**

Plenty of companies will “register” your website with thousands of search engines for about \$50-\$100.

But simply submitting to the search engines won’t do much for you – and besides, you can submit yourself just as well for FREE!

Without the proper structure in your website, only sheer luck will cause your site to pop up in the top ten!

### **Feature Article - Critical Search Engine Mistakes**

Sooner or later anyone with a website comes to the startling realization they need that one essential thing all sites need for online success – traffic!

Website designers and owners usually relegate traffic generation, and specifically search engine traffic generation, to last item on the to-do list as something they’ll “worry about later.”

If you own or advertise with a website, the following list of critical search engine mistakes will do as much to dispel any misconceptions you might have as it will to help you generate more search engine traffic by either cleaning up your existing site or starting off fresh with your next one.

#### **1. Targeting the wrong keywords.**

Most people don’t give enough thought to the keywords around which they build their site.

They do little or no research as to the relative popularity of certain terms and they frequently use industry specific terms consumers would never use in a keyword search.

#### **2. Using “Mirror” sites.**

A technique that *used to work* for achieving better positions in the search engines revolved around publishing your website in several places on the web and submitting them all to the search engines.

The major search engines now have duplicate content filters that defeat this technique.



### **3. Using the same page repeatedly.**

Similar to posting mirror sites, using the same page over and over no longer rates as an effective promotion technique.

### **4. Endlessly repeating keywords.**

Referred to as “keyword stuffing” this technique of repeating keywords in various parts of a web page only serves to annoy the search engines and rarely results in even mediocre placement.

### **5. Stealing other people’s code.**

Many so called “experts” tell you to go to the search engines, find a page that ranks well and take their code. They don’t tell you that the search engine duplicate content filters can catch you – and ban you!

### **6. Treating all search engines the same.**

Each search engine has its own rules. What works for one won’t always work for others.

### **7. Treating Yahoo! like a search engine.**

Yahoo! is not a search engine. Yahoo! is a directory with its own extremely unique rules and live human beings making the site classifications.

### **8. Using most automatic submission tools.**

Any program that submits fifty web pages to the same search engine in two minutes alerts the search engines to a possible “SPAM” submission.

### **9. Promoting most free web space.**

Search engines know that very little valuable or unique content comes from virtual malls or free web space such as Tripod or Homestead.

They routinely block content from these sites.

Every page on your website can potentially draw visitors. Ensure every page contains the necessary “search engine friendly” elements including meta-tags and focused content.

This represents just a summary of the mistakes people make promoting to the search engines.

With consequences ranging from weeks of wasted effort to having your domain banned from the search engines for life, take the time to educate yourself on the proper methods of site promotion.

## Day 13 (Saturday) - Ezine Marketing

### Lesson Objective:

To start researching ezines targeting your niche market, identify 50 you can submit articles to and 5 ezines where you can run an advertisement.

### **Skills Needed:**

- Basic Surfing
- Basic Word Processing

---

**NOTE: To save as much time as possible you should buy an email merge product such as [Mail King](#).**

### **Today's Lesson:**

Let's get going with day 13. If you've starting on Monday then this will be Saturday #2.

Shoo the kids off to the neighbors and lock yourself away for a couple hours because we've got some important work to do today.

Today, we're going to start researching ezines for free publicity (you'll be submitting articles to them in a few days) and for buying advertising.

Ezines are those email newsletters you get in your inbox. At last count, I heard there were something like 100,000 of them on all different topics.

As you are beginning your research, I suggest starting a simple spreadsheet with fields like this:

Ezine name, editor's name, editor's email, circulations, advertising cost, accept articles (Yes or No), comments

Now, here are some places you start your search for ezines – you'll find most of these directories are grouped by categories. (Though the paid ones are more extensive and would be my recommendation if you can afford it):

### **Ezine Directory List:**

John Labovitz's Ezine List (this one is good but it has not been updated past March 2000)

<http://www.meer.net/~johnl/e-zine-list/>

**Top Ezine Ads** (this one is really good but it costs a few bucks)

<http://www.myaffiliateprogram.com/u/topezine/b.asp?id=7241>

**Lifestyles Pub** (this one is also really good but it costs a few bucks)

<http://hop.clickbank.net/hop.cgi?bizpromo/lifestyles>

[EzineSeek](#)

[eZINESearch](#)

[E-ZineZ](#)

[Best Ezines.com](#)

[Ezine AdSource](#) (paid subscription)

### **Today's Assignment:**

1. Find 20 – 50 Ezines that accept articles. You may need to email some of the ezine editors asking if they accept articles. The paid directories will give you this invaluable information.
2. Find 5 potential ezines you'd like to advertise in. Contact the editors for their requirements. (Once again the paid ezine directories usually give you this information.)

## **Today's Resources:**

### **Ezine Directories**

**Top Ezine Ads** - <http://www.myaffiliateprogram.com/u/topezine/b.asp?id=7241>

**Lifestyles Pub** - <http://hop.clickbank.net/hop.cgi?bizpromo/lifestyles>

These are 2 important ezine directories that I use whenever I am looking for editors that accept ezine articles or places to advertise in.

### **Email Merge Programs:**

You'll need to get some kind of email merge software so you can submit articles to ezine editors or you can do it all yourself manually (if you have more time than money).

**Mail King** - MailKing is the software that I use currently to send personalized emails to ezine editors. \$199

**Group Mail** - Group-mail is another mail merge software that works very well. I haven't personally used it – but I've heard good things about it. I believe it's about \$80 - 100.



### **“Budget Cruncher”!**

#### **Email merge programs**

Go to [www.Downloads.com](http://www.Downloads.com) and look for free versions or free trials of email merge software. Try searching for “email merge” first.

Check out <http://www.pancho.dk/> (which may or may not be up and running when you read this). They offer a free mail merge product, though they readily admit it is NOT for the beginner computer user.

### **Submitting to Ezines**

Your option here is simply to submit to each ezine by hand – there's no way around it.

## Day 14 (Sunday) - “Idea Surf” day and Catch Up

### Lesson Objective:

Today we'll “surf for ideas” and catch up on any assignments that have been overlooked or not quite finished.

### **Skills Needed:**

- Basic Surfing
  - Basic Email
  - Basic HTML
  - Basic FTP
  - Basic Word Processing
- 

### **Today's Lesson:**

#### **Part 1 – Review**

Before we move into the area of “surfing for ideas” and catching up on any unfinished tasks, let's review what we've done so far and put it all into perspective.

I think you'll agree that we've covered a lot of ground quickly and you should feel proud of yourself for making it this far! Give yourself a pat on the back!

#### **Days 1 - 3**

- You came up with your initial list of keywords, picked our Yahoo and Dmoz categories and chose a domain name.
- You physically “set up shop” and obtained the tools for conducting business online.
- You started the process of building our site by deciding on the “look and feel” and designing a template page.

#### **Day 4 - 6**

- You began to write your sales letter and brainstormed headlines.
- You wrote out sales copy.

- You pulled the whole sales letter together into a powerful sales tool.

**Day 7**

- You added “meta-tags” and posted our site to our web hosting account.
- You created a folder in your web browser called “Possible JV Partners”.
- You found a number of sites to potentially partner with later.

**Day 8-9**

- You created your autoresponder sequence and installed it on our website.

**Day 10**

- You started laying the groundwork for getting traffic to your site with pay-per-click search engines.
- You also focused and refined your list of keywords.

**Day 11**

- You finalized your sales letter and wrote better titles and descriptions for your pay-per-click search engine links.

**Day 12**

- You submitted your site to Yahoo, Dmoz and the major search engines.

**Day 13**

- You identified 50 ezines to submit articles and 5 ezines to buy advertising. You also obtained an email merge product such as Mail King.

And here we are on Day 14... see how much you have accomplished!

You should feel really good right now that you have come so far so fast.

Let's keep the momentum going!

## Part 2 – Surf for Ideas

“Surfing for ideas” is a technique I got from Jay Conrad Levinson, author of the Guerrilla Marketing series of books.

A simple yet powerful technique, surfing for ideas means you start out in the search engines, ezines, links pages, classified ads or anywhere else searching for your most popular keyword phrases and click on other people’s sites.

Your purpose is to stay on top of what other people are doing online so you don’t miss any trends on generating traffic, converting site visitors to leads, sales and more.

When you surf for ideas you should:

- Look for new and exciting ways other site owners are using technology – especially readily available technology such as auto-responders, popup windows and simple java scripts.
- Look for offers that get you excited and could get your customers excited too – then sign up for their affiliate program. These items usually make for excellent endorsed mailings to *your* list.
- Watch for offers you could use to “up-sell” to your customers right at the point of purchase.
- See who your competitors link to – and who links to them! This can open a whole new world for you in terms of finding potential joint venture partners and uncovering new sources of targeted traffic to your site.
- Anywhere you see a competitor with a productive link, you should try to get a link too – especially if you can get the link for free or on a per-sale basis.
- Open your mind to how other people are doing things and ask yourself how what you see could help you improve your site and business.

 **Immediately implement any worthwhile ideas you pick up.**

 **DO NOT WAIT! ACT on what you see immediately!**



### **Part 3 – Catch Up**

The last assignment for today is to look back over the last couple of weeks and fill in any gaps in your activities.

Do you need to write something?

Do you need to tweak something?

Do you need to totally re-do something?

Today is the day to catch up so you can start fresh tomorrow.

---

### **Summary of Today's Assignments:**

1. “Surf for ideas”
2. Implement what you learn from your idea surfing session.
3. Catch up on any tasks or items you may not have finished yet.

### **Today's Resources:**

**See the Resource Article “3 Secrets to ‘Striking it Rich’ in Cyberspace” on the next page.**

### 3 Secrets to “Striking it Rich” in Cyberspace

In the few seconds it takes you to read this sentence, another domain name gets registered at [www.NetworkSolutions.com](http://www.NetworkSolutions.com), the Internet’s oldest and largest domain name registrar.

Everyone from industrial giants to corner flower shops currently wants to stake a profitable claim in cyberspace.

The lure of low startup costs compared to brick-and-mortar operations and the promise of high rewards draws an ever-swelling crowd of merchants to the online marketplace.

People from all over the country ask me what it takes to succeed in the e-commerce world once they’ve completed the basic steps for getting online.

The following three keys virtually guarantee success for any online enterprise.

#### **The First Key:**

A Quality product or service with highly evident and readily understood *benefits* for consumers.

If your product or service does not represent the highest quality and value possible, and if consumers don’t understand exactly why they should buy from you, the speed of the Internet will just expose your shortcomings to the marketplace that much quicker.

In the offline world a product’s benefits, not the features, cause consumers to make buying decisions.

A man doesn’t buy a car with a 5-liter engine because of the horsepower, he buys it for the feeling of supremacy and control he thinks it will give him.

Kids don’t want a fast computer for the computing power in doing homework, they want to play the latest games.

The Internet magnifies this “**what’s in it for me**” benefits-driven evaluation by consumers. Products or services presented with readily understood, self-serving benefits for consumers sell best online (and off).

#### **The Second Key:**

An excellent website that loads fast, provides pertinent information to targeted consumers, and allows them to make online purchases quickly and securely.

Your website should:

- Load fast by making conservative use of graphics. (Go to yahoo.com for an excellent example of a site that uses very few graphics.)
- Provide exactly the information your potential customers want and need.
- Make it extremely easy for surfers to navigate your site and find exactly what they want.
- Look good on both the Netscape and Internet Explorer web browsers at various screen resolutions (640x480, 800x600, etc.).

#### **The Third Key:**

**Consistent, targeted website traffic** by consumers capable of buying your product or service.

Imagine buying a 50-foot billboard and, instead of putting it out by the highway, you hid it in your basement. Nobody would see it!

The same thing happens if you don't actively and continuously promote your website to attract visitors.

With its incredible speed and communications power, the Internet acts as a magnifying glass for any organization's strengths and weaknesses.

**E-commerce, e-mail, and a website by themselves -- without intelligent input from you -- won't do the job of marketing, selling, and customer service for any company.**

When used properly, however, they will help every organization perform all of those business functions better, faster, and less expensively with the real and tangible result of "striking it rich" in cyberspace!

Source: [www.thenetreporter.com](http://www.thenetreporter.com)

## Week 3 – Lay the Groundwork for Traffic

### Day 15 (Monday) - Begin marketing to ezines

#### **Lesson Objective:**

To create and place your ad in 5 ezines and start writing your own article to submit to the 50 ezines by outlining your topic.

#### **Skills Needed:**

- Basic email
- Basic Surfing
- Basic Word Processing

---

#### **Today's Lesson:**

Today is a big day – I hope you're excited – we're going to start doing some more promotion!

#### **Part 1 - Advertising in Ezines**

An inexpensive way to reach a lot of people is to place ads in ezines. You can advertise in ezines with huge circulations more and pay as little as a few bucks. It's a really great deal for the circulation you get.

And another great thing about advertising in ezines is that you can submit an ad today and have it run in just a day or two and start making money.

2 days ago (on Day 13) you should have selected 5 potential ezines to run ads in. If you didn't contact those ezine editors about advertising guidelines, please do that now before continuing with this section.

You'll start off running classified ads in the ezines. If you can afford a top sponsorship – that'll usually give you better results. But go with what you can afford.

Most ezines will tell you what their requirements are for advertising. Usually you'll get 5-6 lines, 60-65 characters per line and some other instructions (most times your link does not count as a line).

Take out your GoTo titles and descriptions and use those to help you create a few classified ezine ads. They'll be pretty close. Here's a sample ad I've used with success...

```
=====
==> Create A Sales Letter in Less Than 3 Minutes?
You can now! Just Fill In A Few Blanks And PRESTO...You've
Just Created A Powerful, Moneymaking Sales Letter -
*Without* Writing! Stop Writing Sales Letters The Hard Way!
Check out: http://www.instantsalesletters.com/ezine
=====
```

Notice the “/ezine” after my URL – this is done for tracking purposes. You need to realize that every ad you run should be tracked for performance and results or you'll have no idea what's working and what's not.

Let's talk about tracking briefly...

If you sprung for your own affiliate program/software you're in luck – because this makes tracking incredibly easy. You'll just set-up a new affiliate id# for every advertising campaign you run. This should keep track of clicks and more importantly, sales.

Okay, but maybe you didn't invest in a full affiliate system – don't worry – I have options for you too.

**You should use some kind of ad tracking system to see how effective your ads actually are and so you can compare one against another to find the “best” ad.**

Here are a few of the better ones:

1. **ROIbot** – Roibot.com gives a whole host of useful tools for webmasters including tracking systems. Instead of advertising your URL you will be posting a link that looks like this: <http://www.roibot.com/r.cgi?R249>. Then when people click on this link your tracker will count their clicks and then direct them to your desired site.

**Click Here ==> <http://www.roibot.com/r.cgi?R249>**

This tool is used by many of today's top marketers because of the power and flexibility it offers!

2. **Marketer's Choice** – integrates an ad tracking software system with shopping cart and autoresponders. **Will let you trace individual sales and total sales volume to a specific ad – very powerful!**  
<http://www.netofficetoolbox.com>
3. **Click Tracker** – a FREE script that runs in your cgi bin. Will require knowledge of installing scripts in order to use it.  
<http://www.focalmedia.net/clicktracker.html>
4. **Hosted Scripts** – a FREE web based click-tracking script that is relatively easy to set up. Site also has a number of other free scripts worth taking a look at.  
<http://www.hostedscripts.com/>

The one big downfall with just using free or stand-alone click tracking programs is that you don't have the sales data to go along with it.

You can track this data, however, if you use one of ROIbot's free order forms that comes with your monthly fee, or if you use Marketer's Choice, which integrates the shopping cart data with the ad tracker.

Regardless of which way you choose to go, once you have written your ads and gotten your click tracking software in place, go ahead and submit your ads to the 5 ezines.

## Part 2 - Starting your Ezine Article

Okay, now that you've got your Ezine advertising squared away – I also want to think about another aspect of Ezine marketing...and that is getting free publicity by submitting articles.

This is how I generate thousands of dollars in free advertising every month (and you can too!).

Not only will you get great results, but you'll start getting known as the expert and authority on your subject.

Using this exact information I'm going to share with you I've been published in Ezines like DEMC, Eboz, SalesDoctors, WebPro News etc. and millions of people have read my articles.

Sounds pretty good, right?

There's tons of Ezines out there and they all need content... and you can be one of the people that gives them content.

By giving them the content, you'll find there is a kind of a quid pro quo relationship where you get to stick this little box (called a "resource box") at the end of your article in exchange for your content – and this is how you get "paid"!

People who click on the link in your resource box will visit your site!

Your article doesn't have to be a literary masterpiece – I've seen tons of articles that were simple "10 secrets to...". And for each of the 10 points there were 2-4 sentences.

Ideally, your article should be 500-1000 thousand words. That's nothing. In fact, you should easily use any of your existing information and use that as an article.

Right now... start brainstorming 5 ideas and start outlining your ezine article.

### **Today's Assignment:**

1. Submit 3-5 ezine ads (depending on your budget). Be sure each one of them has a separate tracking code.
2. Come up with 5 potential ideas for ezine articles and start to outline them.

## **Today's Resources:**

### **Click Tracking / Ad Tracking Programs**

**ROIbot** – Roibot.com gives a whole host of useful tools for webmasters including tracking systems. <http://www.roibot.com/r.cgi?R249>

**Marketer's Choice** – integrates an ad tracking software system with shopping cart and autoresponders. Will let you trace individual sales and sales volume to a specific ad!  
<http://www.netofficetoolbox.com>

### **Publicity through Ezine Articles**

**"The Ezine Marketing Machine"** - Rick Beneteau's classic book will help you explore ezine publicity even more!  
<http://www.ezinemoney.net/sgx/d.cgi?11570>

See **"Budget Cruncher"** on the next page



### **“Budget Cruncher”!**

#### **Click Tracking Programs**

[Click Tracker](#) – a FREE script that runs in your cgi bin. Will require knowledge of installing scripts in order to use it.

[Hosted Scripts](#) – a FREE web based click-tracking script that is relatively easy to set up.



## **Day 16 (Tuesday) - Write your ezine Article and have it edited**

### **Lesson Objective:**

Today you will continue writing your ezine article for submission to the ezines you chose day before yesterday.

### **Skills Needed:**

- Basic Word Processing
- 

### **Today's Lesson:**

#### **Part 1 – What type of ezine article should you write?**

What's the best type of article to write for the ezines?

Articles that either solve problems or explain critical “news” (and the impact of that news on the audience) represent the two best types of articles to write for virtually any ezine.

Either help people relieve some pain they may or may not even realize they have... or explain to them how some current event impacts their lives positively or negatively.

These two types of articles accomplish two critical things for you:

1. These articles give you the highest likelihood of getting published, since ezine publishers always want to educate and inform their audience – and –
2. The ezine audience will view you as “the expert” since you solved their problem or you explained how the news impacts them.

I know yesterday we told you to come up with 5 ideas for ezine articles... but sit down right now and brainstorm 10 more ideas for articles you could write.

If you have trouble thinking of something, ask yourself these questions:

1. What problems do my audience members have that I can explain how to solve?
2. What is going on right now in the news that will impact them and how should they react to it?

3. If I were to advise someone just getting started in my area of expertise, what 10 things would I tell them they really needed to know?

Once you've decided on the subject of your article move on to Part 2 of today's lesson.

## **Part 2 – The proven ezine article “formula”**

I have been writing professionally for over 10 years and have developed this strategy for turning out 500 to 1000 word articles in nothing flat!

Quite frankly... you are about to make back the entire price you paid for this ebook in the next couple of pages.

I am now revealing...

### **The ezine article formula**

First I'll outline the formula and then walk you through a real example using an actual article I just wrote.

**Step 1 – Write out a focusing statement.** Why are you writing the article and what do you hope to accomplish.

**Step 2 – Write a “hook” for the story that either arouses curiosity or some other powerful emotion.**

**Step 3 – Write out the main thought, subject or news item you will lay out in the story.**

**Step 4 – Write out 3 or 4 main points you want to make about your subject.**

**Step 5 – Write out one to three sentences that support each point you are making.**

**Step 6 – Throw in a quote, a website to visit, or a brief story or anecdote that illustrates the overall theme of the article and place it where it makes the most sense.**

**Step 7 – Finally, tell people what conclusions they should draw or actions they should take as a result of reading your story.**

**Step 8 – If you haven’t already, create a compelling headline that captures reader attention and arouses interest.**

**Step 9 – Read the story aloud and smooth out any spots that don’t “sound” right.**

Let’s dissect the following article to see how I constructed it.

**Step 1 – Write out a focusing statement.**

The focusing “intention” statement goes something like this:

“I want to write a 500 word article giving favorable exposure to my friend, Joe Vitale’s new book while using the latest developments in ‘print-on-demand’ publishing as the ‘news’ angle for the story.”

**Title - Internet Changes the Face of Book Publishing**

(I actually wrote the title last once I saw the best news angle.)

The fact that a friend of mine recently published a new book came as no surprise since he has already published about ten others.

This is the “hook” in the first paragraph that arouses curiosity.

However, as I dug deeper into the story I realized he was using the Internet exclusively to publish, print and sell his book. A growing trend among authors, even established writers with dozens of books to their credit, involves using “print-on-demand” publishers, email and websites to sell just as many if not more books faster than by traditional publishing and marketing methods.

This section arouses curiosity even more and then ties in with a trend that is going on right now – that’s the “news”!

The story about the how the book has been published and marketed rates as impressive and innovative as the actual subject of the book. The writer, Joe Vitale, has written books for such organizations as the American Marketing

Association and the American Management Association. His latest book "Spiritual Marketing" takes a spiritual, almost metaphysical, approach to accomplishing your business and personal objectives. Since the book approaches operating your life and business in more direct fashion, it seems natural that the production and marketing of the book should also stray from the beaten path.

Point 1 – How the book is published is newsworthy, but to explain the point I use Joe's book as the example.

Joe decided to use a "print-on-demand" publisher, 1st Books Library ([www.1stbooks.com](http://www.1stbooks.com)). Most people expect that authors cash in on lucrative book deals and fat royalty checks. The realities of traditional publishing come as a shock when they discover it takes years to get a book published and the giant publishing houses do little to market a book. If the author wants book sales then it is up to them to hit the trail marketing the book. Publishers print books – authors sell books!

Point 2 – Why Joe and other authors choose to use print on demand publishers and how traditional publishers fall short in marketing books.

Advancements in computer and printing technology have made the miracle of "print-on-demand" publishing possible. With print-on-demand a book doesn't get printed until a customer places an order, thus eliminating the risk most publishers take by printing thousands of books that may or may not sell. Also, print-on-demand publishers enable authors to distribute their work in electronic form as "eBooks" customers download and print right from their computer screen.

Point 3 – The "what" and "how" of print on demand publishing.

As proven by the Harry Potter phenomenon, "word of mouth" advertising represents the best way to sell books. Traditional book marketing involves the hit-and-miss book signing circuit. Joe took a different approach. He emailed everyone he knew or did business with, told them briefly about his book, and then told them they could go to

Amazon.com or 1stBooks.com to order a copy. Just that one email has sparked book sales all over the world as people read the book and tell their friends.

Illustration or brief story.

Even though the book has only been available commercially for a couple of months, Joe has sold hundreds and this initial success has even led to discussions with a famous offline publisher.

If you could use a lift in your personal or business life, Joe Vitale's innovative book, "Spiritual Marketing" is well worth picking up. Plus, when you think about the exciting and ground-breaking process that brings the book to your computer screen or front door it makes the whole purchase that much more exciting.

Conclusion and action – in this case subtly telling them why they should pick up Joe's book!

The Result?

In the process of giving people a news story about the latest trend in printing technology I gave Joe's book some excellent exposure.

#### **Tips on writing your article:**

- Don't worry nearly as much about style as about providing valuable content and giving people information they can use.
- Explain in your writing the same way you would as if you were one-on-one with someone over a cup of coffee or a beer.
- Lead people logically to your conclusions – imagine that you knew nothing about the subject (or very little) and needed someone to give you a step-by-step explanation.

### **Part 3 – Editing your article**

Here are the basic steps for editing your article.

1. Run a spell check. I know this sounds elementary but you'd be shocked at how many people don't do it.
2. Read the article aloud slowly – try to do it at ½ your normal reading pace. Force yourself to slow down.
3. Make any adjustments so it reads smoothly and naturally.
4. Add your “killer” resource box. (See more about this in **Part 4 of Today's lesson.**)
5. Email the article to at least 3 friends and ask them to read it. Ask them to give you whatever feedback they want.
6. Take their feedback and use what makes sense. If one person tells you something you can take it or leave it. If all three point out a problem area then you'd better pay attention.
7. Make changes based on the input of your volunteer editors.

You're done now right? Not quite yet...

#### **Part 4 – Add your resource box to the end of the article.**

Your resource box is your author bio and “killer ad” all wrapped into one. This is where you entice people to come to your site or take some sort of action.

Unless you are getting paid up front for writing the article – this step is where you make or break the payday!

Usually, you can get away with 5-6 lines of promotional material here.

When your article gets published, your resource box is what people read to find out more about you.

You need a compelling one that makes them want to click over to visit your web site! (Or whatever action you want them to take.)

Typically you should use some character formatting to separate the end of your article from your resource box. Anything like this works fine:

=====

\* \* \* \* \*

+++++

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>>>>>>>>>>

~~~~~

### Resource Box Samples:

~~~~~  
Yanik Silver has developed a whole series of sales letter templates available at ==><http://www.instantsalesletters.com>  
In less than 3 minutes you can create a winning letter guaranteed to sell your product or service...WITHOUT WRITING!  
Subscribe to his free ezine: \*Surefire Marketing Secrets\*  
Send a blank email to: <mailto:instantletters@getresponse.com>  
\*Plus get his 3 day mini-course on direct mail secrets\*  
~~~~~

\*\*\*\*\*  
How Much Is One Good Sales Letter Worth To Your Business?  
Yanik Silver has created the ultimate no-brainer, fill-in-the-blank sales letter writing resource. In less than 3 minutes you can create a winning letter guaranteed to sell your product or service...WITHOUT WRITING!  
Check out =====> <http://www.instantsalesletters.com>  
\*\*\*\*\*

In the next example Yanik's resource box relates back to an article he wrote about creating powerful offers.

The tie-in makes the resource box that much more powerful!

~~~~~  
See how Yanik Silver creates an irresistible offer for his  
new Instant Sales Letters  
==><http://www.instantsalesletters.com>  
In less than 3 minutes you can create a winning letter  
guaranteed to sell your product or service...WITHOUT WRITING!  
Or you can get more surefire marketing secrets by  
subscribing to Yanik's free Ezine - just send a blank email  
=====> <mailto:instantletters@getresponse.com>  
~~~~~

Notice that Yanik gives the full web address including the http:// and uses the mailto: in front of his email address.

This makes it so practically everyone can just click on those links from their email program or web browser and either go straight to your site or send you an email.

 **Do up your “killer” resource box now and insert it at the end of your article!**

## **Part 5 – Sleep on it!**

Before you send your article off to the ezine editors you should sleep on it!

Put the article away and pick it up in the morning for a final read-through and edit.

You'll probably see at least one thing you can improve when you take a fresh look tomorrow.

## **Summary of Today's Assignments:**

1. Decide on the subject and type of article you will write.
2. Write out your focusing statement.
3. Write your initial draft.
4. Edit the draft yourself.



5. Add your “killer” resource box.
6. Send the draft off to at least 3 friends.
7. Make their suggested changes.
8. Sleep on it.
9. Make your final edit in the morning.

## **Today’s Resources:**

**“The Ezine Marketing Machine”** - Rick Beneteau’s classic book will help you explore ezine publicity even more! <http://www.ezinemoney.net/sgx/d.cgi?11570>

### **Ezine Directories and marketing information**

**Top Ezine Ads** - <http://www.myaffiliateprogram.com/u/topezine/b.asp?id=7241>

**Life Styles Pub** - <http://hop.clickbank.net/hop.cgi?bizpromo/lifestyles>

## Day 17 (Wednesday) - Submit your article and start researching forums

### Lesson Objective:

To submit your ezine article to at least 50 ezine editors and start researching forums / discussion boards.

### **Skills needed:**

- Basic Surfing
- Basic Email

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Welcome to Day 17 – today we’re going to work on getting some free publicity and free traffic for your site.

To start with, we’re going to use the list of ezine editors you started working on and the ezine article you should have finished yesterday.

Back on Day 13, I asked you make a note if the ezine editors accepted articles by creating a field in your spreadsheet and indicating Yes or No for each one.

Take your list of editors that do accept articles and put them into a new spreadsheet. (One simple way to do this is to do a ‘sort’ on the field that contains this information and then cut and paste into a new spreadsheet.)

If you purchased Mail King or Group-Mail – both of these programs should easily convert your spreadsheet into their database ready for emailing.

If you didn’t want to spend the money, you’ll have to manually send out emails to each of these ezine editors (you should \*not\* use bcc or cc function for this).

When submitting, you need a good opening email that introduces your article and yourself, give some personal contact details, and then I also like to give the number of words in the article.

You then copy and paste your 65-character formatted article underneath inside the email.

**\*Do not send it as an email attachment.**

People don't like to open attachments because of possible viruses so they'll just trash your article.

#### Sample Opening to email:

Subject: <<firstname>> – New Article For Your Consideration

Dear <<First Name>> ,

Here is a new article for your consideration. I'm sure readers of <<your ezine>> will find the unique information from "Sales Letter Secrets From The Man Who Sold Coal By The Train Carload" extremely beneficial to them.

<email continues...>

\* \* \*

You'll now want to send out your new article to every ezine editor you've identified as accepting articles.

Also, you can post your new article on several web sites like:

[www.ideamarketers.com](http://www.ideamarketers.com)

<http://ezinearticles.com>

[www.marketing-seek.com/articles/submit.shtml](http://www.marketing-seek.com/articles/submit.shtml)

#### Discussion Boards

Our next stop on the publicity bandwagon is to start using discussion boards and forums.

They're a great way to get your name out there and develop good name recognition.

There are lots of discussion groups out there and you can *search* for some discussion boards for your topic here: [www.forumone.com](http://www.forumone.com). Look for the forum "search box".

You can also find a number of forums by searching [Yahoo](#) for the keywords "forums" and "discussion boards".

### 3 Types of Discussion Board Visitors

There are three types of people that go to discussion groups:

1. People that post questions
2. People that answer questions
3. People that lurk, or just read everyone else's questions and answers.

You want to be the one that answers the questions because that establishes you as the expert.

Keep in mind that you can't just post to the board announcing your new product (unless you have explicit permission from the board owner). And don't put your URL unless you've got something to contribute.

I always like to contribute something before I list my link. I won't simply say something like "I agree" and then give people my link.

I don't think that makes you look very good to visitors of the board.

As you're surfing around researching and keeping up with your topic – you'll certainly stumble onto different discussion boards and forums – be sure to bookmark these.

Also, to help get you started in the right direction you'll get a free ebook with a listing of 500+ forums to visit.

#### Today's Assignment:

1. Submit your ezine article to all the ezine editors you located.
2. Find 10-30 active forums and discussion boards related to your topic.

### Today's Resources:

**One of the bonuses you received for purchasing this ebook is an ebook on "forums". Now would be an excellent time to review that.**

If you misplaced it, here is a link to re-download the file.

[www.33daystoonlineprofits.com/forumbook.shtml](http://www.33daystoonlineprofits.com/forumbook.shtml).

## **Day 18 (Thursday) - Forum Posting to Discussion Boards, “Run your Numbers”, Catch Up**

### **Lesson Objective:**

Today you will:

- Make at least 3 forum / discussion board postings in response to other people's questions
- “Run your numbers” so far
- Catch up on any items you've overlooked or put off until now

### **Skills Needed:**

- Basic Word Processing
  - Basic Surfing
- 

### **Part 1 – Make at least 3 forum / discussion board postings**

Yesterday you picked out 10 to 30 active discussion boards or forums and today you are going to post answers to people's questions.

Today you will post at least three responses to demonstrate your knowledge as “the expert” and you will do it in such a way that it will entice other people to come to your site as a result.

Whenever you're answering a question you should use a compelling title for your post to pull readers into your posting.

Most other posters will simply reply to the post so the original post's title appears as "Re: Original Title" – not very exciting :-)

Take a look at a few examples and see which one of the posts you would read if you were in a hurry:

- Ad Tracking Software  
Mike xxxx - Saturday, 14 October 2000, at 5:41 p.m.

- Here's A Great Way...  
Yanik Silver - Tuesday, 17 October 2000, at 9:14 p.m.
- What ONE book would you recommend  
Donna - Friday, 20 October 2000, at 3:06 p.m.
  - I've Read This One 7 Times...  
Yanik Silver - Saturday, 21 October 2000, at 8:35 p.m.
    - Re: I've Read This One 7 Times...  
Don - Sunday, 22 October 2000, at 4:56 p.m.
  - Re: What ONE book would you recommend  
Willie xxxx - Saturday, 21 October 2000, at 6:52 a.m.
  - Re: What ONE book would you recommend  
Tom xxxx - Friday, 20 October 2000, at 11:45 p.m.

## **Important Dos and Don'ts To Posting**

I believe there are a few points you should keep in mind:

1. Obviously you shouldn't 'spam' a board with your blatant advertisement. You can't just post to the board announcing your new product (unless you have explicit permission from the board owner).
2. Don't put your URL unless you've got something to contribute. I always like to contribute something before I list my link. I won't simply say something like "I agree" and then give people my link. I don't think that makes you look very good to visitors of the board.
3. Also, whenever I post a question I will not put my link because that really isn't a contribution I'm making.

## **Using Your 'Sig' File**

On some boards they don't have an automatic way to add your URL or text link – in that case you simply add your 'sig' file (or signature) at the bottom.

This is a simple way of promoting yourself ethically on the web. A sig file is just 4 or 5 lines that appears after your name on every email message you send out. This is VERY similar to your resource box at the end of your ezine article.

## Part 2 – Understanding and Analyzing your “critical numbers”

Your website stats are also referred to as your “critical numbers”.

Here’s why your stats are so important:

### The Hidden Fortune in Your Website “Stats”

Most people never bother to look at the statistics program that comes with virtually every website because few realize the gold mine of information it contains.

Your website statistics hold a key for understanding your traffic, improving sales and increasing the overall effectiveness of your online selling.

Whether you realize it or not, your website has “critical numbers” that enable you to measure the overall success of your Internet presence.

Any serious website operator should understand the four most important numbers:

- Hits
- Unique, Targeted Visitors
- Leads
- Sales

**Hits** - Hits are typically page views, whether by the same or different visitors, and they indicate overall activity on the site.

A lot of hits shows activity (usually a good thing), but doesn’t necessarily mean you’ve had a high number of actual visitors.

Search engine “spiders” snooping your pages and website surfers hitting their back buttons also increase the hit count.

Research has shown that, depending on the size of your site, the ratio of hits to visitors will range anywhere from 2 to 1 all the way up to 12 to 1.

**Unique, Targeted Visitors** - people surfing to your site who have not been there before within a certain period of time.

Depending on the statistics program you use, a unique visitor may be someone who hasn't been to your site in a day or a week, while in other programs a visitor remains unique until you reset the stats.

You must understand how your stats program classifies unique visitors so you don't mistakenly believe your site is getting 30 unique visitors a day only to find out it is *the same 30 people coming back day after day!*

A "targeted" visitor means that the visitor has an interest in what you are selling or promoting. This interest is usually demonstrated by keyword searches at a search engine or by clicking targeted advertisements in ezines.

It does you no good to attract general traffic to your site – you want unique, targeted visitors with a high level of interest your product or service.

**Leads** - a valid email address usually makes the best "lead" since people can and do give fake names and phone numbers online.

If someone won't give you a valid email address, chances are they won't give you their credit card to make a purchase either.

Email leads enable you to measure interest and to follow up with prospects.

Once you know the number of unique visitors to your site, you can calculate the percentage of leads you develop and concentrate on ways to improve your sales conversion by testing different offers and headlines.

**Sales** - the number of sales as compared to unique visitors represents your most critical statistic because it tells you whether or not you've made a profit.

For every hundred visitors to your site, how many sales do you make and how much money do you net?

Most failed dot-com's in the late 1990's never bothered to answer this simple question.

Selling on the web is a "numbers game" – learn how to make the numbers work for you!

Any potential JV partner who knows what they're doing is going to want to know your "numbers" so they can reasonably figure out how much money they'll make if they work with you.



Knowing your numbers ahead of time will make you look much more professional!

I keep track of my critical numbers every single day in a basic spreadsheet... that way I can see how I'm doing day to day at a glance.

So right now go to your stats and figure out the following:

(If you need to, consult the help file for your stats or email your ISP if you have any trouble reading your stats and understanding exactly what they mean.)

☒ How many "hits" have you had in the last week?

☒ Look in your stats program to see exactly what are "hits". Are they individual page views or something else?

This total number of "hits" helps you gauge overall activity on your site.

☒ How many leads have you developed with your autoresponder in the last week?

Besides sales, adding targeted people to build your mailing list is the best thing you can do online!

☒ How many unique visitors have you had in the last week?

Let's say for example you had 100 unique visitors in the last week.

☒ How many sales did you make in the last week?

Let's say for example you made 3 sales and you net \$23 on each sale after hard costs of producing and delivering the product.

☒ Divide your number of sales by your number of unique visitors and this will give your "sales conversion rate".

3 sales / 100 unique visitors = 3% conversion rate

What this means is that for every 100 targeted visitors showing up to your site, you sell 3 of them. A JV partner would be *very* interested in those types of

numbers!

- ☑ Divide your net profits by the total number of unique visitors you've had in the last week and this will give your "Visitor value".

Let's say your net profit on those three sales is \$69 (3 sales x \$23).

\$69 net profit / 100 visitors = 69 cent visitor value.

What this means is that you can spend up to 69 cents to bring a targeted visitor to your site and still make money.

### **Part 3 – Here's what to do if your numbers are low**

Since we've only been at this for a little over 2 weeks now and your Yahoo, Dmoz and search engine listings haven't even kicked in yet, your numbers probably aren't very high.

Don't get discouraged!

Our purpose today is more to get you used to looking at your "critical numbers" as it is to actually start tracking results!

#### **If your total number of visitors is low, here's what you can do at this point:**

- Increase your bid amountss at GoTo.com and the other pay-per-click search engines.
- Increase the total number of terms you're bidding on with pay-per-click search engines.
- Run another round of ezine ads (if the ones you placed on Day 15 have already run)

#### **If your total visitors seem fine, but your sales or your opt-in subscriber numbers are low, here's what you can do at this point:**

Note: It's best to run each of these changes in front of the same number of unique visitors. Doing so allows you to compare your results and see what effect a specific change has on your results.

**Do NOT try all of these at the same time!** Only make one change at a time to your sales letter or you'll never know what does and doesn't work!

1. Test a different headline on your sales letter – you came up with 50 or more... maybe it is time to try a different one.
2. Adjust your offer to include more benefits for the consumer. Do you focus on their needs or is your sales letter all about you?
3. Add more bonuses. Sweeten the pot even further until no sane person could say no.
4. Change your price up or down. Sometimes a different price point can get people off the mark and make a purchase decision.

### **Summary of today's assignments:**

1. Post at least three responses to messages on active discussion boards.
2. Thoroughly analyze your “critical numbers” so you start getting in the habit of looking at them daily.
3. Make adjustments to improve your “numbers” and your sales results.

## **Today's Resources:**

**The Online Marketing Letter** – Will help keep you up to date with the latest trends, tips, techniques and tools for marketing online.

<http://www.cyberwavemedia.com/news/?10252>

## **Day 19 (Friday) - Start looking for potential JV partners**

### **Lesson Objectives:**

To identify and lay the foundation for contacting potential Joint Venture (JV) partners to sell your product.

### **Skills Needed:**

- Basic Email
- Basic Surfing

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### **Today's Lesson:**

Alright! We're speeding along now to Day 19!

Today, we're going to start doing a little more with those potential JV partners you should have started "book marking" on Day 7.

Joint Ventures are an incredible marketing strategy and if I only had a couple hundred dollars to market with, no customers and a new product – I'd immediately think about doing JV deals.

Heck, the Internet makes it so much easier thanks to affiliate software. It's awesome!

In fact, you should read the free report we've provided for you at the end of this section to help widen your perspective on joint venture marketing.

Okay, but before we start I must give you a word of warning...

**DO NOT START CONTACTING JOINT VENTURE  
PARTNERS UNTIL YOUR SITE SELLS!!**

Whoa...sorry for the shouting there.

I just wanted to make sure it was perfectly clear. Unless you have a good product and a site that sells (and you know your "critical numbers") – you won't find many receptive joint venture partners.

Well, on Day 7 we identified your competitors and put them into a folder named “Potential JV Partners” – that’s a good start – but we want more...

1. Start checking out the different search engines. See who is ranked highest for your best keywords. I bet they have good traffic!
2. See who is buying (and paying lots of money) for those keywords on GoTo.com

If a site looked like a good match as a JV partner, I would then open up a new window and go to:

<http://www.betterwhois.com> - Betterwhois is a directory of domain owners.

This way I could gather the correct email address for the site owner. Often an email address isn’t prominently listed on the web pages I have visited and I don’t want to spend hours trying to track one down.

You want to look for the “Administrative Contact” – that is usually the owner of the web site.

Also, think about why a potential JV partner would want to endorse your product or service – and not just for the money either!

- Are you providing a service that would make them look really good to their customers?
- Will your product or service make their product or service work better and get even greater results for their existing customers?
- Will your product help their existing customers:
  - Make money?
  - Save money?
  - Save time?
  - Avoid effort?
  - Get more comfort?

Sure, JV partners want to make money – but they also want to enhance their relationships with their customers. How will your product or service help them do that too?

### Today's Assignment:

1. Locate at least 10 more potential JV partners on top of the competitors you've already found.
2. Look up the administrative contact for each of these web sites and put the information into a spreadsheet.

### Today's Resources:

**Free Joint Venture Marketing Report from Mike Enlow** – the “godfather” of online marketing walks you step-by-step through the most powerful online marketing strategy there is! **Once you get to the site Click on “JV Report”!**  
<http://www.enlowcircle.com/go/1056>

#### **Affiliate “Success” Spider Software**

This is an interesting piece of software that will help you find “SUPER” affiliates. I've used it and I think it gives you some good information.

<http://scamfreezone.com/t.cgi?a=175049&e=/spider/>

#### **Alexa ([www.alexa.com](http://www.alexa.com))**

It's a free download that helps give you approximate traffic with a 5-star system. So anyone high traffic sites that are related to your product/service are worth approaching. And also the software will provide related Links to the best sites on the web.

## **Day 20 (Saturday) - Write your JV approach letter**

### **Lesson Objective:**

To write up your approach letter to potential Joint Venture (JV) partners and have at least 2 friends or colleagues take a look at it.

### **Skills Needed:**

- Imagination
  - Basic Email
  - Basic Word Processing
- 

### **Today's Lesson:**

#### **Part 1 - Let's get ready to work some "win-win" JV deals!**

In addition to finding top positioned sites you should contact lucrative Joint Venture partners in your market (your affiliate software makes setting up these Joint Ventures a piece of cake).

If you're familiar with your market – you'll typically know who the top players are.

Before you approach them make sure your numbers look good.

Also, instead of just contacting them via email, you might want to contact them by fax, mail or phone.

Typically, the more a person is involved with the Internet the less likely they may be to answer your email... or they'll have their emails filtered and never see your email.

There are lots of 'nuts' who contact these top marketers every week for "deals", so you want to make sure you stand out as a legitimate business owner.

Regardless of whether you send out your letter via snail-mail / fax / email, be sure to focus on them, their needs and their goals.

Here are some tips:

- Let the potential JV partner know how you found them (Are you a customer? Did you read an article by them? Surfing to their site?).
- Let them know who you are and a little bit on your background / business etc.
- Is your product/service a proven winner? If so, you should tell them and give specific figures to back you up (if it's not proven, why are you contacting them?).
- What % can you offer them – extrapolate that into exact dollar figures.

Example: For each ebook they sell they make \$15.00. With the size of their list they ought to be able to sell 500 and that means \$7,500 in their pocket.

- Who else is endorsing your product? Mention them by name, especially if it is someone famous.
- How will the sales be monitored (3<sup>rd</sup> party affiliate software, in-house, real-time access for them)?
- Can you give them a free trial, preview, password of what you are selling? It is *\*highly recommended\** that you give them a sample of what you sell. It makes them much more likely to work with you.
- How can they contact you to discuss further?

Write your letter in a short concise way that will get attention without appearing too pushy.

## Part 2 – Find 2 or 3 more discussion forums

Find at least two more discussion forums where you can post responses to people's questions.

### Today's Assignment:

1. Write the first draft of your joint venture introduction letter. Have 2 colleagues look over it and get their reaction and feedback.
2. Check-up on your web site's "critical numbers" again. How do they look? Is your conversion rate weak or good?



3. Try to find 2-3 more forums that you can bookmark. If you have time, answer 1 or 2 questions inside the forums you've already located.

## Today's Resources:

**Instant Sales Letters** - sample joint venture letters inside this package that will absolutely knock your socks off!

<http://www.instantsalesletters.com/?1959>

**Free Joint Venture Marketing Report from Mike Enlow** – the “godfather” of online marketing walks you step-by-step through the most powerful online marketing strategy there is! **Once you get to the site Click on “JV Report”!**

<http://www.enlowcircle.com/go/1056>

## Day 21 (Sunday) - Surf to find more potential JV partners

### Lesson Objective:

To look around and find at least 20 more potential sources to do a JV with you.

### **Skills Needed:**

- Basic Surfing
- 

### **Today's Lesson:**

Welcome to week 4 – the home stretch!!

Today is a fairly light day – I simply want you to do your best to locate at least 20 potential JV partners for your list.

Once you have 20 then you can take the rest of the day off (or if you're an over achiever go for 30 total).

Remember, what we talked about for searching out potential JV partners:

- Start checking out the different search engines. See who is ranked highest for your best keywords.
- Ezine editors make excellent JV partners -- and they come with a ready-made list!
- See who is buying (and paying lots of money) for those keywords on GoTo.com
- Use Alexa.com to search out related sites more easily.
- A good spot to find people interested in working with others is at **ClickBank** - just look in their “marketplace” section and you find potential joint venture partners who are selling information products.  
<http://zzz.clickbank.net/r/?bizpromo>

Also, another little-known way is to ask a question on one or several of the discussion boards you've located.

Ask about the best resources, people, sites, etc. dealing with your topic. This will show you who has the most pull and, of course, you want them to endorse your offering.

**Today's Assignment:**

1. Get your potential Joint Venture list up to 20-30 prospects. Be sure you have their full contact name, address, fax, phone, email, site name etc.

**Today's Resources:**

**ClickBank's Marketplace** – contains a whole group of people who are looking for other people to work with selling each other's products.

<http://zzz.clickbank.net/r/?bizpromo>

## Week 4 – Get Ready for Serious Traffic

### Day 22 (Monday) - Send your JV Approach letter, check ezine performance, run a “stand alone” ezine ad

#### Lesson Objective:

To send out your JV approach letter using your mail or fax automation program and take the top 2 performing ezine ads you ran and run a “stand alone” ad in at least one of them.

#### **Skills Needed:**

- Basic Surfing
- Basic Email

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#### **Today’s Lesson:**

#### **Part 1 – Send out your JV approach letters**

My calendar says Day 22 – if you’re on the right page then today we’re going to focus on contacting joint venture partners and reinvesting our profits (hopefully) from our first round of ezine ads.

Okay, first things first, you should take your joint venture approach letter and send it out to all the potential joint venture partners you found.

The same way we did an email merge to ezine editors is the same way you can use your email program (MailKing or Group-Mail if you purchased this) or you can just individually send out emails (the free way).

If you choose to go the fax or snail mail approach then you would send your letters out that way.

**STOP!** Before you send out the letter – check and double-check it one last time for typos or anything strange.

## Part 2 – Run a “stand alone” ezine ad

Next, we’re going to evaluate how our ezine ads did from last week (Day 15).

By now, those ezine ads should have run and you should have some conversion numbers.

It’s important to track these ads all the way through to the sale if you can.

So let’s do some quick calculations on the ads.

- Which ezines made money?
- Which ezines got the most response – the least?

For the 2 ezines that made the most money we’re going to expand our advertising effort and reinvest our profits (don’t go spending your money on pizzas just yet) ;-)

That means if you ran a classified ad before – move up to a sponsorship ad or even a stand alone “solo ad” if they offer it. A “solo” ad means you are the only advertiser in the entire ezine!

Also, you should be looking for 3-4 more ezines you can advertise in.

Just reinvest your profits into more and bigger advertising. Simple enough?

Once again you should turn to your ezine advertising resources we discussed last week. The best ones in my book are

**Top Ezine Ads** - <http://www.myaffiliateprogram.com/u/topezine/b.asp?id=7241>

and

**Life Styles Pub** - <http://hop.clickbank.net/hop.cgi?bizpromo/lifestyles>

Also, be sure to use new tracking codes on each of the new ads because you will notice responses still trickling in on the others. Don’t mix your results... always use a fresh tracking code for each ad.

It’s important to note here that if your ads didn’t end up making you a profit, you should try another variation and start small with a classified ezine ad again.

Then you start the process all over again of:

1. Run a small ad
2. Find an ad that produces
3. Find an ezine with a responsive audience
4. Reinvest your profits in buying bigger and better ezine advertising based on the positive results you've produced so far!

### **Today's Assignment:**

1. Send out your joint venture proposal letter to your list of potential JV prospects.
2. Take the 2 top performing ezines you've found and invest in a bigger ad.
3. Take your profits from your ezine ads on Day 15 and look for 2-3 additional places to advertise, starting small again.

Note: if you didn't make a profit from any ezine ad – you should change your ad and start from the beginning with small ads again.

## Day 23 (Tuesday) - Follow Up on JV Approach Letter

### Lesson Objective:

Today you will follow up your initial contact with these potential Joint Venture Partners.

### **Skills Needed:**

- Basic email
  - Dialing and talking on the phone
- 

### **Today's Lesson:**

#### **Part 1 – Follow up with Joint Venture Partners**

Today's assignment is quite simple and I don't want you spending a lot of time here looking at this book!

You need to follow up with the Joint Venture letters you sent out yesterday with a phone call.

“A phone call?!” you ask?

That's right... a phone call!

The vast majority of people worth doing a joint venture with are very busy. They get bombarded with email all day from people offering them get-rich-quick schemes and new products they claim will “make us all rich”.

Your potential joint venture partners may very well have thrown your letter in the trash... along with a dozen or more others that came in yesterday.

The best way to follow up on a Joint Venture proposal is to get on the phone, call them up, and make your offer “live and in-person”.

This allows them to ask you questions and also shows you are a real person, not just somebody out there trying to scam them and their customers.

Just because it is the Internet doesn't mean the “old rules” of human interaction don't apply.

FACT! People do business with people they feel like they know and trust.

The fastest way to get your JV partners to trust you is to call them up, introduce yourself and your proposal. Keep it brief, get to the point and ask them if they are interested.

Here is a script I have used with great success – you should modify it to fit your personality and your offer.

Get their phone number from their website or do a “whois” lookup at [www.betterwhois.com](http://www.betterwhois.com) and get the registrant or administrative contact phone number from the record.

---

#### Dial the phone!

#### If someone answers say this...

(Note: it helps if you write out your script on a piece of paper ahead of time and practice it. You don't want to sound like a telemarketer... but you also don't want to trip over your tongue because you're nervous.)

**You:** Hello may I please speak to \_\_\_\_\_?

*Them: May I ask who's calling? -- or -- What is this in reference to?*

**You:** Yes this is your name with “your site”. I was calling about a possible joint venture.

*Them: How can I help you? -- or -- What do you have in mind?*

**You:** Their name I was calling because I have a product / service called “name of product/service” that I've written / created / discovered that state your unique selling proposition.

(Your unique selling proposition (USP) is what sets you totally apart from the competition. What makes you special and why should people buy your product as opposed to anyone else's?)

Example: The ebook I co-authored with Joe Vitale, entitled “How to Write and Publish your own eBook in as little as 7 Days”, has a really cool USP...



USP - “How to write and publish your own ebook in as little as 7 days... even if you can’t write, can’t type, and failed high school English class!”

**You: I thought my product / service would create an excellent additional source of revenue for you while providing a valuable service to your customers because give reason why it makes sense for them to offer it to their people.**

**What do you think?**

*Them: “Well ...”*

-----

At this point you will either engage them in conversation or they will get off the phone.

- If your sales conversion numbers are really good *tell them.*

- If you have endorsements from famous people *tell them.*

Your objective is to engage them in a “normal” conversation, get them to take a look at your product or agree to do a joint venture right there on the spot!

**NOTE: Be persistent – but don’t get rude or pushy.**

Once a JV partner agrees to work with you, get them to commit to a date for sending the mailing!

Also, be fast to respond to their requests and get them any additional information they ask for!

**Always send a follow up email**, whether they agree to work with you or not, thanking them for their time and wishing them great success.

If they do agree to work with you, make sure your email includes a summary of what you talked about and agreed so nobody gets confused later.

## Part 2A

### What if they don't answer the phone or you can't get them on the phone?

If it's an answering machine or voice mail leave this message:

Hi \_\_\_\_\_ This is your name with your domain name. I was calling to follow up on the letter/email/fax I sent you yesterday about a potential joint venture. I believe My product / service would create an excellent additional source of revenue for you while providing a valuable service to your customers because give reason why it makes sense for them to offer.

I'd like to speak to you at your earliest convenience about how we could help each other.

Please call me back at your earliest convenience at your phone number.

## Part 2B

### Also send a follow up email to go with your phone message.

Just like you followed up your conversation with people you actually spoke with, you also want to follow up your phone message with an email that says something like:

Subject: Follow up phone call

Hi \_\_\_\_\_

I just left a message on your machine / with your secretary to follow up on my letter/fax/email yesterday about a possible joint venture.

You probably get emails all the time with offers and "opportunities" so I wanted to follow up to let you know I'm a real person! ;-)

The reason for my call is that I really believe my product / service would create an excellent additional source of revenue for you while providing a valuable service to your customers because give reason why it makes sense for them to offer.

Is there a time I could call you back to speak to you for a few minutes about how we could help each other?

You may also call me back if that is more convenient. My phone number is your phone number.

Thanks for your time... I look forward to speaking with you.

Your name

### **Part 3 – Don't Stop...Don't Surrender!**

If you're truly committed to making this process work – do not stop until you have found 2 people to do a JV with you to their list!

If you call everyone you sent emails to yesterday and you don't have 2 JV partners lined up, then start the process of mailing and calling all over again.

- Find 20 more potential JV partners.
- Send out 20 more letters.
- Follow up with 20 more phone calls.

**NOTE: You can even make the phone calls without sending the letter first!**

Call these prospects on the phone and just talk to them like a normal person.

Remember – they are people just like you and they want to make money too!

### **Summary of today's assignments:**

1. Follow up your letters to potential JV's with a phone call.
2. Follow up all conversations with an email thank you – whether they agree to work with you or not.
3. Follow up all phone messages with an email letting them know you called.

4. Repeat the process until you have 2 JV partners solidly committed to doing a mailing with you.

## Day 24 (Wednesday) - Time to “Up-sell”

### Lesson Objective:

To create an up-sell for your site so you can potentially make more money from each buyer.

### **Skills Needed:**

- Basic Word Processing
- Basic HTML
- Basic FTP

---

### **Today’s Lesson:**

Today I’m going to show you a little “magic trick” that can instantly increase your profits 20-60% even without getting any additional business or website visitors.

It’s a simple concept called an “upsell” or a “bump”.

Let me give you a couple examples from a recent ski trip and I think you’ll immediately see what this is all about.

Last February, after an Internet marketing seminar – I decided to go skiing in Colorado.

My friend Bart and I headed to Keystone resort to go skiing for 2 days. He needed to rent skis and when he was paying for his ski rental the guy behind the counter says, “Would you like damage protection – it’s only a dollar more?”

So of course Bart takes the insurance (boy did he need it considering we were going off 10 or 15 foot jumps that day! ☺).

And during this same seminar in Colorado - I met a man who was responsible for millions and millions of dollars in sales via infomercials who gave me some incredible upsell examples.

His name is Alex Mandossian and I had the opportunity to sit down and pick his brain. It was amazing all the simple tweaks he added that significantly increased his company’s revenue.

The first example was an infomercial for a 35-mm Nippon camera for \$19.95 with 100 free rolls of film. A good deal and lots of people called in.

Now, here's the "juicy" part. Every time an order was placed the operator read this script:

Operator: "Are you going to be using your camera to take pictures inside?"

Caller: "Yes."

Operator: "Well, as a preferred Nippon customer you can get the flash attachment today only for just \$10.00 with no additional shipping or handling. That's a savings of \$9.00. May I add that to your order?"

That's it – that's the simple script. Would you believe 60% - 80% of the people said "yes"?

It's true. The bottom line increase was incredible because there was no additional cost of sale to reach this customer. They sold hundreds of thousands of units.

Here's another example from Alex....

As the marketing director for one of the biggest tooth whitening toothpastes around he found a simple, yet ingenious way to increase the sale. When callers called in to order one tube for \$19.95 here's the script:

Operator: "How many members are in your family?"

Caller: "2"

Operator: "Well, as a preferred customer you can get 2 tubes for only \$29.95 today only. For just \$10.00 more with no additional shipping or handling. That's a savings of \$9.95. May I add that to your order?"

Wow! Do you see the incredible leverage here?

There is no additional cost per sale each time a person calls in. The upsell or cross-sell is nearly all "extra" profit!

Here's an interesting fact – did you know nearly all of the infomercials you see on TV today wouldn't make a profit unless they continued using their upsell? It's true. And I

hope that gives you a small inkling of the power this concept could hold for your web site.

You've got to understand the psychology behind it.

Once a customer makes a buying decision by calling to order the product they've already decided to buy. They have a credit card in hand and they've mentally gone from prospect to customer.

At this point it's not difficult to increase their order by simply offering them some 'deal'.

And an upsell can work everywhere!

On my web site (instantsalesletters.com) I introduce an upsell that 44% - 66% of buyers take. That's all extra profit for me with no additional cost. So cool!

It works like this: Once somebody clicks on the order button on my page they are taken to another page (not the order page). On this new page I let them know that today only they can become a special "Gold" member for only \$15 more and they'll get 2 additional bonuses not available in the regular package.

This is so important. If you give people a preferential deal, some percentage will take you up on it.

The upsell is one of the easiest (and most profitable) techniques you can start implementing tomorrow. This is like the "would you like fries" strategy. Unless you're offering "fries" you're missing out on tons and tons of profit.

You simply need to come up with a couple more compelling bonuses, packages or upsells that people will get for the upgrade.

A couple options are:

- More of your product or service at a special price (i.e. 2 tubes of goop).
- Special membership into a continuity program (keep billing them until they say 'stop').
- Additional bonuses they can't get without the upsell (the better you make these bonuses the more people will say 'yes').
- Etc., etc. etc.

I've seen some sites just do something as simple as put another check box on their order form for some other product. It could be that simple.

Or, if you order from Amazon you'll notice they also say something like "here are other books that people who have ordered your book have also ordered".

One of my marketing friends did a double upsell on his site. He would offer an audio program for \$29 and then he'd also let people choose from 2 additional packages when they got to the order page. He told me 2/3 of the people took some kind of upsell. (Incredible!)

Trust me, an upsell can be a huge moneymaker for you and if you're already selling anything – you're losing money by not offering it.

### Today's Assignment:

1. You guessed it! Create an upsell for your product or service.

If you are a catalog site – it can be a recommended product/service that goes with what people bought (start with your top 10 items first).

If you sell an information product – think of a complimentary product or service you can offer as an upsell.

2. Get it up on your site.

## Today's Resources:

**eBook Wholesaler** - sells you the rights to different ebooks you can sell or give away as your upsell. Excellent source for a fast upsell!

<http://www.ebookwholesaler.net/cgi-bin/ccShare.pl?cmd=home&id=netbreakthroughs>



## Day 25 (Thursday) - Launching your affiliate program

### Lesson Objective:

To set up your “affiliate toolbox” so your affiliates have the tools they need to make you money!

### **Skills Needed:**

- Basic Word Processing
  - Basic HTML
  - Basic FTP
- 

### **Today's Lesson:**

Hey, we're really motoring along – welcome to Day 25!

Today we're going to focus on creating tools for your affiliates. This is critical!

Most people want everything handed to them and affiliates are no different. The easier you can make it for them to promote you – the bigger your bank account will get.

Affiliate programs (also known as reseller programs, associate programs, etc.) are an opportunity for you to get hundreds, even thousands of web sites all driving traffic to your site and making sales for you...

And the best part is you don't pay until they make the sale!

That's the opportunity (and it really is a great one) but I'm going to give you my realistic assessment from actually doing it. My affiliate program accounts for 50% of my traffic and 40% of my sales so obviously I'm very happy with the results!

It's been a tremendous success starting with the first month. It brought in approximately \$2900 in sales and I paid out \$1400 in commissions.

From my initial investment of \$650 (\$450 for software and \$200 for additional design work) this came out to a \$900 profit, or a 138% return on investment (ROI) in the first month.

Six months later, it has provided me a 1900% ROI and I know it will continue to pay off

for many years to come. In the next few days we're going to cover affiliate programs so let's get started with the first step...

(I'm already assuming you have a tested sales process, a good program and a good payout to affiliates.)

### **The Affiliate Tool Box**

I try to provide my affiliates all the tools and assistance they need to sell successfully.

Most affiliate programs simply give a couple banners when they sign up a new affiliate.

That's why I created something called my "Affiliate Tool Box" to provide my affiliates with all the tools they needed to promote the program and do really well.

Here's what they get:

- They get a whole list of text links. These are headlines that they can use on their site.
- I give them endorsement letters/emails they can send to their lists
- I give them "proven" ads that they can run in Ezines.
- I give them graphics... I give them pretty much anything and everything they need!

I give them free reign of my material. They can take my content, like the articles I've written, and insert their affiliate link in the resource box.

They can't claim themselves as the author, but they can stick their affiliate link in the resource box.

In fact, I try to give them everything I possibly can to help them succeed.

Actually, we give so much stuff that I have one of my top affiliates running a free web site (like a Geocities type site) and he makes \$500-\$700.00 in affiliate commissions every month... just using material from our toolbox!

So that's exactly what you need to create for people!

Try to provide as many tools as you possibly can. Take your newly tested ezine ads and put them in there. Take your new article and put it there. How about using your top headlines as text links for them? Etc.

And once you post the new material, make sure you alert your affiliates you've placed additional tools on the web for them to use.

Check out [www.getfitwhileyousit.com/affiliate.html](http://www.getfitwhileyousit.com/affiliate.html) for an example of an affiliate tool box we created for a brand new product.

### Today's Assignment:

1. Create your own affiliate "tool box" which includes any and all the promotional material you can provide so far.
2. If you have any existing affiliates let them know about the new "tool box".
3. Sign up for a few of the major affiliate/associate programs. That's how I learned what I liked and what I didn't like in an affiliate program. See what kind of promotional material they give you.

### Today's Resources:

[www.associateprograms.com](http://www.associateprograms.com) - Sign up for a few of the major affiliate programs so you can see how they are administered.

**Banner Ad Magic** - Banner creation information and services for your tool box.  
<http://www.banneradmagic.com/webgold37.htm>

## Day 26 (Friday) - “Announce” your affiliate program

### **Lesson Objective:**

To let the world know your affiliate program is open for business by listing it in various places online.

### **Skills Needed:**

- Basic Surfing
- Basic Email

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### **Today’s Lesson:**

TGIF! We’re still working on your affiliate promotion strategy.

Now, with your tool box in place and a couple successful joint ventures going – it’s time to let the whole world in on your good thing.

### **Announcing Your Affiliate Program**

You should start is with your existing customer base.

Simply send out an email announcing your program and providing the link where they can sign up.

Next, you should announce your affiliate program to the different directories of affiliate programs on the Web.

I announced my new affiliate program to about 20-30 affiliate program directories.

Below is a list of the major Affiliate Program directories you should submit your information to:

<http://www.associateprograms.com>

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

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

<http://www.2-tier.com/>

<http://www.affiliatesdirectory.com/add-your-affiliate-program.shtml>

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

The top directory is [www.associateprograms.com](http://www.associateprograms.com), which is run by Allan Gardyne.

He's somewhere in the sticks of Australia and he has the most comprehensive directory of affiliate programs.

So when you have your new affiliate program all set up, you go there and announce it and you should get affiliates.

Your announcement's listing needs to stress the benefits to affiliates for signing up. Once again, good copy is important.

The description I used tells affiliates why business owners will be interested in our product and then I give the specifics on commission structures.

### Today's Assignment:

1. Create several program descriptions for your affiliate program. Each one of the directories has their own requirements. Just have a 'long' and 'short' listing ready to copy and paste.
2. Email your existing customers and let them know about your affiliate program. If your offer is directly to consumers – let them know they can earn money by referring their friends.
3. Submit your program to each of the major affiliate directories.

### Today's Resources:

If you don't want to manually go through the trouble of submitting your program to all the directories - there is a service at **Affiliate Announce** (<http://www.myaffiliateprogram.com/u/affiliat/t.asp?id=1584>) that will submit to 40 top directories (by hand) and save you lots of time.



### **“Budget Cruncher”!**

Submit to the affiliate directories yourself – by cutting and pasting Program descriptions, sign-up pages, etc.

## Day 27 (Saturday) - Set the stage for More Traffic!

### Lesson Objective:

- Today you will brainstorm more keywords, submit your new keywords to GoTo and sign up with at least 2 more pay-per-click search engines.

### **Skills Needed:**

- Basic email
  - Word processing
  - Basic surfing
- 

### **Today's Lesson:**

#### **Part 1 – Log on to GoTo.com and brainstorm 100 more keywords**

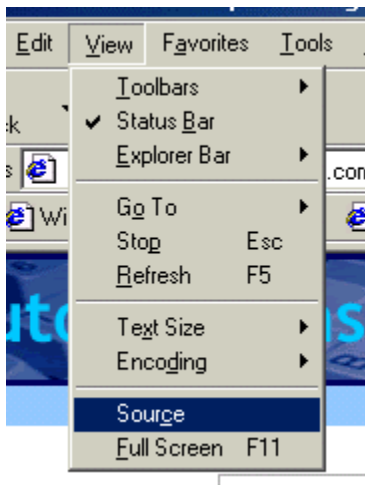
The more hooks you have in the water the better your chance of catching a fish!

Log on to GoTo.com and research more keywords that would bring targeted visitors to your site.

If you have trouble thinking of additional keywords to search, try this little trick.

Log on to your nearest competitor's site and look at their keywords tag.

Step 1 – Log on to their site,



Step 2 – In the Internet Explorer web browser go to your menu bar and click “View” then click “Source”. (In Netscape you click “View” then click “Page Source”.)

Step 3 – This will open up your text editor and you can look at what your competitors think are important keywords by looking in the keywords meta-tag.

```
<meta name='description'  
content='Sequential Autoresponder  
System'>  
<meta name='keywords'
```

```
content='autoresponder software, sequential auto  
responder'>
```

Look for any words you may not have thought about -- but which make perfect sense once you see them.

Use these new words to start your new research using the keyword tool on GoTo.

### **Part 2 – Submit your new keywords to GoTo**

Submit your new keywords to GoTo using your best tested titles and descriptions.

### **Part 3 – Sign up with at least 2 more pay-per-click search engines.**

FACT! Traffic is going to make or break you online.

By now you should have:

- A sales letter that works...
- A product worth buying...
- Proven ad copy for your pay-per-click links and ezine ads!

Now it's time to start pouring on the traffic and working the "numbers".

Don't spend more that you can afford to lose – but chances are, if you know your numbers, you won't "lose" anything!

If you've done everything you were supposed to do up to this point all you're doing now is "rolling out" your business.

Go get some more traffic and make money!

### **Summary of today's assignments:**

1. Research 100 new keyword combinations with GoTo.



2. Submit your new keywords to GoTo using your best titles and descriptions.
3. Sign up with at least 2 more pay-per-click search engines and submit your keywords.

## **Today's Resources:**

[www.payperclicksearchengines.com](http://www.payperclicksearchengines.com) - go here, find at least two more pay-per-click search engines, sign up and get going!

**Instant Web Site Traffic!** – Learn the in's and out's of pay-per-click search engines from one of the world's experts!

<http://www.marketerschoice.com/app/aftrack.asp?afid=20822>

## Day 28 (Sunday) - Catch Up / Surf for Ideas day

### Lesson Objective:

To catch up on any incomplete assignments and “Surf for ideas” for at least an hour to find 2 things you can implement to improve your online efforts

### **Skills Needed:**

- Basic email
  - Word processing
  - Basic surfing
- 

### **Today’s Lesson:**

#### **Part 1 – Make a list of tasks you still must complete...**

Have you signed up with GoTo.com?

Do you need to research more keywords?

Have you signed up with at least 2 more pay-per-click search engines?

Have you submitted your ezine article?

Do you need to follow up with potential JV partners?

Do you need to follow up with people who have purchased from you?

Do you need to look at your numbers?

Do you need to “tweak” your headlines or modify your copy on the site?

Do you need to run another round of ezine ads?

... What haven’t you done?

☒ **Make a list of unfinished tasks and get them done today!**

## Part 2 – “Surf for Ideas”

Go out on the web and look at what other people are doing.

How do they process their credit card orders?

How do they deliver their products?

What kinds of headlines do they use?

Who do they link to?

Who links to them?

**How could you get links from the same places?**

How could you improve upon what you see?

How could you use what you see to enhance what you are doing?

** Surf for at least an hour, find 2 things you can use and implement them today!**

### Summary of today's assignments:

1. Make a list of unfinished tasks and get them done today!
2. Surf for at least an hour to find 2 things you can use and implement today!

## Week 5 – “Roll-out” your business!

### Day 29 (Monday) - Write “endorsed mailing” to your own list

#### Lesson Objective:

To write a letter to your own “house list” to endorse another product and make money!

#### **Skills Needed:**

- Basic Word Processing

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#### **Today’s Lesson:**

Okay today – I’m going to show you the secret to where the really “big money” comes into play!

If you’ve read any marketing manuals you’ve probably heard about your “backend” being the source of all your major profits in the business. Well, it’s true! Your most expensive cost ever is going to be getting that initial customer to buy from your web site.

Stop and think about what I just said there!

Whenever you make an initial transaction with someone new there is always that fear of being ripped off, or not getting exactly what was promised, or being dissatisfied - whatever the case may be.

The easiest way to increase your revenues each and every month is simply going back to your same customers and offering new products and services.

Most people completely neglect their current customers and only focus on driving more and more new customers into the door. (Wrong!)

Each and every month (at least) my customers will get a pitch from me for something else and it doesn’t have to be a product that I create, even though I’m pretty prolific at creating products.

It can be a joint venture deal or affiliate program I endorse.

And that's exactly what we're going to talk about today... creating an endorsement email.

This is the opposite side of the coin of looking for joint ventures (now you're the one endorsing the other person).

In your research I'm sure you've uncovered some products/services that would be a good fit for your new customers – well here's your chance to profit from that research.

If the product you're interested in endorsing has an affiliate program – it's a total no-brainer to get going. Just sign up for their affiliate program and then start crafting a simple email that explains how you found the product and why they should get it.

Here's a sample endorsement email I've sent that should give you some ideas:

\*\*\*\*\*

[[firstname]] - A Great Resource I Just Discovered

Hello [[firstname]],

As a Surefire Marketing Secrets subscriber I feel it's my duty to let you know when I find a resource or business building tool that really exceeds my expectations.

And that's the reason I'm writing...

Last week I was on the phone with my friend Ken (his company runs my web sites) and he gave me a great marketing idea that he gleamed from a recent issue of Jonathan Mizel's newsletter.

Maybe you've heard of Jonathan Mizel. Well, I also heard his name kicked around here and there but never really paid much attention because I figured he was just one of those 'hypey' and bogus Internet marketing "gurus" out there promising the world and not really delivering.

But Ken said Jonathan's newsletter came with his highest recommendations (and that's something that doesn't come lightly from a man who has been marketing on Web since 1994 and who I trust because of his savvy advice).

That's all I needed to hear to give this guy, Mizel's newsletter a shot - and to say I was blown away with the information inside is putting it mildly!

I was up until 3:00 in the morning devouring everything on his subscriber site. In fact, I was able to pull out several outstanding ideas right away from only the first few issues.

And one of the best so far is for using sequential autoresponders (in a way I've never seen before) that I conservatively estimate will be worth an additional \$50,000 to \$100,000 in (automatic) revenue to my business this year alone.

And that's why I'm telling my friends, colleagues and customers to get Jonathan's stuff.

To put it another way, if you have any kind of web business, whatsoever (or are even thinking of one), you need to head straight over to this site and check out Jonathan's offer.

Trust me, you'll be more than pleased because right now you'll get over \$1,327.00 in free bonuses when you sign up. Plus, his offer comes no-risk guarantee that says you'll earn an additional \$10,000 using his materials - or you don't pay. You really can't beat that.

Now, here's the link:

<http://www.33daystoonlineprofits.com/letter.html>

Best wishes,  
Yanik Silver

\* \* \*

Now, let me point something out to here.

As you see I don't tell the whole story in the email. I tell just enough to get people excited and wanted to find out more about this resource.

Also, this is an affiliate link so I do get paid when people buy however I will never, ever recommend a product unless I've purchased it and used myself.

You should make that a principal in your endorsements also because that way people know that you don't simply endorse everything.

Trust me, I've purchased tons of Internet marketing information and there hasn't been anything that has impressed me more than Jonathan's stuff.

So this email I send out is totally true and sincere.

Also, it's important when sending out emails to restate your relationship and tell them how they got on your list.

Be sure there is some anti-spam disclaimer and also a simple way to unsubscribe.

### Today's Assignment:

1. Craft an endorsed email. Write from the heart and tell a story (see the article below). This is just your rough draft.

## Today's Resources:

<http://www.milliondollaremails.com/?1959> - Collection of winning emails from the top Internet marketers and eCommerce leaders. Just \$19. An incredible value! In fact, there's a whole section on endorsement emails, customer emails, new customer emails, etc. etc.

[Anatomy of a Rollout](http://www.cyberwavemedia.com/roll/?10252) – Online Marketing Expert Jonathan Mizel explains exactly how to roll out your business for maximum profit in minimal time. A “must read” classic.  
<http://www.cyberwavemedia.com/roll/?10252>

### Feature Article

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The Art of Creating Hypnotic Emails: How To Get Your Emails Opened, Read, and Responded To

By Yanik Silver, [instantsalesletters.com](http://instantsalesletters.com)

=====

The power of email marketing is truly the "killer app" of the Internet. Personally, I've witnessed some incredible results from my own email marketing campaigns:

- \$9,188.00 in profits in 72 hours
- \$15,558.81 in less than 3 weeks
- \$15,400.00 in 14 days

And if you read on, I'll share with you 2 little-known factors to achieving results like this in your own email marketing campaigns. I call it my “one-two knockout punch”!

The first thing you have to realize is what I'm about to share has been around \*way\* before the Internet. The simple truth is that people don't change and if you understand human psychology you can make lots and lots of money online.

Your first job is get your email opened. Now, I'm going to make an assumption here; That you are only using your own opt-in list, I don't have enough room here to tell why you should – so please just trust me.

Now, according to eMarketer.com, Americans get an average of 15.2 email messages a day and that number continues to rise. That means unless your email's subject line is compelling – your message will wind up in the trash faster than you can blink!

One of the best ways to create a persuasive subject line is to incorporate curiosity.

Here are a few examples of powerful subject lines:

Hi <firstname>! ... just checking in ...  
<firstname> - I'm finally spilling my guts...  
<firstname> - I goofed...  
<firstname>, what do you think?  
<firstname>, Oh no, you didn't  
Open this before 7:15 p.m

When you receive something like this in your email box, it's very hard not to take a peek and open it up. Remember this is very important, your subject line is like a kamikaze bomber, and its only job is to get your email opened.

-----  
Side note: Every part of your email has to have a job to do and the body of your email is no different. I've had the most success sending out a small 'teaser' in the email and then directed them to a web site for full details and to close the sale.  
-----

Okay, so now what?

Once you got your prospect to open the email, you had better grab their attention and keep them reading. Frankly, the absolute best way in the world I know is to use a story.

From the ancient times to current day - stories continue to hold readers and listeners spellbound. There is nothing better than a good story. It works almost like magic. You can give people information and motivate using stories without having the barriers that come up normally. This is a seldom used copywriting technique that work wonders in email.



Here are a few examples I've successfully used:

\* \* \*

Hi <name> ,

I stumbled across something unusual recently....

And as a valued subscriber I wanted to let you know about it.

A few months ago I met a man named John Harricharan at a seminar, who graciously offered me his material to review.

I smiled and politely thanked him but I knew that I probably wouldn't get around to reading it anytime soon. (You should see my stack of reading material to get to and I'm actually a quick reader.)

But as luck would have it, I was going away on my honeymoon one week after this seminar and I decided to bring some 'lighter' reading along.

Honestly, I can't remember the last time I read a book that didn't deal with the subject of marketing or advertising, but once I started reading John's material on the airplane and I couldn't put it down.

It was simply incredible!

(copy continues)...

\* \* \*

\* \* \*

Dear [[firstname]],

Will you help me settle an argument (and win a bet)?

It's between my friend Markus Allen and me.

Here's the deal - I've been bugging Mark to update his Postcard marketing book for almost a year now. (Mark wrote "How to Market with Postcards" a couple years ago and it was the bible for postcard marketing - but now it's out of print and needed revising). I kept telling him that my customers would love to find out all his little-known secrets to low cost postcard marketing.

*He would shake his head no and reply that people are only interested in Web marketing or email marketing today.*

*I didn't think so. So we made a small wager.*

(copy continues)...

\* \* \*

I guarantee by simply using this proven “one-two knockout punch”, I just illustrated, you'll see your next email campaign produce incredible results. Get ready to click...send...and make money!

(c) 2001 Surefire Marketing, Inc. All rights reserved.

\* \* \* \* \*

## **Day 30 (Tuesday) - Send out your endorsement email**

### **Lesson Objective:**

To send out your endorsement email letter to the house list you have built up over the last month.

### **Skills Needed:**

- Basic Email

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### **Today's Lesson:**

Congratulate yourself – we're already on Day 30...sending out your endorsed email!

Today's lesson will be very profitable.

Today, we're simply going to get your endorsed email from yesterday and send it out the door to bring in some dough.

Believe it or not – email marketing is pretty simple when you do it right.

Before we go any further, I want to give you some information on opt-in email marketing so you get this straight.

### **The Truth About “Opt-in” and “Permission” Email Marketing**

If you've been on the Net for anytime, I'm sure you've heard of “spam”.

That's the name for unsolicited commercial email... mostly the kind of “get rich quick” and “send me a dollar” pyramid schemes that find their way into your inbox.

Many short-term minded marketers feel that since email is practically free they can send out thousands and thousands of emails hoping for a handful of sales while dealing with the risks involved.

We don't think that's a good idea.

You see, there is a big difference between permission email marketing and spamming.

I'm not talking about using software that can harvest emails addresses from the Web or even those CD-roms with "10 million email addresses" floating around. The fact is, without getting permission, you are just sending out spam and that will land you in some big trouble.

I've seen sites shutdown, ISP's cancelled and people basically being "blackballed" from the Internet community.

Trust me, it's not pretty.

In fact, there is new legislation pending that will make spamming illegal. So not only will you have all kinds of angry prospects – but you could also end up with severe legal penalties against you.

Why would you want to put yourself through any of that?

There's no point because getting permission is easy once you start using the strategies we're revealing here, plus it produces far better results.

Okay, with that said, let's get to work finishing your endorsement email.

We've already discussed editing on Day 11 for your sales letter (and it's really the same process – just a little easier).

Your endorsement email's only job is to get your recipient over to your affiliate link with a predisposed idea to buy the product.

I've seen some endorsement email work with just a few paragraphs while others are 15-20 paragraphs. You don't want to really sell in the email – just "pre-sell" and lay the groundwork for the sales process on the referring site to do the work for you.

If you've done a good job with this pre-sell you can easily see 5%, 10% even 20% conversion rates.

Before your email goes out – here are a couple simple points that are often overlooked:

- Make sure the link in your email is "clickable". That means links should start with <http://www.yoursite.com> and an email link should start with: <mailto:email@isp.com>

- Make sure your “from” field is something people on your list will recognize, such as your name or your business name.
- Did you include a way to people to remove themselves and unsubscribe from your list?
- Do all the links work? Did you double-check?
- Is there a “spam” disclaimer? This basically comes at the end and says...

“This email is never sent unsolicited. You or someone claiming to be you subscribed to this list using this email address [email]. If you wish to unsubscribe please see below.”

#### **Today’s Assignment:**

1. Edit your email at least twice and read it aloud to yourself. Be sure it is formatted correctly. Hard return before 65 characters so it wraps correctly.
2. Send out your endorsed email to your opt-in and customer list (you can slightly change the opening for each group). Best days are Tue, Wed and Thursday for sending out emails.

**By the way - if you started this program on Monday (Day 1) – today would be a Tuesday... a perfect day to mail!**

## **Day 31 (Wednesday) - Prepare Article #2 for submission to your ezine list**

### **Lesson Objective:**

Today you will write your second article to submit to your list of ezines that accept articles.

### **Skills Needed:**

- Basic email
  - Word processing
  - Basic surfing
- 

### **Today's Lesson:**

#### **Part 1 – What should you write about?**

If you need help with the actual writing process please refer back to Day 16.

After all we've been through together, the question on your mind should not be "how" to write the article – it should be "what" to write about.

What does your audience need to know?

Based on your idea surfing sessions, what could you teach people that would make them want to buy your product?

Example:

I just wrote an article about Adobe Acrobat 5.0 and a problem it has with converting ebooks as a way to promote the ebook I co-authored with Joe Vitale, "How to Write and Publish your own eBook in as little as 7 Days."

I don't give away anything from the book, I just tell them about a problem with a software package a lot of people own or might upgrade to. Writing this type of article enhances my status as an expert and promotes the book at the same time.

What problem could you solve for your target audience?

What bit of news could you comment on right now and really help make a difference in their lives?

**Today's Assignment:**

1. Write and edit your second article using the steps laid out in Day 16.

## Day 32 (Thursday) - Submit Ezine Article #2

### Lesson Objective:

To submit the second article you have written for your ezine list.

### **Skills Needed:**

- Basic Email
  - Basic Word Processing
- 

### **Today's Lesson:**

Welcome to Day 32, our second to last day together.

Today, we're going to submit another article to our same list of ezine editors.

The article that you created yesterday will go out and start generating free publicity for you (like the first one).

There's really not much to it! You should have the system down by now.

If you need a refresher check back to Day 17.

### **Today's Assignment:**

1. Send out article #2 to your list of ezine editors.



## Day 33 (Friday) - Survey customers about new product ideas

### Lesson Objective:

To survey your existing customers and opt-in subscribers about products and services they'd be interested in buying in the near future.

### **Skills Needed:**

- Basic Email
- Basic Word Processing

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### **Today's Lesson:**

Well here we are...Day 33! We've come a long way together!

First off, please congratulate yourself! You deserve a big hand for doing what most people don't do...and that is, sticking with a plan.

I hope by now you've already started to experience the joy of waking up to find money waiting for you in your inbox. Nice feeling, right?

Of course, it might not be a fortune waiting for you – but it's a start...and more importantly, you know how to do it for yourself.

Our last course of action is going to be looking for additional products or services you can provide to your customers.

Did you know that it is 5x easier to sell to an existing customer than a new one? It's true. So that's why, I want to show you how you exploit this for your profit.

There's really no rocket science to getting very rich selling a product or service. Simply put, if you have what people WANT they'll be jumping over themselves to give you their money.

So then the \$64,000 question is "what do they want?"

*Well, how about we ask them?*

I don't think you need to guess what your customers want – let them tell you and then you can create it and sell it to them.

Pretty easy, right? You bet!

All you need to do is send out a simple questionnaire asking your customers to rank several potential projects and which ones they'd like to see.

Here's an example from a questionnaire I sent out:

\* \* \*

Which of the following possible new products/services would interest you most. Please rank in order from 1 to 5 (1 being most useful and 5 being least useful to you):

\_\_\_ Sales letter critique with a professional direct response copywriter.

\_\_\_ Membership site where you can ask top \$250.00+/hour experts in personal development and wealth creation any question you like every month. Plus interact with other success-minded individuals.

\_\_\_ 30 day, step-by-step blueprint to creating online profits for any business or service.

\_\_\_ Monthly copywriting analysis and break down of successful web sites with the brains behind the sites.

\_\_\_ Conversations with millionaires. Interviews of exactly how real people are really accomplishing what they want in life.

\_\_\_ Other

\* \* \*

As you see, it's really quite simple. I just add up all the answers and then I can decide which project I want to pursue next.

People are pretty anxious to give you their help...if you ask – so go ahead and let them help you by telling you what they want to buy.

Now, to get people to answer your questionnaire I suggest giving them an incentive. An ebook or special report works great for this.

### **Today's Assignment:**

1. Come up with several new project ideas and let your customers decide what they want to buy next from you.
2. Email it out to your customers asking for their help and offer them some kind of incentive to answer.

### **Today's Resources:**

Zoomerang – create surveys and access results in real time.

<http://www.zoomerang.com>

E-Form - Email and web forms for surveys, collecting and updating databases and cool survey reports. Ask anybody, any question, by email or web and place answers in your database. Automatically produces and publishes html reports too.

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

\* \* \*

**That's it!**

**Congratulations.**

**You deserve a big round of applause and well deserved rest.**

## Conclusion - Where do we go from here?

Congratulations! Most people never see this page because they gave up somewhere back on day 2 or 3!

You are the exception and you should be congratulated!

This is not, however, the end.

This is, as they say, “Only the beginning!”

**From here on out these should be your Minimum *monthly* goals:**

- 1. Find 2 Joint Venture partners for an endorsement of your product**
- 2. Send out 1 endorsed email to your own list (opt-in and customer) – endorsing someone else’s product/service (affiliate link).**
- 3. Post 1x/week (4x/month) on the most active forums in your area**
- 4. Submit 1 article to your list of ezine owners**
- 5. Test 1 new advertising opportunity (starting small)**
- 6. Come up with 1 new product idea – release a new product/service 4x/year.**
- 7. Do one proactive thing every day to generate new business**