THE BIG BOOK OF

INTERNET

MARKETING

Your Ultimate Guide to Marketing Online!

LEGAL NOTICE

<u>Table of Contents</u>

Chapter 1:
Introduction to Internet Marketing

Chapter 2:
Starting Your Internet Business

Chapter 3:
Selecting Your Niche

Chapter 4:
Selling Products Online

Chapter 5:
Copywriting

Chapter 6:
Search Engine Optimization

Chapter 7:
Leveraging on Affiliate Programs

Chapter 8:
Striking Joint Venture Deals

Chapter 9:
Making Even More Money with Resell Rights

Chapter 10:
Going Viral with Viral Marketing

Chapter 11:
Publishing Your Own Mailing List & Newsletter

Chapter 12:
Free & Low Cost Advertising Methods

Chapter 1:
Introduction to Internet Marketing

"What Internet Marketing Really, Really, Really Is All About!"

An Overview on Internet Marketing

Internet Marketing, put quite simply, is the concept of **business marketing, both to customers and to other businesses (B2B), by use of the Internet**.

However, getting inside the concept and looking at how it works may not be considered as quite so simple. The primary reason for this is that the Internet, still relatively young, is ever-evolving and therefore subject to waves of change.

New advances in Internet technology are constantly providing new opportunities for businesses to add to their marketing approach and content. Likewise, advances in technology are making more affordable options available to the consumer, and so many more people are logging onto the Internet every day. As they do, the demographic is changing, and no longer is the wealthy individual the only target of Internet Marketing. Today virtually all income levels must be considered in the Internet Marketing approaches of business.

In the 1990s, Internet Marketing went **berserk**. It was a brand new concept, and caution had been thrown to the wind in all the **hype**. Companies did <u>not</u> take into consideration that the same variables of marketing in other forms of media should logically be applied to Internet Marketing as well. Their failure to study markets and create sound strategies led to the **fall** of many *so-called* dot-coms in the end of 2000. The survivors, and successors, began to look toward **time-tested** logic in marketing for direction, and the result was massive growth.

Through the now-careful approach of businesses and marketers alike, targeted advertising on the Internet has brought forth great success. Virtually any market you may wish to break into can be tapped on the Internet. Many marketing firms offer the solutions a business needs to get their products out to consumers, while a small firm may wish to handle their marketing on their own and can find lower-cost solutions for their goals as well.

Search engines are a major resource for marketing, but typically are only able to provide ideas for what the consumer is already searching for. To accomplish the spontaneous suggestions offered by television or radio, pop-up ads and ads placed directly on a web-site are used. E-mail is an excellent form of marketing, but typically only has success once a business has built a good relationship with the consumer.

More and more people are spending more and more time on the Internet daily.

<u>The reason is simple</u>: the convenience offered by the Internet, coupled with the increasing abilities of the Internet to help you get your tasks completed, has allowed for all types of business to be conducted with point and click ease. Many tasks no longer require a trip in the car to be completed.

Thus, relationships are growing on the web, and as they do, the pace of Internet commerce has rocketed into the trillions of dollars. Advances in technology, and increased traffic, are leading to a future for Internet Marketing that can only point skyward.

What Internet Marketing Is

Internet Marketing is the business of both advertising and selling goods and services over the Internet. This form of business is ever-increasing in popularity, with millions of people now making purchases on the Internet.

Internet Marketing began in the early 1990s as primarily a means of product description, consisting merely of text descriptions. As technology progressed, Internet Marketing rapidly advanced to include pictures and other rich graphics as part of advertisements for products and services. After realizing the remarkable potential of this means of marketing, Internet-based companies started opening their virtual doors for business.

As opposed to what are now known as "brick and mortar" operations, these e-businesses offer their products and services to a growing number of consumers, conducting all, or nearly all, of their business in the virtual world of the Internet.

There are many forms of marketing on the Internet. Among them are article marketing, blog marketing, e-mail marketing, search engine marketing (to include search engine optimization), banner ads, pay-per-click ads, and pop-up ads. It is important to note that each of these forms catches the attention of the target market in different ways, and some may be more effective than others depending on the product or service, the target market, and the strategy and goal of the business marketing itself.

Among the business functions that may require use of different means in their strategies are customer service, sales, public relations, information management, and others.

Internet Marketing has also become an integral component of many "brick and mortar" operations, but online-only businesses have offered some challenge in the arena of retail sales, an example of business-to-consumer (B2C) marketing, business-to-business (B2B) marketing, and peer-to-peer (P2P) marketing. However, other online-only businesses have specialized into newer approaches, such as online auctions, sites that allow you to find the best price on what you're shopping for, and also sites that allow you to name your own price.

Further, affiliate marketers have emerged, offering marketing solutions to virtually all types of business. These firms typically receive what is called pay for performance. Even home-based businesses now flourish thanks to Internet Marketing.

There are many benefits to the concept of Internet Marketing. It allows consumers to shop and conduct business from the comfort of their own home, any time of day or night, or from virtually anywhere provided they have a

connection to the Internet. Businesses work much more effectively with partners. Efficiency and speed have increased dramatically as business and shopping have moved to the Internet. Even costs have been dramatically reduced. Furthermore, at this time, it is rare that you must pay any tax for the items you purchase online.

The most noted disadvantages to Internet Marketing are the sometimes slow or unreliable Internet connections that occur, and online security. Technology is diligently pursuing solutions to both problems, and progress is being made. Also, with the attention of the government on identity theft, it is clear that security and reliability will continue to improve over time.

What Internet Marketing is Not

As with all things new, it is very easy for us to become wrapped up in the innovation, the convenience, and the excitement we experience with something never available to us before. Internet Marketing is <u>no exception</u>. Despite the obvious advantages offered by this new medium for commerce and business in general, Internet Marketing does have its limitations. It is also easy for us to assume that a new product or technology can do more than it really can. Following are some factors in considering what Internet Marketing is not.

First to consider is that Internet Marketing is **NOT** a replacement for the traditional means of shopping and/or selling. Assume for a moment that you are looking to buy a diamond ring for someone special. You go online, browse through picture after picture, find some really beautiful and eligible pieces, and that's where you stop. You can't feel that ring, nor can you take a close look at the diamond. You have only a limited scope of what the merchandise will be like when you physically possess it. Are you going to pay potentially thousands of dollars for that ring, or will you go to a local jeweler instead, where you can get a much better idea of what you're buying? This is a key limitation to Internet Marketing for many products.

Internet Marketing is also **NOT** a fail-proof system. Nearly everyone who conducts any form of business or shopping online has experienced the temporary unavailability of a website. The site goes down, and you can't get your business done when you had planned. Furthermore, you may not even get an indication as to when the site will be operational again. It can be a frustrating fact of e-commerce.

Another fact of Internet Marketing that many fail to consider is that it is **NOT** a "get rich quick" scheme. True, many entrepreneurs have entered this lucrative market and become millionaires. However, when you compare the number who have had such wild success, with all the businesses who have failed or never really taken off online, you will find that the "overnight" millionaires are not the standard of what Internet Marketing is. Most of the business realities of the brick and mortar world still apply to the virtual world. Success in Internet Marketing requires a lot of hard work, just as any other type of business venture requires.

Internet Marketing, finally, is **NOT** today what it will be tomorrow. As fast as one model of computer replaces another, so do the options provided in the world of Internet Marketing. Just fifteen years ago you could go online and find little more than text-based product descriptions. Now look at what you can find on the Internet. Entire stores exist online, and their number is growing. Furthermore, laws on everything from personal security to taxation are changing and promise to make a different landscape of Internet Marketing than the one we see today.

The Pros of Internet Marketing

Internet Marketing began its presence with some built-in advantages. With the development of faster speeds and better web-site graphics, among other factors, the advantages have continued to grow at a remarkable pace. Consumers and businesses alike have had a virtually insatiable demand for more, better, and faster access to products and service across the spectrum of Internet Marketing. There is no indication of a change in this trend, and so the number of Internet

consumers, as well as the number of advantages, for Internet Marketing will continue to grow.

Without a doubt, one of the greatest advantages offered by Internet Marketing is the convenience it furnishes. At any time of day or night, any day of the year, you can go online and shop or conduct your business. And you can do this from anywhere you wish, provided the location has a computer with Internet access. And now, if you have a laptop computer with wireless connectivity, you really are unlimited in your choice of places to connect.

For the marketer, the Internet offers cheap and fast solutions to many of the problems of advertising. It is cheaper for your company to blast out a million e-mail advertisements to your customer list than it would be for you to do the same by traditional postal mail. And, as if cheap isn't a good enough reason, the speed is a tremendous advantage. Imagine how much time, perhaps days, it takes for those million ads to be processed through the postal system for delivery to your target market. With e-mail, this process typically takes a matter of minutes.

Suppose your company operates without Internet Marketing, and it just discovered that a particular product your company offers for sale is being phased out by your supplier to make way for an upgraded model. You decide to run a sale to clear your stock, but you've just sent out your sales ad, and now it'll be a couple days before the update can reach your customers. Only those who come to your outlets will know sooner. But your competitor, with the same situation, markets on the Internet. That competitor will beat you to the punch by zapping a quick e-mail to all of its customers, who will see the sale far sooner. This advantage cannot easily be ignored.

Finally, Internet Marketing offers unparalleled access to a broader customer base than you can find anywhere else in the world. Consider a business like the one you have, or hope to start, without Internet Marketing. The best you can hope for from that one establishment is access to the city you're located in and that city's neighbors. Without establishing more outlets, you will not gain a larger customer

base. But with Internet Marketing, you have access to anyone who logs on, anywhere in the world. With the number of Internet users continually growing, your customer base is growing, and it will one day reach into the billions.

The Cons of Internet Marketing

As with all things, there cannot be a good side without a bad side. That being said, there are definitely some disadvantages to Internet Marketing. As you read, bear in mind that much of what Internet Marketing involves consists of ever-changing practices an approaches, and therefore much of what is now considered a disadvantage may disappear, and sometimes new disadvantages may arise. So this cannot be considered a concrete declaration, but rather a "what it is right now" statement.

One of the things most consumers value when shopping is human interaction. When a customer goes to the store, he or she can receive direction, advice, information, and service from a live person. The Internet has no such advantage, and many consumers shy away from the impersonal nature of Internet shopping. While live chat and telephone service are often available, Internet Marketing still has a long way to go to overcome this hurdle. So, while a consumer may go to the Internet for product information, they may ultimately choose to buy the product in person anyway.

Another important thing to remember is that Internet Marketing is not a free activity. The costs of Internet Marketing include such things as web-site design, the online distribution costs of advertising, hardware and software, maintenance, and others. However, some may argue that the brick and mortar business carries costs that Internet Marketing does not. Costs are mentioned here because, depending on who is reading, the costs still may be deemed a disadvantage.

While your site is open for business 24/7, there are some problems, both on your

end and on the consumer's. If the consumer is having trouble accessing the Internet for some reason, he or she may very well decide to make their purchase in the store instead. And if your site goes down, you cannot make sales. Furthermore, if this happens often, customers will quickly lose faith in the reliability of your site.

Security has led many consumers to avoid the Internet for shopping. Many people have a fear of identity theft and other forms of fraud that keep them from conducting their business online. While you may have gone to great lengths to ensure your site is, some consumers will not be convinced, and won't even provide basic information for the purpose of your e-mail marketing.

Finally, not everyone is logged on. This is a disadvantage that is shrinking in importance, but it is not gone by any means. A significant percentage of the population still does not have access to the Internet, and therefore can never get to your site. What's more, if all of your marketing is conducted online, you and the unconnected consumer are in two different worlds and may never meet. Much like a snowboarding shop in Miami, you may find yourself with a great product and no exposure to the right customers.

How to Win the Internet Marketing War

Ultimately, in any business, you are a competitor. The point of competition is to win. No one goes into business saying "I want to start a business that will struggle to survive." Winning is what it's all about, and in the Internet Marketing war, you're going to have to be dedicated to success and keen on your market if you plan to stand a chance. It's no accident that this is called the Internet Marketing "war". Competition is fiercer nowhere than it is on the Internet. And with the massive amount of information out there, you've got to rise to the top just to be noticed. Anywhere else, this may sound like putting the cart before the horse, but on the Internet you must have a running start to gain market share.

As in an earlier example, you won't do much business selling snowboards in Miami. The skill of effectively targeting the consumers in your market will lead to success. It's important to remember that, with so much competition and choice on the Internet, yours must be the most eye-catching advertisement, or you run the risk of being passed over for the first, and last, time. Be sure you know your market, and your customer, and you may even go beyond the basics and pay for market research. Just remember that the costs can become substantial.

One of the most notable means by which to advertise for your site or your product is article writing. This is a great method for catching the attention of information seekers, and leading them directly to your website. The key to articles, unarguably, is **content**. The more specific, accurate, and informative your articles, the better are your chances of luring a potential customer to your site. You may either write your own, or pay for someone else to write for you. Just be sure that grammar and spelling are accurate. Great information displayed well will make you appear as an expert in the subject of the article.

E-mail marketing is one of the most direct, and effective, ways to reach your customers. Consider the advantages. You already know the recipient is interested enough in your product to have signed up for e-mail. E-mail marketing provides you the opportunity to build a relationship with that customer. As mentioned previously, the impersonal nature of the Internet is a major sticking point for some shoppers. No other marketing method offers this personal touch.

Much of what you will do to win the Internet Marketing war will truly be up to you. The above-mentioned means are not the only ones with impact. Other methods can lead to tremendous results. It really comes down to how much effort you put into knowing and understanding what you're selling and who you're selling it to. If you base your campaign on accurate and full knowledge, you've got a great weapon on your side in the Internet Marketing war.

Chapter 2:
Starting Your Internet Business

"Turn on Your PC and Get Ready to Hook Up To The Internet For Sheer Fun and Sheer Profits!"

The Importance of Planning

The importance of planning cannot be stressed enough. Consider the dot-com failures in 2000 as an example. Many of the companies that failed did so, at least in part, because of poor planning. Not knowing the market, the competition, and the environment of business were just a few of the factors that could have been addressed and avoided with proper planning. Therefore it is essential in today's world of Internet Marketing that planning be conducted thoroughly. Consider the following as steps in your plan.

Research is the first key step in the process. You must know your product, your company's competitors, your target market, and the capacities of each. When planning you should be able to list both the benefits and the potential disadvantages of the product or service you are selling. Through planning at this stage you can avoid the potential problems associated with a product deficiency by developing ways to correct or even compensate for that deficiency.

Deciding what type of campaign you will run is very important as well. What is your budget? What is your staffing need? What will be the time-frame for the marketing campaign? These and other questions, some of which will depend solely on your unique situation, should be asked and answered at this point of the planning process. With the information laid out in front of you, it will be much easier to see just what limitations and hurdles you may have to overcome in order to effectively launch and carry out your marketing campaign. Also, don't forget, this is a company-wide effort. Marketing staff should not be the only staff involved. Interdepartmental communication is critical.

Once you have your campaign up and running, be sure to monitor its impact. Various methods exist for monitoring the effectiveness of a marketing campaign. However, be sure to rely on the most important of all means first: sales and customer feedback. No matter what business you are in, these two factors will exist in one form or another, and they are crucial pieces of data you can use to fine-tune your strategy.

When the campaign is over, perform an exhaustive review of the entire process from beginning to end. Look for any signs of trouble, and also for points of excellence, and make note of them for your next campaign. Marketing is a learning process every time you do it, and only by noting what went right and wrong last time will you know where to place your focus next time.

While this is a very compact overview of the process, one common thread must be sewn throughout: Be aware, at every step in the process, of the strengths and weaknesses of the company, of your staff, of the product, and of the market. Only through this awareness can you make an effective plan, and only through effective planning will you succeed in Internet Marketing.

Ways of Making Money Online

Making money online is not necessarily going to be easy, and there is certainly no proven way to get rich quick, but your opportunities to go into business on the Internet are virtually limitless. Whether you are looking to make a go of it online as an individual, or if you're looking to expand the prospects of your existing business, the Internet offers you the chance to do just about whatever it is you wish.

For the established brick and mortar business, taking your business to the web is going to offer you some spectacular enhancements. When you build your website, you are offering a convenient alternative to your customers that they will certainly appreciate. When they don't have the time to make it to your location, they can go to your site and do many of the same things they would do in person. You can also collect e-mail contact information from your customers and clients and use this as a cheaper, faster means of contacting them and delivering important information.

Businesses existing primarily on the Internet can make money in a variety of

ways. Large or small, these businesses can take the form of retail, wholesale, auction, clearing houses, affiliate marketers, specialized marketers, banks and other service firms, publishers, weblogs (blogs), and innumerable other forms. Whatever you can possibly imagine a market for, you can make a business online for it. Interestingly, the Internet has even allowed for the creation of never before seen markets with a voracious consumer appetite.

The individual can also benefit tremendously from Internet Marketing. If you're not looking to start a business, per se, you have many other options. Many sites offer you the opportunity to market your skills as an independent programmer, web designer, writer, and many other disciplines. Many have chosen this path, while others have chosen to either market their own products, or to market products with resale rights, on web auction sites. Authors can now publish their own books and market them online, retaining much of the profit lost otherwise to a publisher. The point is, whatever skill or interest you have, there is probably a market for it on the Internet. And where there is a market, there is an opportunity to make money.

The chances for making money online will depend on many factors, but the most important of those factors is you. Knowing what you want to do, how you want to do it, and what obstacles you will face are important. Drive, determination, and an attitude of success will serve you well online. While the innovations of the Internet provide new paths to success, the values that achieve success are still the same.

Getting all the Essential Tools You Need

Whereas, with many businesses, you will need all manner of specialized tools and equipment, the number of required tools to start your business online are relatively **few**. Some of the tools are common to all forms of Internet-based businesses, and some of them will be dependant on what product or service you offer. Those will really require you to decide on your own what is needed, and

they will not be discussed here because of their specialized nature.

The very first, most obvious thing you will need for an online business is a **computer**. Be aware that the computer you buy for this business will need to have the capacity to meet the workload you place on it, so a bit of research into the particulars of your market will be helpful. Another important concern you should research is the warranty and the reliability of the computer. You certainly don't want your computer to fail. The lost time and revenues could be devastating. Also make sure that the computer you purchase is loaded with necessary word-processing software and anti-virus software. If the computer does not have these, you will need to buy them before going further.

Choose an **Internet service provider**, necessary to connect to the Internet, who offers e-mail. Most ISPs offer e-mail as part of their service. It will be helpful to check the company's reliability and trustworthiness. As with a computer that fails, an ISP that fails you will cost you time and money that you may not be able to afford.

You will also need some additional online tools in order to start your business. A **web-hosting** company will provide you with the necessary space to create your website. The website, another vital tool, will be created either by you or by someone under your direction. You will also need to select a domain name for your company. This will be unique to your business.

A couple of other tools you will need may not have occurred to you as such. However, without these tools you will have no way to get everything going. The first is money, and it is obvious what money will do for your business. The second is time. Time really becomes a tool when you are operating a business. Used effectively, it will serve you well. Used poorly, it will not work for you. The third of these tools is information. Information is the life-blood of the Internet and nearly everything operates around it. Gathering information will take research, time, and sometimes even money.

These are the tools that are essential to the conduct of business online. Without any one of these you will be unable to make a go of it. With them, you are on your way to one of the most exciting opportunities ever.

Choosing Your Internet Business Model

Choosing your Internet business model is one of those decisions you just can't avoid. If you're planning to go into business online, you will need to understand what you're getting into, and to what degree you want to be involved. Many factors will play into this decision, and the more thought you put into it, the better your chances for a positive outcome will be.

The best way to choose what business model you need is to start by looking at yourself. How much money do you have to invest in this venture? Also, think about how much time you are willing and able to devote to the business. Will you be able to accomplish this while still having free time, and how will this affect your regular job? It is highly advisable that you do not quit your position with your employer until you've had time to develop your online business and it has proven profitable enough to replace your employment income.

Once you've worked through the essential self-checks of the business venture, it's time to start taking a look at the models that work. As someone new to the game, it is important that you stick with what's proven to work. Leave it to the expert veterans to try to fix a broken business model. You're looking for success, and that will come better from a tried and true model.

E-commerce is a model to consider if you are planning to sell products or services over the Internet. This could mean retail, wholesale, affiliate programs, and many others. If you wish to sell your merchandise, or sell for someone else, you could also consider the option of using an auction site, such as Ebay, to conduct your business.

Another option, if you are not looking to sell an item, is a content-rich site. This is a site where you offer entertaining or informative content to viewers, and the money you receive is from advertisements placed on your site. If you feel that this is not going to work for you, you can work with a similar concept: the subscription site. Here your money comes directly from the subscriptions paid for by your visitors.

More in-depth models exist. If you wish to have a client base that needs software designed specifically for their business, you may need to build your site as an information spot for what you are capable of providing, and include some important information on your policies. Another model to consider is an applications model, where you provide access to a particular application for a fee. You may even be a support provider, and you can then build around the support services model.

At any rate, you have plenty of options. Which one you choose will depend on what you wish to do, and also on how much money and time you can devote. Do your research, look at sites similar to what you plan, and you'll get a good idea of which model to choose.

Why Have Your Own Domain Name?

So you're working out your plans to start a new online business. You're doing everything you can to be unique in your chosen market. You know that the more you stand out, the more noticeable your business is, the better your chances are for success. If you haven't done so already, now is the time to consider registering your own domain name. The advantages to having your own domain name are hard to ignore.

One of the greatest hurdles you will have to overcome in order to succeed online is that of trustworthiness and credibility. If you are just starting, nobody knows your business yet, so they're going to need some reason to believe it is safe to visit

your site. Having your own domain name will give you just that. With a domain name chosen by you, you are separating yourself from the clutter of sites that start with something like www.geocities.com/blahblahblah. When a person sees the domain name of your site, its exclusivity will instill a sense of trust in them.

Beyond trustworthiness and credibility is a sense of respect and accomplishment. Just as if you had a store in town, and you knew it was important to the image of the store that you keep it clean, orderly and well-maintained, a unique domain name gives you that necessary image of respectability. It also says to people who would visit your site that you have accomplished something, and that you are not some grassroots startup that can barely afford the basics.

If you can develop that kind of trustworthiness, credibility, respect and accomplishment that customers are looking for, you've simultaneously won over another group of people who will be of great importance to you: advertisers. If an advertiser knows that people are likely to visit your site, he or she knows the traffic will be good. The advertising dollars will come your way.

Convenience and ease are great benefits to having your own domain name. Just imagine for a moment that Amazon.com was not that easy. Instead you had to remember www.geocities.com/amazon_832576/. For most people such a website address would be impossible to remember. However, www.amazon.com is remarkably easy to remember and so traffic improves to that site.

One more important point about having your own domain name is that you take it with you. If you ever have to leave your current web host and move to another, you get to keep the same domain name wherever you go. So if you've put years of hard work into your business, and you have to move, chances are customers won't even know the difference, and your business will continue uninterrupted. The name is associated with the success, and so with your own domain name you can take your success with you.

Securing Your Own Web Host

Securing your own web host is a very important part of getting your online business going. Without a web host you won't be able to create the website you need to conduct your business. What is a web host? Well, there is another term for it. It's also called an Internet service provider, or ISP. Yeah, different name, same place you use for your home Internet already. But, be ready for some differences. This is not about personal Internet. This is business.

The first thing you need to do is consider your business model and your plans for what it will eventually become. You need to find a web host who is reputable if you plan to have a smoothly run operation. It is very important that you check around to see what others may be saying about the particular web host you're considering. The last thing you want to do is spend half of your workday fighting with an unreliable web host. Be sure to check on things like billing, customer support, and any other factors that would indicate to you that this is either a good or a bad place to be.

Once you've determined who you'll use for web hosting, it's time to give them a call and set up a plan. At this point a few things are important to note. First, you need to know what your budget is. When the representative starts listing off plans, they may sound great, but they could also be out of your price range. Don't worry, there are affordable plans that will meet your needs in most cases.

In order to help the representative a little better, a second factor you should know is what the needs of your online business will be. Among the key components of web hosting need are traffic to the site, the number of e-mail addresses you will need, cgi-bin (for advanced site design), and space. If you are unsure about any of these elements, the web hosting representative will be able to help you through.

Once you've worked out the details of your need, and of the price of the plan, you're pretty much done. The only remaining points to consider and discuss with your representative are additional fees and the web host's location. If the host is

not local, find out if you will need PPP access. One particular fee to be aware of is monthly data transfer bandwidth. Know how much you need, and know what the consequential fees are for exceeding that limit. If everything checks out, sign up and you're done.

Congratulations, you've just secured your own web host!

Chapter 3:
Selecting Your Niche

"Find a Niche and Fill It!"

Niche Marketing in a Nutshell

Niche marketing is an interesting component of the Internet Marketing world. The word niche has many meanings, but in this sense we are talking about a **very specialized market**. Retailers offer a prime example of just what this means. A large department store offers literally thousands of products for sale in the same building. A mom and pop store will offer a much smaller number of products, but chances are that these products are of a special brand or are unique in some other way. That's exactly how niche marketing works, even online.

To begin with, niche marketing is an excellent choice for the Internet startup that doesn't have the capability to compete with a major business. Cash requirements and workload are just two of the many limiting factors to starting such a major operation. However, niche marketing offers dramatically lower costs and a much lighter workload. This will be a great advantage to anyone starting an Internet business.

The way it works is pretty simple. You do the research on your product, and you find out who's demanding that product. Once you know who you're looking for, you figure out where they tend to gather in the online community. Online sites where you can always find people gathered by their interests are places such as forums, mailing lists, and newsgroups, all of which offer the visitor a chance to post and participate. Finding the customers you want for your business is as simple as doing a search for the type of place you would go to online. You join in the discussions and ease in a note about your products and where they can be found at the end of your posts.

If you choose, paying for advertising space on some highly-focused website can work too. Just be sure to do your homework before you go placing ads. Make sure you are putting your ad on a site appropriate for your business, and that the ad is highly visible. Make sure also that you are using sites with a good reputation and plenty of traffic.

The reason niche markets are so great is because you are not spending all of your time trying to tell millions of people about your thousands of products. You are instead telling a very specific group of people who are likely to be interested in your handful of products. You spend less time on marketing, and less time on merchandising and inventory. Instead, you maximize your profits of a much smaller inventory with people who are much more likely to buy. It's truly a win-win situation for the small Internet business.

How to Identify an Existing Demand

Identifying an existing demand for your online business is absolutely crucial to any chances for success. Whatever your product or service is, finding the niche market to sell it in is just not enough. You may be lucky and strike a gold mine, but chances are that your shot in the dark will be a bad one. It's far better to take the time to analyze the demand for a particular product or service before you place that good for sale.

This is one of those areas of business where you're going to have to do some research to get what you want. So, to better serve your purpose, it would be helpful for you to first come up with a list of the different niches you are considering. Once you have the list, make a plan for how you intend to do your research. A comparison of the results between the niches you research will give you an idea of which ones will offer the best chances for success.

One way you can research the demand for a particular product or service is to join the forums previously mentioned. Get a feel for what people are talking about while you participate. Look for people making comments about something they're looking for but just can't seem to find. This will often help you to come up with a starting point for further research.

Tools exist on the Internet which can assist you in your research. Through these tools you can enter keywords and search phrases. The tool will give you the

number of times in a given period that those searches were done. Another way is to look at the number of clicks. Clicks and hits are great ways to find out just how much demand there is for the niche you're researching. The greater the number, usually the greater the demand is for products or services in that niche.

Other tools allow you to find out how many visitors there are to a site. You will want to do this when you find a niche where you've realized that there are very few sites in operation. The reason is that there could only be a few sites because the demand is low in that niche. To determine the demand, you need data on the number of searches, as mentioned above, and on the number of visitors to these sites. If the sites are not getting much traffic, you may consider looking in another direction as this is not a hot market to enter.

If you do your research, chances are that you will find a few great opportunities, and many not-so-great ones as well. This is where you can make a good business decision about what niche to enter, and avoid that dangerous shot in the dark.

Common Mistakes Made in Researching Your Niche

When you are ready to begin your research on the niches you've selected, be sure you're aware of these common mistakes before you proceed. These mistakes can do some serious damage to your results, and potentially to your budget, if you wind up picking the wrong niche to enter based on faulty research. Let's take a look at the most common mistakes made.

Perhaps the single greatest mistake made in researching a niche is making too broad a scope. Remember, these are niches. A website devoted to cars is not operating in a niche market. However, if you break it down, you can develop a list of the niches under the umbrella of cars. Examples of niche markets could be things such as vintage automobiles, or a site devoted to a particular model of car

and everything there is to know about it. The point is that you want to be as specific as possible when you research a niche. If you research based solely on "cars" then you are going to think there's a massive market full of potential customers out there. However, when you get down to the niche, you'll find instead that there really is no reason to think that thousands of enthusiasts will flock to your site about Yugos!

Another common mistake involves not collecting enough information. You want to spend some real time on this now so you aren't spending that time later wondering what went wrong. What many people fail to do is to look carefully through the Internet for varying keywords and search phrases, so the researcher is not actually finding a complete body of data to analyze. It is entirely possible that inaccuracies or omissions of this type can cause you to miss about half of the picture.

This is truly a word of caution: **DON'T** make the mistake of getting emotional in this process. You would be surprised at just how easy it is to be so enthusiastic about what you're doing that you taint the research data you collect. You have to be impartial when you do this research. Sure, it's exciting knowing that you're going to open an online business. But if you let emotions get in the way, chances are you will find yourself looking over the research you collected wondering just where you went wrong and why your business is failing.

As a final note, don't be fooled by appearances. A lot of hype goes into the marketing game, and if you're not careful, you can get caught up in it. Just because you think dogwood-scented candles smell great, and you found only one site offering them for sale, and that site claims the candles to be a best-seller, does not mean there is really a big market out there for them. Don't let this trap catch you. Look at everything you do from a detached point of view. If you can separate fact from fiction, you're on your way to success in niche marketing.

List of Hot, In-Demand Niches Online

Finding that perfect niche can be a time-consuming process. You're going to have to do research and compare data from the different niches you've selected. When you're done, the results can be very good for your business. But where do you start? Well, the answer to that may be simpler than you think. You've probably wondered to yourself, at least once, what you could do on the Internet that hasn't been done already. And the answer to that is: probably nothing. But, don't despair. Just because most markets already have a business in them doesn't mean there isn't room for you to join in. Following is a list of some of the hottest, most in-demand niche markets you can enter.

- **Personalized gifts**: if you have a talent for some type of art, whether it is drawing, sculpture, painting, writing, or any number of other talents, there is a market out there for unique, personalized gifts.

- **Demographic markets**: whether you are looking to start a business selling products, or providing information or support, the demographic niches you can find are massive in number. There is always some unique twist you can put into your approach that will set you apart from the rest, giving you a clientele that will keep returning to your site for their needs. The possibilities in demographic niches are limitless, and always in demand.

- **Self-Help**: self-help is one of those things you can always make money in. Whether you are looking to help people improve their dating skills, their relationships, their physical appearance, or their education, you will find a hot market out there for your business. Self-help is one of those areas where growth just doesn't seem to be slowing.

- **Specialized products or services**: there is always going to be someone out there looking for something they can't find. Here is where you can find a niche to meet the uncommon needs of consumers or businesses. Whether it is writing, programming, a product of some sort, or whatever else they may

need, your can-do attitude will serve you well in this niche market.

Finding the right niche for you is certainly going to be based a great deal on your own likes and dislikes. However, it is important to remember that your favorite hobby may not be in demand online, and so starting a business around that hobby would not be wise. Instead, be willing to compromise.

Allow yourself to look at the most profitable areas, as in the list above, and then use choice to pick the one that you feel suits you best. You'll find that the financial rewards of picking a profitable venture will more than adequately compensate you for the trade-off you may have made.

Chapter 4:
Selling Products Online

"The Art of Turning Your Inventory and Merchandise into Money!"

Selling Products on the Internet

Selling products on the Internet is one of the first things that comes to mind when a person thinks about going into business online. The business of selling products over the web is a very big business, and just about every major retailer in the world has realized this. Consequently, nearly all of them have created a website from which they sell many of their products to consumers in much the same way they would at one of their retail outlets. However, they aren't the only ones who can make a good profit this way. With the ease of entry into e-commerce selling products, just about anyone can do it, and they can specialize in one particular niche to make a good go of it.

The opportunities here are virtually endless, and new opportunities arise all the time with the development of new consumer needs. What is important to note about selling products online is that you may not know just how many things are considered to be products. Think for a moment about this one: if it can be sold, it is probably considered a product. So, with that in mind, you can tailor your business around virtually anything you would like to sell. The success or failure of your venture will depend on how well you researched the opportunities in that market, and some of it may even depend on luck.

The categories of products you can sell are great in number. You can sell everything from software to candles over the Internet. Some items, especially perishables such as food, are not particularly well suited to online marketing, but some have had success even with those.

There are advantages to selling products online. First, you don't have to operate out of a retail store space. You need only to have your website and a place to keep your inventory if needed. Second, while this may change in the future, at this time you usually do not have to charge tax on the products you sell. Customers like this benefit and may be more likely to shop online because of it. Finally, related to the first point, your overhead will probably be lower. The costs of running an online business are typically much lower and you will probably need far fewer people on

payroll, if any at all.

The type of products you decide to sell online will depend largely on your personal interests and knowledge, and also on the results of the research you conduct to find out what will sell. When you go through the research process, just remember that no matter what, you will eventually find a hot market you can enter. So don't get frustrated if the first few product markets you look at are saturated already. You will find the profitable one you're looking for before you're done!

Types of Products You Can Sell Online

Selling products online is an exciting and often profitable way to go into business. Considering the massive number of Internet users and the fact that this number is constantly growing, you are sure to find a market for just about anything you would like to sell. The opportunities being what they are, let's take a look at some of the most common categories for products offered on the web.

First, and probably most common, is the large variety of merchandise you can find in just about any retail store in the country. Items such as **books, candy, shoes and apparel, electronics, software, sporting goods**, they're all out there on the Internet already.

If someone else is already making money on selling these products online, you can probably get involved too, provided there is enough demand to support the addition of your business to those already in operation.

You can also sell products online called **Resale Rights products**. These are often such things as informative e-books and sometimes even software that someone else has developed and placed for sale on the Internet. If you decide to look into this type of product selling, you will need to be familiar with how it works before you jump in. The best advice I can offer when you consider reselling

is to make sure you know the provisions the original seller has for the rights of resale. These can be found with the product, and must be followed according to the originator's directions.

Services are products too, and they are a big chunk of the e-commerce market. When I refer to services, I'm talking about everything from the work-at-home services to the writing of specialized programs for a company. It is such a wide field of opportunities that it would be impossible to list, at least in this article, all of the ways you could sell services online.

But remember that most of these services will require you to have at least some sort of clerical or programming skills, or perhaps some other skill that the customer needs for the project they are proposing. The services field can easily be one of the most profitable online ventures for you to start.

Put simply, if it can be sold, and if there is a demand on the Internet for it, you can start a business with it. Just as a word of caution, there are some things you may not be able to sell online as a matter of law.

It is always best, when conducting your research, to check with the appropriate agencies about the legality of what you intend to sell. It is far better to find this out before you sell something online than after you've sold it.

Digital Products

E-Book: Prime example of a digital product. E-books exists only in digital format thus there is no physical attributes such as that of touch, feel and smell.

Digital products offer another exciting opportunity for you to sell products online. Thanks to the computer and ever-evolving technologies, this new form of product is wildly popular because it is so easy to handle and transfer. Don't be mistaken by the name; digital products does not refer to items such as digital cameras and camcorders, or anything else like that with the word 'digital' in the name. Those are physical products. Digital products refers to the wide variety of products on the Internet that have **no physical form**, and exist only as **digital** information.

One of the most common digital products available on the Internet is **software**. Think of it. Every time you go to a website and browse, you probably will find an offer to download some type of enhancement to improve something on your computer. Many of these downloads are free and offer financial benefits to the provider in other ways. Many, though, must be paid for. A great example of a digital software product you might have to pay for is anti-virus. You hear about a great new anti-virus program on the market, go to the company's site, pay for the product and download it rather than getting the disc for it from the store. You've just purchased a digital product.

Another common type of digital product is all about entertainment. You can go online and download anything from games to music to movies from the website of your choice. It is becoming far more common, for a number of reasons, that you will be paying for this type of digital product.

One more very popular type of digital product we should talk about is the group known as **e-books** and e-docs. Basically this group covers written material that is available digitally for you to download. Exciting opportunities have arisen in this group because of the practice of selling Resale Rights. When an author creates an e-book, he or she will add what conditions apply to the resale of that written work. When someone else buys the work, that person is authorized to resell the work in accordance with the terms of the author's Resale Rights. There are unimaginable opportunities for a person to make money in this manner, either as the author or as the reseller.

Digital products also carry certain restrictions and rules as to how you may sell them online. Such things as intellectual property laws and copyright infringement laws prohibit certain practices in the sale of digital products. However, as with physical products, these laws do not restrict you so much that you can't get into the business. So, as long as you stay within the guidelines, you're ready to make some money!

Physical Products

Shampoo: Example of a physical product. You can touch, feel and smell.

Physical products account for a massive share of the business volume that is conducted online everyday. Whether the items are being sold **retail or wholesale**, physical products are in high demand and everyone is always out there looking for a better deal. There are so many ways these products can be sold, and, coupled with the number of products available, you can come up with a business plan unlike anyone else's for marketing your physical products online.

If you really want to get a good idea of just what it means to have an unlimited variety of products to choose from for online sale, here's what you need to do. If you live in a large city, great. If not, get to one. Once there, look in the business pages of the phone book for any and all sort of retailer, or other type of business where you know physical products will be sold. Then, starting with the first one, go to each and every one of these businesses and look at the variety of items they offer for sale. You may be saying to yourself that there are going to be similar products in many of the stores. Yes, that is true. However, name brands will differ and that does mean a different product. In case you haven't realized, this little store-browsing adventure will probably take you a good week to complete.

There are some things to know before you get into selling physical products online. First, you're going to have to know everything you can about the products you are going to sell. Then, you're going to need to find a place to put them. Unless you are going to be a drop-shipper, where you take the orders but a third party handles the inventory, you're probably going to need a warehouse or some other storage means. This will depend on the type of product you intend to sell, and also on how much inventory you are planning to keep on hand.

Another consideration to make when marketing physical products online is shipping. How much more costly will that item be when shipping costs are added? Sometimes this makes physical products more expensive online than at a store. Also, just how do the products need to be packed for shipping? Will they need a special shape of packaging, or will a regular box work? Will you need to keep the item refrigerated, and are there any other temperature considerations?

Some items are sensitive to certain temperatures, and this will be important for your shipping needs.

Physical products are great items to sell on the Internet. You have the opportunity to market as specifically or as broadly as you want. Just keep in mind that some items will not do very well online, and some may even be prohibited from online sale. But for the majority of physical products, there is an opportunity for a successful business waiting for you online.

Physical Product vs. Digital Product - Pros & Cons

By now, chances are that you have thought of many different ways you could start a business online, and you've probably even thought of lots of different products or services that you could offer to consumers. Here we will discuss the products you can offer to consumers with respects to the pros and cons of each.

Physical products offer many advantages to the online business. You can offer detailed descriptions of the products you are selling, along with a gallery of pictures for those items. Many online buyers like to browse through the selection of items on a website, and they are often tempted to by online simply because the costs of selling physical products online can be much lower than at a retail store. And the customers you can attract online are from a much larger pool than you can find in any city.

On the flip side, physical products do have their disadvantages as well. Some of the products you could sell online will be cheaper by price, but because of their size or weight, these items may cost far too much to ship individually, and so the price to the customer is better if they buy that product at the store, in person. Another consideration with physical products is that they can be perishable items. These are not a very good choice when you are selling online. The costs of

shipping these items in refrigeration can inflate the overall cost to the customer too much. Also, physical products must be stored, so you will incur costs as a business for a location at which you can store your inventory until it is sold.

The advantage of selling digital products online is that you have no need for storage space. These items have no physical dimensions, and therefore the only room they might take up is a bit of space on your hard drive. They are easy to deliver, because they need only to be downloaded by the customer. These conveniences are hard to ignore when choosing the products you will sell.

However, don't think you've found the holy grail of products because of these advantages. Digital products are prone to a few unique problems. If your computers, server, or ISP go down, customers cannot get your product until the system is back up. Maintenance costs for your equipment are therefore higher. Also, you will need a plan for your Internet service that allows you a much higher bandwidth usage if you plan to sell digital products. This, too, can increase your costs.

Knowing these pros and cons can help you to decide which products you prefer. Just be aware that the competition for each type of product can be fierce, and so research of your own will still provide you the best insight on your choices.

Chapter 5:
Copywriting

"How to Sell Your Product or Service in Writing!"

Salesmanship in Print

It is vital in any online business venture that you come up with a plan to market your site and your products to the world. Without advertising, it is quite likely that no one will ever even know that your site exists, and the consequences of that are obvious. You will make few if any sales, and your venture will probably fail. But there are tools you can use very effectively to market your business and get sales rising fast. Which tools you use and how you decide to use them will depend on many things. But no matter what you decide, there is one must-have for the advertising campaign of your online business.

It's called **copywriting**.

History Fact: For anyone not familiar with copywriting, it is commonly referred to as "*salesmanship in print*". John E. Kennedy, a Canadian law enforcement officer, called it "salesmanship in print" in 1905, and that label has stuck to it ever since. Copywriting is an essential tool for Internet Marketing, not to mention any other form of business advertising. The reasons are numerous, and the results are hard to ignore.

One of the greatest things about copywriting is that it is an inexpensive form of repetitive advertising. Repetition is vital to the success of a marketing strategy, since you want to reach as many people as you can, as many times as you can. It is, after all, the repetition that causes consumers to remember your product and to think of it first when they decide to make a purchase. You can work out several different articles that have related messages, all describing the products you are selling. Each of these articles will reach the consumer and catch their attention a little differently than the last one. But, in the end, one thing will be remembered as the same: **your product**.

Thanks to the advantages offered by e-mail, you can easily send out your articles to all of your customers at whatever frequency you feel appropriate. Over and over again they will be reminded of the product you are selling. Some will be

convinced to buy from you, while others were not intending to buy until you convinced them they needed the product, and they will buy from you.

Salesmanship in print is a reminder that, while you are not verbally delivering a sales pitch to a customer in person or over the phone, you are still pitching your product. To be effective, you will have to be repetitive. You will also have to establish a sense of trust, effectiveness, reliability, affordability, and all of the other elements that can turn a "no, thank you" into your latest sale. Because of its form, copywriting allows you to do just that.

Why is Copywriting Important?

The value of good copywriting for your online business <u>cannot</u> be overstated. This is the single most important piece of your marketing campaign. You are not only marketing your products. Remember that you are also marketing your company. The products you sell may be found somewhere else. Chances are that they can be found in many places. What you really can't replace is your company. It is the only one by name and location, and people will avoid it for a number of reasons. Copy is what keeps this dreadful situation from happening.

To begin with, what is so important about effective copywriting is that it is your *first impression* on the Internet. When you contact a customer for the very first time, chances are it will be with copy. And if not, they will still run into the copy from your site when they begin to look for information on what you offer. Either way, this is the first opportunity the customer will have to see just what type of company yours is, and it will be your first, and maybe your only, chance to prove that you deserve that customer's business. This is your opportunity not only to pitch your product to the customer, but also to prove the worthiness of your company as an expert in the field. That trust will not come again, so you have to earn it the first time.

Effective copywriting will take some skill. You need to be aware common

mistakes in grammar. Also, you will want to know how to effectively write the copy. This means planning your message and deciding in what order things should be placed. Remember that the customer doesn't know who you are yet, so you're going to need to include the **who, what, where, when, why, and how** of your business and product in the copy that you write. If any of these elements is missing, or if the grammar is wrong, the customer may either be misled by something he or she reads, or perhaps the customer will just not trust what you have to say. Therefore, grammar and effective writing are a sink-or-swim component of copywriting.

There is one more thing to be aware of: it is not enough that the copy you send to your customers be informative and accurate. It must also be interesting to them, and maybe even entertaining. There's nothing wrong with a little well-placed humor or some other entertaining approach. It makes your message easier to read, and many will appreciate that.

Putting it all together will take a little work and study, but it's worth the effort. Effective copywriting is clearly such an important component of your Internet Marketing that you can't afford to do without it. When the money starts rolling in, you'll be glad you took the time to do the copywriting well.

Copywriting: Writing the Perfect Headline

With many forms of writing you may find yourself without a title until the work is complete. Many writers make the title the last item of business for their work. However, when you write copy it works a little differently.

Most of the time you create the headline as a guide for what you are going to write about, and it will serve as a reminder throughout the article of what message you intend to get across to the reader. Headlines are very important, not only to catch the reader's attention, but also to improve your results with the search engines. Let's take a look at what you need to do to create the perfect

headline.

One of the most helpful strategies for coming up with the perfect headline is to brainstorm. Think about the product or service you will be writing about, and who will likely be reading what you have written. From there you can start jotting down ideas for headlines. Think of as many as you can, and don't be afraid to put down something you think might sound a little off-key.

When you've developed an exhaustive list of headlines, you can start comparing them. Scratch out the ones that obviously won't help. Keep weeding out the least suitable candidates from the list. You may even find that a couple different headlines could be merged together to make a better headline.

By this point you should have your list worked down to just a handful of really good prospects. Take a look at them one more time. Ask yourself these questions:

- ✓ Does the headline catch my attention?

- ✓ Is the headline clearly stated?

- ✓ What words could I improve to get that all-important higher search engine rank?

Ask these questions of each of the remaining headline choices.

Tip: look for a resource that will help you by providing better words to say what you mean. There are lists of literally thousands of popular search words on the Internet. From this list you will be able to select replacement words for your headline that will get you into more searches. Rewrite your headlines accordingly.

Once you've done all of this you will have a short list of great headlines to choose from. If you only need to write one article, then pick one of these that best suits what you need to say. However, you are more likely to need several headlines.

The others on your list may work as they are, or they could be modified a bit.

The point is that, although this seems like a lot of fuss over a few words, it is the headline that speaks for your work on the Internet. No other part of what you write is so critical in making your work noticeable. And, as you know, if you can't find a way to get noticed on the Internet, you're as good as out of business.

Copywriting: Writing the Introduction

If a reader has made it to the introduction segment of your article, his or her attention was obviously grabbed by that perfect headline you wrote. But you don't want that to be where their interest ends. Therefore, it is now your task to develop a **well-written and interesting** introduction that will encourage the reader to go on. With the reader, you must be there every step of the way pushing for him or her to go a little further. Attention, like time, is a valuable thing best not wasted. That's why it's so easy to lose the attention of the reader. If interest isn't sparked and fuelled, the reader will think of better ways to spend that time and will dismiss the rest of what you wrote.

At this point you have already succeeded at giving the reader a glimpse into the subject matter. In the introduction you will need to build on that. One of the best ways to do this is to restate the headline at some point in the first or second sentence. It does not need to be restated word for word. The general idea here is to let the readers know that the headline was not just to reel them in. This is a point of credibility, as some headlines are followed by totally unrelated subject matter.

It's often a good idea to enlist the reader's attention a little further by saying something like "picture this" or "imagine if". You are encouraging the reader to not just read, but to actively participate in this article. The benefit to you as the copywriter is that you are engaging the reader fully and you are thereby quite likely to keep him or her reading to the end.

Finally comes a point of great importance in any form of writing. When you are preparing the introduction to the rest of your work, do not forget that you are supposed to be *introducing* something. That's where the final sentence of the paragraph comes in. It should not only be a transition into the next paragraph, but also a declaration of what is to come. It is quite helpful to the reader to know where this is all leading to.

To do this effectively, the final sentence of the introduction should be a brief statement of either the points you intend to make, or a suggestion that you are about to dive further into the subject. No matter how you do it, this transition must be smooth or it will disrupt the flow of your writing.

Writing the introduction is really just the next step in a process. It is the first major look a reader gets at how you intend to treat him or her, and it is your first chance to start presenting ideas. Take your time on this section of the article. You'll find that the introduction, written effectively, can help you to make it through the rest of your work with ease and speed.

Copywriting: Body and Conclusion

Once you've finished the introduction to the article, you're well on your way. It may seem to you as though you still have most of the work left to do, but the hardest part is finished. The rest of the writing should move along more quickly. Now you're into the part where you go into detail about everything you intend to cover, and the introduction will lead you through.

Writing the body of the article will take a little step-by-step organization. If you outlined your steps in the introduction, now all you have to do is fill in the blanks. Use clear, easy to read language. Be careful not to trail off on one point too much. Remember, this is most-likely going to be a short work of only a few hundred words or so. So it's important not to rob from one point to overdo another.

As you work through the body of the paper, keep in mind that separate points will need to be in separate paragraphs for emphasis. Jumping from one key point to another without the paragraph changing will make it harder for the reader to keep up, and some of what you wrote might be missed when read. Keeping the writing easy for you, will keep the reading easy for the customer.

Once you've completed all of the body, you have the conclusion to work on. This is where you have an opportunity to do any last minute appeal to the customer. The conclusion should first summarize what you've said in the body. This serves as a reminder to the reader, and reminders are crucial in advertising. Once you've summarized you can make a final pitch to the reader. Whatever your goal in this article, here is your final chance to make the sale. Strong, personal messages indicating the urgency or the importance of the situation are great ways to call the reader to action. Once again, make sure you don't carry on too long. Keep it short and to the point.

Welcome to the finish line! You've finished all of the writing. Are you done? No. Now you need to do just a few more things before this article is ready. The first is to run a spelling and grammar check on what you've written. This will help to clear any missed errors. Following that, read the article thoroughly once or twice. Be sure it sounds to you now like it sounded when you wrote it. Look for words that the check would miss, such as 'to' instead of 'too'.

Once any revisions are completed, you're finished. By this point you've gone through the whole process and you should be confident with your work. If you're not, consider having someone else read it and get that person's opinion. There's no harm in a little more revision if it will make the work you've done that much more effective when it's read by your customers.

Copywriting: Publishing Your Work

Okay, so you have this article you've written, and you're convinced that it's going to bring in tons of new leads to your site and boost profits like nothing else has done before. That's great, but how do you get the article to readers in the first place? You're going to have to publish the copy on the Internet so others will have access to it. There are a few different ways to accomplish this. Let's take a look at some of the best ways you can get your article out there.

The first place you will want to publish your article is on your own website. This one is really a no-brainer because your copy, on your website will offer your current visitors something new. Also, publishing your articles on your own site will allow for the search engines to link searcher directly to your site. There is no more effective way to link people to your site who have never been there before.

Now you have another option closely related to your site. It's called e-mail. If you have an opt-in list, and you should, you can make use of it for publishing your articles. All it takes is one e-mail to spread the message of your article to the potentially thousands of people on your opt-in list. Direct marketing through e-mail is one of the most effective ways you can keep your customers coming back to you for more. Not only does it entice them, it entertains them if you wrote your copy well.

Affiliate marketing is another great must-have for getting your copy published (to be discussed in the later chapters of this book). There are many different ways you can go about doing this, and I would recommend you research the options to decide which way will suit you best. One of the easiest options you have is to go online and search for affiliate marketers. There are websites devoted solely to blasting your message throughout the virtual world. They have access to all of the sites that will publish your work on their site, with a link back to yours. Some of these services are free, and some carry a cost. At any rate, this is a highly effective tool to spread your message and reel in the customers.

These are just the major ways for you to publish your copy on the Internet. There are other options as well, and you can research those to decide if they will help

you. In any case, publishing your work on the Internet is a fast and relatively painless process that brings in more leads, perhaps, than any other method of Internet Marketing advertisement.

Copywriting: Planning Your Message

Copywriting is a very important component of your online business, no matter what kind of business you have. This cannot be said enough. As I mentioned before, copywriting is your first impression to the customer, and it can be a make or break proposition. With that in mind, there are some things that need to be discussed about preparing before you begin your copywriting work.

The very first thing you must do if you plan to write an effective article about your company and it's products is get to know the products as completely as you possibly can. This means getting to know all of its advantages, disadvantages, who in the market is going to need or want this product, what they intend to use the product for, etc. It may seem silly to you at first, but you really will be surprised when you get to know all the things about a product that you can't tell just by looking at it.

Once you have enough information on the product, and on the business too, you're next step will be getting to know the consumer better. What are the demographics in this market? What makes these customers want or need this product? How can you approach them and make that key first impression the best it can be? These are all things you must be able to find out before you start communicating your message. The customers will have their own ideas and values, and it is up to you as the copywriter to hit the right chords with them to make them want to buy from your company. The alternative is that they go to the competition.

After you feel that you have gathered all the information you can from both the supply and the demand side of the market, it's time to put all the information

together and plan your approach. This will take putting things in logical order so that you can paint yourself a clear picture of how the article should start and finish. A lot of what you do at this point with organization will depend on the unique circumstances of the product and the consumer.

Once you've finished the planning, you're ready to write. Now comes the interesting part. You will need to have a title that not only catches the reader's attention, but that also can achieve a high search engine ranking. You will need to put together an introduction for the article that will establish interest and make the reader want to keep going. You will then need to write an effective and informative body and conclusion that will give the consumer all the reasons he or she needs to justify the purchase. Finally you will need to publish the copy so customers will get the message.

A Short List of Words that Sell

When you are copywriting, it is not enough that you have used proper grammar and an effective tone in your work. It is also not enough that you have made your work interesting, nor that you have fully described the product in detail and made the customer aware of all the benefits it offers. Yes, these and other factors are of great importance, but there is one more thing that will be the life of your work. This one factor is so important that, without using this, your work may never have any chance of getting to the multitude of customers you are trying to reach, and if it does, you may never motivate many of them to buy what you have to sell.

What you need is *words that sell.* Following are some of the words that sell, and why they do it.

Words such as **powerful**, **durable**, **unbeatable**, **unstoppable**, and **incredible**, are power words. These words establish the strength and the value of the subject. They are helpful in establishing a trust in the product.

Words like **hurry** and **urgent**, and phrases like **don't wait**, **won't last**, and **act now**, are all time-based and encourage the reader to move quickly. After all, the more time you spend on a decision, the more likely you are to change your mind and decide against what you were planning to do. A sense of urgency overcomes this obstacle to the sale.

Words that evoke thought, such as the words **secret**, **interesting**, and **provocative** are bait to catch your customer up and get him or her to read more.

There are also good words that make people see dollar signs. Words such as **cheap**, **lowest price**, **most affordable**, **discount**, **profitable**, **lucrative**, and **earnings** make people think about that almighty dollar. And what better bait to make the sale exists than the bait that makes people think about money?

This is by no means an all inclusive list of words that sell. There are literally hundreds of power words that can catch the attention of a customer and lure them in for the sales pitch. These words, placed effectively throughout your article or other copy will give you just the edge you're looking for. Not only will they convince more readers of the need for your product, they are also the kind of words that get you to the top of the search engine rankings where you must be if you expect to be found in the first place.

Remember, if the customer can't find you in a short time, you don't stand a chance of being noticed. You have to be at the top of the list with the words that sell, or the rest of the words you wrote won't matter at all.

All-Time Attention Grabbing Headlines

Okay, so here's the clincher to the entire world of media. It doesn't matter whether it's a newspaper article, a program on television, an announcement on the radio, or copy on the Internet, it's got to have a title, or headline. The

headline, regardless of the media form, is the first thing you are likely to see. That said, it must be catchy. This is especially true on the Internet where one particular word in the headline may be why your copy shows up on a search, and then the rest of the headline catches the searcher's attention. It's such an important factor of the copywriting world that I've included here a list of attention grabbing headlines to give you an idea of what yours may need to sound like. Here they are:

- Dare to be Rich!
- How $20 Spent May Save You $2,000
- How to Rob Banks Legally
- How I Made a Fortune With a Fool Idea
- A $10,000 Mistake!
- The Secret to Being Wealthy
- Why Wall Street Journal Readers Live Better
- How You Can Get a Quick Loan of $1,000
- What Your Lawyer Doesn't Want You to Know
- Take This One Minute Test!
- Want to Be a Legal Investigator?
- How to Write a Hit Song and Sell It
- Seven Steps to Financial Freedom
- Who is Making a Bundle and How
- Get Rid of Money Worries for Good
- How to Burn Off Body Fat, Hour-by-Hour
- The Truth About Getting Rich
- How I Improved My Memory in One Evening
- Free Book Tells You 12 Secrets of Better Lawn Care

... And there are many more out there.

You may have noticed that most of the selected headlines were about money. Well, there's no mistake about that. Money is one of those things that tends to catch the attention of everyone. Have you ever been in a parking lot and noticed

money on the pavement? You reach down to pick it up, unfold it, and discover that it is fake and has either a religious or inspirational message inside. It's just like a headline. Mention something like money and everyone takes notice. And it's not just money; other words are catchy too. It just takes knowing what you're advertising, and you can find a way to make readers notice your headline.

While this list is by no means all-inclusive, I hope that it has provided you with some insight into what you should be looking for when writing your own headlines.

Chapter 6:
Search Engine Optimization

"Discover How YOU – Or Anyone – Can Benefit From The Internet's Major Search Engines And Their Gruesome Traffic FREE of Charge And Build Your Web Page Rankings Exponentially!"

What is Search Engine Optimization (SEO)?

Have you ever been in a crowd of people all waiting for some famous movie-star or musician to arrive at an event? What did you notice about the behavior of the fans? Or how about the many times you've seen a crowd of reporters circling around some newsworthy figure? What did you notice?

Chances are that in either of those scenarios you saw a massive crowd of people all fighting to get to the front where they could be seen and heard. There is a lot of pushing and shoving and yelling and all of that. It's chaos, and many people would just as soon avoid such a situation. It's all about competition. The few who get to the front of the crowd are the only ones who stand a chance to have their voices heard. It is these few who will have the opportunity to reap the rewards of their effort.

So now you're asking yourself: "Just what does all this have to do with Search Engine Optimization (SEO)?" And the answer is a simple one: **competition**. That's what it's all about. Competition in any field is the struggle not only for survival but also for dominance. Very few people want to 'just get by'. Most are willing to do what it takes not only to succeed, but to be the best at what they do. It's this very idea that brought about the concept of SEO in the first place.

Search Engine Optimization is really a technical science more than anything. It is the process of collecting information on your market and your competitors in an effort to fine tune your site's headlines and content so that you achieve more hits on every search a web-surfer conducts. Each time they search, they will use keywords that help them find what they are looking for. It is up to you to make sure that your site has the best, and the most, of these popular search terms. With them, you jump to the front of the line and get the results. Without these words, you fall into the background and are never noticed.

The way it works, basically, is by search engines tapping all the sites with the most accurate and abundant search terms relevant to a search. When you use the

right terms to describe the content of your site, you achieve a higher ranking with that search engine. The search engines update these rankings weekly, giving you many opportunities to score a higher rank. The trouble is, whereas you have a chance to move up, so does your competition. And the competition will always be looking for a way to beat you. So be sure to keep on top of the game. Modify your site as needed so you can keep your rankings higher and stay ahead of the competition.

Why is Search Engine Optimization Important?

When you start any business, you have a lot to worry about. But above all else, you have to concern yourself with visibility. If the customer doesn't know you're there, how can you expect him or her to ever visit your business? In the physical world, stores and other businesses have many ways of getting noticed. Radio, television, newspaper, and mailing ads are all ways that they get noticed.

But what about the person traveling through the town where you do business? Chances are that the traveler will not have received any of these advertisements. What else can you do to bring in these potential customers? And the answer is **your signs**. The signs you place are a clear beacon to the customer of where you are. You see it all the time, driving down the highway. And the bigger the sign, the better it catches your attention.

It really works quite the same way with search engine optimization. You need to be noticed. The best way for you to get noticed is to have, figuratively speaking, the biggest and the best sign. That's how traffic on the Internet, zipping by, notices that you even exist. It's the words you use and how you use them to describe your site and its content that get you the customers.

This is where it becomes so important to use search engine optimization to your

advantage. If you can come up with that all-important list of best keywords to describe your site, and if you can incorporate those words into the content of your site, then you stand far greater chances of directing that Internet traffic to you instead of your competitors. Remember, if you don't get the customers, they will.

It doesn't cost you anything to show up on a search engine's results. But it can cost you everything if you don't show up on a search. The amount of revenue you have planned for your company is going to depend on how well you can utilize this feature of Internet Marketing. If you can't get the customers to notice you, you may as well throw those revenue goals in the fireplace.

The traffic on the Internet is much pickier than the traffic on the roadways. It is focused traffic, looking for a specific want or need. They will search, find, and buy. Who they buy from is of little importance to them, but to you, it is everything. So when you think about why it's important to effectively use search engine optimization, just remember that everyone on the Internet is really a traveler through your town, and if you don't have that sign they'll notice, they're going to pass you by.

Steps for Search Engine Optimization (SEO)

Search Engine Optimization, or simply SEO, is a rather involved process that you must follow through to ensure that your Internet business is getting results and revenues. Without SEO, you may as well close your virtual doors and go home. This is the most vital means by which you can direct traffic to your site, and so it is critically important that you understand at least the basic steps in the process to optimize your ranking with the search engines. Following are basic steps you will need to follow.

1. **Know your competition**. You will need to find out everything you can about who else is in the same market as you. Perform searches to collect information. Repeat this process often, using up-to-date search terms. New

businesses open all the time. You don't want to miss a new competitor.

2. **Gather a list of keywords**. You can go online and obtain massive lists of keywords that are used all the time. Put together the list according to the words that will have the most impact on your site.

3. **Find ways to combine the keywords you've selected**. The more combinations you can incorporate into the content of your site, the better will be your results.

4. **Modify the content of your website**. Change headlines, labels, and content throughout your site to enhance the capabilities of your site to draw in highly-directed traffic.

5. **Refine your keyword list often**. Knowing that the Internet is ever-evolving, you must stay on top of what words will have the most impact. Make changes as necessary to keep on the top of the ranking lists.

6. **Make sure that your URL is added to the top search engines**. The last thing you want to do is be missed because one of the majors didn't know you were there. Keep on top of this. Know which search engines are most popular.

7. **Keep track of your results**. Just like grades in school, the rankings you achieve will tell you how well you're doing and how much you need to improve for that A+. Analyze whatever information you can collect and constantly work to improve your results.

8. **Repeat the process**. Over and over again, you will need to redo all of these steps, keeping in mind that the competition is doing the same. Always look for innovative ways to improve your results. Sticking with the same old stuff all the time is not how giants are made.

This is a relatively basic illustration of the process you need to follow to optimize

your search engine results. There are certainly more ways to fine-tune your site's rankings. However, for the purpose of getting started, this list should serve to put you on the path toward higher search engine rankings, and higher business revenues.

Going After the Competition With SEO

No matter what business you're in, there is one common factor all businesses share: they have competition. Sure, the exception is the monopoly, but you would be hard-pressed to find any form of true monopoly on the Internet. More likely you will find that there are at least a few, and perhaps as many as hundreds, of competitors all scrambling to get to the top. If you have an Internet business, you're one of them. And for you to be successful, you must know how to successfully compete. It's a game with very real consequences, and winning is the ultimate goal.

Search Engine Optimization is one way you can effectively compete with others in your market. But the only way you can even start to compete with them is to know them. You have to know your competition as well or better than you know your own company. And, fortunately, there are ways you can do this.

First of all, to know your competition you will need to visit them. Search for all the sites you can find that may be doing the same thing you are, and then visit each one. Pay careful attention to the results at the top of the search engine list. These are the **highest** ranking sites, and you will want to find out what got them there. When you go to each site, take notes on layout, content, obvious keywords, and any other things about the site that may make it more visible than yours in searches.

Once you've gotten through all of the sites and reviewed the results of your study, look for ways to enhance the quality of your own site. Consider different types of content, better or more keywords, and any other additions that will make your

site as good or better than the competition. Remember, too, that this is not something you can do one time and leave it alone. You will want to do this as frequently as possible to keep on top of the game.

Besides looking to others for ideas, also think of ways you can enhance your site that others have not tried. Innovation is what will set you above the rest. It doesn't hurt to add an innovation to your site to test the market's response. Just be sure to study it for effectiveness before you use it. You want to be reasonable sure that it will work before you put the idea to the test.

A final note: constantly review your results. Determine what worked and what did not work. Keep an eye on your competition for what they are doing. This is an ongoing process without end. It is the best way to go after the competition online, and it will be the key to your success or failure.

Building a Content-Rich Site

In order for your efforts to optimize your search engine results to work, you will need to make your entire site a billboard of sorts. Everywhere you can place some keyword to effectively build your search engine rankings, you must. This is the best way for you to get your business noticed on the Internet.

The <u>more</u> people who search for what you sell, the <u>more</u> customers you will likely have.

But it's not just keywords that do the job. If it was, you could have a site where all you did was list all the keywords you could think, and you would possibly have thousands of visitors per week. But what are they going to do when they get to your site? If it's just keywords in a list, they'll go away. That's why it's so important that you make not just a noticeable site, but also it must be a content-rich site.

The first thing to remember about the Internet is that it is all about information. No matter what else people do, they are on the Internet for information about one thing or another. Therefore, it is up to you as the Internet Marketer and business owner to develop content rich in information that will not only attract people to your site, but keep them there long enough for you to make the sale. In the case of Internet business where information is the only thing your site offers, you really need to keep up on this. If the content is no good, they will not return.

The best ways to make yours a content-rich site involve a lot of writing. You need to write articles that will inform and entertain readers. These articles should be related to your site's market. The more small articles you write about various different aspects of the subject matter of your site, the better. Another thing that makes for a content-rich site is news. Information relating to some new event in the market will dramatically enhance the content of your site. Even interviews, reports, and product descriptions can enhance content.

The final thing to remember is that your content should be revised frequently. The same old information will wear out, so you have to be on top of it, with something new all the time.

Also, remember that the keywords are how you really get noticed. The more content you have, the more room you've got for the important keywords. When you add content, be sure to have as many keywords as you can incorporated into that content. It's all about getting noticed and getting results, and keywords and content are how you get there.

Chapter 7:
Leveraging on Affiliate Programs

"How to Get an Army of Merchants to Willingly Help You Market Your Product or Service Across the Spaces of the Internet!"

What is an Affiliate Program?

Have you ever heard the old saying "There's strength in numbers"? Or how about the suggestion that people "team together"? There are hundreds of other ways to say the same thing. And what that 'thing' we're referring to is the concept that more people or businesses can get more work accomplished if they combine their efforts. It's a time-tested approach to success in any endeavor, and it has even proven itself in the world of Internet marketing. Online, this concept is known as an affiliate program.

Affiliate programs, otherwise known as **bounty programs**, **associate programs**, or **referral programs**, are <u>partnerships between you and an online merchant where you provide an advertisement or some other link to the merchant's website</u>. When you recommend this merchant's site, or in some other way provide an endorsement, you earn a profit for your referral. Depending on the type of affiliate program you are involved with, and the terms of the program, you may earn your commission either for purchases made by your referral or simply for leads generated, or from both.

If you are a merchant, it is to your advantage to join an affiliate program because you are increasing the visibility of your merchandise on the Internet. This has been a **key tool** for success for many online merchants. Effectively placing affiliate advertisements on the sites of your affiliates will give you potentially thousands of new visitors. Of those visitors, you can imagine that the increase in sales revenues is quite significant.

For the online business that is not offering anything for sale, but rather just information of some sort, affiliate programs could easily become the life-blood of your business. If all you are giving visitors to your site is informative or entertaining content, and you don't charge for it, then you will need to have some other way to draw in income. Affiliate programs give you just that chance. You can join an affiliate program and begin placing ads on your site. Be sure that the ads are relevant to the consumers who are visiting your site. They will be more

likely to click the link if it is important to them. The more clicks, the more referrals. The more referrals, the more money you make. It's really a very simple and logical process.

In the competitive landscape of e-commerce, you must find an edge to get you the revenues you're aiming for. Affiliate programs offer a convenient, simple, and wildly effective way to gain that edge. They really are a vital money maker for any online business.

Why Use Affiliate Programs?

E-commerce is such a massive industry these days, and so many different opportunities exist for the online business, that sometimes it's hard to see the forest for the trees. What I mean is that it can be difficult for someone new to this world of virtual businesses to determine what works and what doesn't. There is so much reading and research that goes into the development of a sound online business strategy that some people may give up before they get going. But there is one way to make money with your online business that doesn't take much thought to see why it works. It's the affiliate program, and I'm going to tell you why it is such a great idea.

This part is for the online merchant selling products or services. Whether you've been in business online for awhile, or if you're just getting started, you will need to **generate traffic for your site to build sales**. Affiliate programs group together literally thousands of merchants and non-merchants alike, all looking for the same thing: traffic. The way it works for you as the merchant is this: you join an affiliate program, others join and advertise your site in some way on their site. You get highly-interested leads from them, and you pay them for it. The great thing about the programs is that they are pay-for-performance. You don't pay unless a lead or a sale is generated from that affiliate. Remember that the non-merchant wants to make as many referrals as possible, so they will literally be working for both their, and your, benefit.

For the non-merchant business there are distinct advantages to joining an affiliate. First, you will be providing your visitors with links to the merchant, so you make money by getting more people to come to your site, and then getting them to go to the merchant. You get paid for the number of leads or sales generated by your efforts. Another thing to remember is that you have the opportunity to increase this traffic by getting others to advertise your site. True, you will have to pay for the leads generated, but the benefits of that added traffic to your site far outweigh the costs.

As a final note to all online businesses, affiliate programs are relatively **easy and cheap to manage**. They are in the business of generating business for all of their clients. Therefore, it is usually far less costly, and much less work for you to join an affiliate program than it would be for you to try to manage your own list of affiliates. And with the massive number of members these affiliate programs have, you are in a position to tap a far wider range of the market than you could hope for if you do the whole thing on your own.

How to Set Up an Affiliate Program for Your Products

When it comes to marketing your products, you're going to need an effective strategy to advertise what you have for sale. Joining an affiliate program is definitely one of the best ways to accomplish this. However, you may already be in business and, for one reason or another, you've decided that you would rather do the affiliating on your own. Or, if you're just getting started, you may have the independent spirit that tells you to do it for yourself or not to do it at all. In either case, you can start your own affiliate program to market your products on the Internet. Let's look at how it can be done.

The first thing you will need to do is decide what websites out there will offer the

type of traffic that would want to buy what you're selling. If your in business selling power tools, you wouldn't want to contact a website that discusses pets. This just wouldn't be a good choice as an affiliate marketer. You would be far better off choosing websites whose subject matter is comparable to your merchandise. A website discussing mechanics, or construction, would be a far better lead for you to follow. It's all about matching like for like and creating a list of potential affiliate marketers.

Once you have your list, you will need to develop a solid sales letter to send the webmaster of each site. When you do this, be sure to include all of the selling points for your proposal, and information on what commission you are offering for sales generated by them. Proofread the letter carefully, as this is your one chance for a good impression. Send the letters out.

Once you've signed on some affiliate marketers, you'll need affiliate software to keep track of the sales generated, and how much commission you need to pay. Then you will be responsible for cutting the commission checks and sending them out. An alternative to managing all of this yourself is to enlist the services of a third-party affiliate tracker. This company will manage the tracking of sales and the distribution of commissions for you. Either option will work.

No matter which way you choose, running your own affiliate marketing operation to sell your products will give you the control over where and how the advertisements are placed, and over who will be directing traffic to your site. Be aware, though, that this is more work than having an affiliate program run it for you. But if you know what you want, this is how it's done.

Recommended Affiliate Programs

If you've weighed the options, and you don't think you want to handle the affiliate management yourself, you're in luck. There are thousands of affiliate marketing programs online that can do the affiliate marketing for you. Not all of them do

this in the same way, so know what you want in advance to save some time in your search for the right program. Just to get you started here is a good list of affiliate programs that I recommend you consider:

- http://paydotcom.com/

- http://www.clickbank.com/

- http://www.jvmanager.com/

- http://www.forex-affiliate.com/

- http://www.pokeraffiliate.com/

- http://www.clickbooth.com/

- https://www.cafepress.com/

- http://www.credit.com/

- http://platinumpartner.com/

- http://www.leadflash.com/

- http://www.studentloanconsolidator.com/

- http://www.e-gold.com/

- http://www.wholesaleriches.com/

- http://www.earnunited.com/

- http://www.lunarpages.com/

- http://genbucks.com/

As you look through the list and visit these sites, be sure to note what their minimum payout is, and what type of service they offer. There are three major types: pay-per-click, pay-per-sale, and pay-per-lead. Depending on the needs of your business, one of these may be the best fit for you. It really depends on what you need and how you want to tailor your website.

How to Recruit Affiliates

If you've decided to go your own way and start not only your own online business, but also your own affiliate program, you've got a lot of work to do. It's a detailed process with many things to do, and many things to remember. But, if you're looking to become successful in e-commerce, this is one great way to do it.

In this first section on recruiting affiliates, I want to make you aware of the legwork you'll need to do before you even get up and running. And the very first thing you'll need to do is polish up your website. Go through and make sure that everything is in the correct place. Make sure there are no errors in grammar. Spell check each page of the site to make sure everything is as it should be. The last thing you want is for someone to take a look at your site and be instantly turned off by simple mistakes you've neglected to correct. Your site will need to be top-shelf.

Once you've gone through and corrected all the errors, you'll need to do some searching. Find all of the affiliate directories you can and list them. These are the sites you will need to go to for information and links to the affiliate programs in the category where you want to be listed. You may be asking why you would want to do this. Well, it's simple. You want to be listed in as many places as you can,

because others will come searching for affiliates and probably run across your site in their search. Most of the affiliate programs directories out there will consider putting a free link to your program on their site. Therefore, it is to your advantage to know what the others are doing so you can be as good or better than they are.

Create an affiliate information page on your site. If you go to any of the affiliate programs on your list you will probably find this type of page. It details all of the information about your program and how it works. When you get ready to submit your program to the directories, you may be allowed to submit only one URL. If so, use the link to your information page.

By now you're ready to make your move on to the next step. That next step will be deciding what type of plan you will offer. We'll discuss plans in Part 2.

When you're in the business of recruiting affiliates, you need to know that some affiliates have been doing this for awhile and they know what they're looking for, and what they're not. The type of plan you decide to use when you pay your affiliates will determine, in many cases, who will come to you and who will not. There are three major plan types for you to consider. However, there are also tiers. We'll start with the plans, then move into a discussion on tiers.

Pay-Per-Click, or PPC, plans are the plans you may have heard the most about. This type of affiliate plan, as with the other two, is performance based. The way it works is simple. A visitor to a website sees a banner ad or some other link to a site. He or she clicks on that link. Each click is worth a payment to the owner of that site. While this is a great way to go, there has been some concern recently about "click fraud" where clicks are being generated with the sole aim of getting more money for the host site.

Pay-Per-Sale, or PPS, plans allow for more discretion. With this type of plan the merchant only pays the commission to the affiliate when a sale is made. Whatever the commission is, the merchant pays based on the price of the merchandise sold.

Pay-Per-Lead, or PPL, is the final type of commission plan. With this plan the merchant will pay the commission to the affiliate whenever a lead is generated. This may happen either from directed traffic that comes to the merchant's site and signs up for something, or in some other way can be considered as a 'lead'.

Now let's take a look at tiers. The way tiers work is pretty simple as well. It's all about referrals. Let's say you set up 2 tiers. The first tier is affiliates who came directly to you. They will receive commission not only on the traffic they send to you, but also on the traffic their referrals send as well. The second tier is affiliates who were referred to you through another affiliate. These receive commission on their directed traffic, and the first tier affiliate receives a smaller commission as well, with not work done on his or her part.

These are the primary options you have when you decide to set up an affiliate plan. You can work out the details however you like. Just remember that the main thing is whether or not your plan will be competitive and therefore worth the affiliates time to join up.

Now you're at the final stretch in the process of recruiting affiliates. This is where things really become interesting. You will need to submit your site to the directories I mentioned, and you will need to begin the actual process of recruiting. Finally, you will want to be constantly reworking your strategy and improving upon deficiencies so that your affiliate program will be a success. Let's first take a look at submitting your site to the directories.

When you go to the directory's site, keep in mind that each of the directories will have different requirements. There will also be some (very few) types of sites they will not accept ever. The main things all of these directories will be asking for is the URL for your site, the plan you intend to use for payment, and a description of your site and the services you will offer. Bear in mind that these submissions will be reviewed carefully and so it is to your advantage to be thorough and honest.

After you've been submitted to these directories, it would be helpful for you to advertise. After all, you can't just sit around and wait for someone to come across your free listing in the directories. You want to get their attention sooner than that. Therefore, you will need to place your advertisements on someone else's site. You can do this any number of ways, and some of those have already been discussed in previous articles. The point is that this, too, is a business. You want to get people involved as affiliates, so you must advertise.

Finally, as with all plans, it is not enough just to make the plan and put it into action. What if something in your plan did not work well? How will you know? This is why you will need to constantly review the results of your strategy to determine what is working and what is not. When you come across something that could be improved, act on it immediately. The more you do this, the more effective your recruiting will become. Over and over again you will evolve your system to become more competitive, and the revenues from your efforts will increase, especially if you are doing this in conjunction with merchandising on your site.

Although this process covered three articles, you should know that there is always more out there on this subject. No matter how fast you move online, you will always have some catching up to do. So keep studying the subject beyond what you've read to continue perfecting your affiliate recruiting efforts.

Joining Affiliate Programs to Multiply Your Income Streams

Alright, here it is. You have a website where you operate a successful business. You have a ton of traffic every week and you think there's nothing more that you can do to increase your revenues without adding more work or needing more equipment or something else that either costs time or money. Well, that's where you're wrong. There is one great thing you can do to increase revenues: multiply

your income streams by joining affiliate programs. This is the best way for you to increase the income generated by your online business without really adding any work.

The first thing for you to consider is the market you're in. When you go to an affiliate program to join, you will be advertising other's businesses on your site. So, in order for you to make the most money off each advertisement, you need to pick the companies most suitable for the traffic on your site. The visitors to your site must be interested in what you are advertising or they will not click the link. Remember that the affiliate programs work on a pay-for-performance basis, so the more traffic you can direct through those links, the more money you make.

Think about how you could reorganize the space on the various pages of your website. This is going to be very important if you wish to place banner ads on your site. Also, I would highly recommend that you avoid pop-up ads or other intrusive methods. These are often more of an annoyance to visitors and may even drive them away. I personally avoid many sites precisely for this reason. But, at any rate, think about how you could make better use of the space on your site to place highly visible ads for your customers to see.

Know the affiliate program's policies. You will want to know what type of pay plan the program uses, and what their minimum payout is. Also, check out their reputation. Many of them are great, but not all. Such considerations as their performance in distributing commissions to affiliates should be of great concern to you. The last thing you want is for someone to mishandle your money.

Always be ready to make changes to your site to enhance not only your existing revenue streams, but also the revenue generated from your status as an affiliate. To do this you need to keep your site content-rich and full of reasons for your patrons to keep coming back for more. No matter what your site is about, or how else you make your money, joining an affiliate program is a great, virtually work-free way to multiply your revenue streams. After all, who in their right mind would turn down an easy way to get more money?

What to Look for in an Affiliate Program before Joining

Affiliate programs offer you a unique and very rewarding opportunity to make money. Whether you are in business online and are just looking for a way to multiply your revenue streams, or whether you are just starting a site and you plan to use affiliating as your sole means of income, there's a lot of money to be made. However, don't go jumping into the first affiliate program you find. There are some very important things you will want to know about these programs before you decide which one to join.

The first thing to look at in an affiliate program is who it caters to. Some of the affiliate programs are very specific in their clientele, such as gambling, sports, retail, wholesale, business-to-business, and etc. Be sure to choose those who are likely to have affiliates such as yourself.

Another thing to consider is the plan the affiliate uses. Is it PPC, PPL, or PPS? Depending on your goals, you may wish to select an affiliate program with a particular pay plan. Also look for whether the program offers tiers. It will be to your advantage to gain referrals to the program if they offer tiers, because you will make money off of your referrals' results as well as your own performance.

Take note of the commission that is paid. Look around and see if the other programs are similar. If you notice that one program pays 10% and another pays 30%, it would be silly to go with the one that pays less.

On the subject of commissions, make sure you know what the minimum payout is. Find out how they pay. Will they mail you a check, wire the money to you, use PayPal, or what? Also, be sure to check around and see if you find any indication that the program you are considering has a history of problems with commission

payouts. This would be a red flag to steer clear of that company.

Beyond these suggestions, the best advice I can give you is to use good judgment. When you are looking at these sites, think about other things that may be important to you, and don't be afraid to submit questions to a representative of the affiliate program. They want your business, and they'll be happy to respond when they can. As with all things in business, be careful not to move too quickly. It may be that you passed over some detail of importance, and if you jump in too soon, you've made a mistake. But if you take a little more time to consider the decision, you'll make the right choice and join a great affiliate program.

Places to Hunt for Rewarding Affiliate Programs

As opposed to the article on recommended affiliate programs, this article is primarily a list of places where you can go to find the most rewarding affiliate programs to join. Some of these are affiliate programs in and of themselves, whereas others are the affiliate program directories I mentioned once before. These are a great resource when you want to find the best program for you. They help to organize the thousands of affiliate programs out there into an easy to navigate compilation. Here are the places to go:

- http://www.clickbank.com/

- http://paydotcom.com/

- http://www.commissionjunction.com/

- http://www.associateprograms.com/

- http://www.affiliatefirst.com/

- http://www.abestweb.com/

- http://www.affiliatetip.com/

- http://www.affiliateguide.com/

- http://simplythebest.net/affiliates/

- http://www.affiliate-programs-directory.com/

- http://www.affiliateseeking.com/

- http://www.globalhighway.com/

- http://www.2-tier.com/

- http://www.sponsordirectory.com/

- http://www.100best-affiliate-programs.com/

This list is just a portion of the directories out there where you can find affiliate programs that are perfect for you. When you look at some of these, you will notice that many of them list well over a thousand different programs. With that in mind, this list should give you plenty of options!

Chapter 8:
Striking Joint Venture Deals

"It's Really All About Partnering for Success."

Why Joint Venture is the Best Free Marketing Method

Joint venture marketing is probably the most underused free marketing method available to Internet entrepreneurs. Why? More than likely because of the stigma attached to partnering up in business. People are afraid of business deals going bad, so they tend to steer clear of any sort of joint venture. But unlike most joint ventures, joint venture marketing doesn't require sharing of profits. You merely share marketing tools.   Let me explain what makes joint venture marketing such a great method of free marketing.

The first and probably most important reason is that it **provides endorsements from other merchants and with endorsements comes trust**. Not only are you expanding your customer base to include your venture partner's customers but you will also be afforded more trust from your venture partner's customers because he/she has endorsed you. And once a merchant is deemed trustworthy they'll have a loyal customer base for many, many years to come.

The second reason, as I just mentioned, is **the expanded customer base that comes with joint ventures**. If you partner up wisely you can inherit a customer base that could've otherwise taken you years to build. Think of how long it has taken you to build your current customer base, now take into consideration how long it would take you to, for instance, double it. I'm sure you can easily see how beneficial joint ventures can be.

The third reason joint venture marketing is great is **the potential for more new customers**. The very fact that you will be providing more products or services through your joint venture is very attractive to potential customers. The more you have to offer the more traffic you'll likely get.

And last, but certainly not least, is how **this can affect your ability to attract**

more potential joint venture partners to further expand your business and customer base. The same method that you use to start your initial joint venture can be used for future expansion. The greatest element of future joint venture expansion is the fact that an initial joint venture success makes you a more attractive potential partner for other highly successful merchants.

As you can see, joint venture marketing can most definitely work in your favor. The reasons I've mentioned above are just some of many that can work to your benefit. And, the best reason of all, it's all free.

Joint Venture in a Nutshell

Joint venture is best defined as two (or in many instances more than two) parties forming an alliance to boost sales and profits in their business. This form of partnership affords the parties to it many other benefits, as well, which make it a very attractive option to many business people.

Joint venture it a method of marketing that involves entering into a partnership with another business for the purpose of each partner increasing profits. Also known as a strategic alliance, this form of partnership leverages the assets and resources of each company involved, to the benefit of both. The partnership enjoys the benefit of each company's existing customer base and the expanded potential customer base that the partnership will create. This should not be confused with link exchanging or banner exchanging. Such marketing methods do not make use of the priceless assets of good customer relationships and business credibility that are truly the essential elements of success in joint venture partnerships.

The concept of a joint venture is perfect for those who are trying to target a specific niche market and there are other companies who are already doing business with them successfully. Creating a joint venture with one of these companies would open that market up to you much faster and with much greater

results than if you attempted to reach the market on your own. It also allows you broad exposure to that market without spending all your hard-earned money on advertising.

There are many other benefits to joint ventures, too. You may be able to gain near-instant credibility through leveraging on your partners good reputation. There's a guaranteed increase in response to your sales message because your partner's customers will be seeing it, as well. Not to mention the benefit of being able to offer your customers products offered by your venture partner. You make money off of it while making your customers happy by offering something new to them.

As you can see there are so many ways that joint ventures are truly a win-win situation. You get virtually free advertising, inherit an established customer base, gain credibility from your partner's good reputation, additional products to offer to your customers and leverage that will benefit both you and your partner. So really there's nothing but benefit that can come from entering into a joint venture, as long as you choose the right partner.

Writing Your Joint Venture Proposals

Your joint venture proposal is the key factor in whether you'll have a joint venture partnership, or not. You must write a powerful, but not overwhelming, proposal. You need to include all the key ingredients of what may you a great potential partner, while not overdoing it. And most importantly, you need to make your potential partner want to do business with you. I've compiled a short list of all the ingredients to a successful joint venture proposal and will share them with you.

The first ingredient to a winning joint venture proposal is to include everything that you could bring to the partnership that would benefit the other party. This is essential, because after all, this is supposed to be a mutually beneficial partnership. You'll want to tell them what you can do for them. Explain what your

business can do to enhance their business and you'll have their attention.

The next essential element to a successful joint venture proposal is offer a free sample of what you offer your customers. If you sell products offer your potential partner a free sample or two. If you sell services, let them take a look at your work, or possibly read letters from satisfied customers. Make it easy for them to see why you'd be a great business to team up with.

The most important aspect of your proposal is your writing. Even if you're the best in your industry, if you can't communicate that in writing you're likely to get lost in the shuffle. When writing your joint venture proposal you need to be clear, concise and brief. Express your interest in partnering with them. Explain what you have to offer and what they stand to gain. Try not to include too many details in your initial proposal, but be sure to include at least two means of contact for them to reach you should they want more details or have any questions.

If you follow the guidelines I've given you here you should have no trouble putting together a joint venture proposal. While writing a proposal of this nature may be new to you, it is by no means difficult. You may, however, want to take a bit of time to jot down a few "selling" points about your business to assist you in putting your thoughts into words. And in not time you should be well on your way to writing a successful joint venture proposal.

How to Look for Joint Venture Partners

When it comes to joint ventures, success is almost wholly dependent on the partner you choose. Choose the right partner and profit and sales will come quickly and easily. Choose the wrong partner and failure is eminent.

The key to choosing the right joint venture partner is to do your research. I cannot stress enough the importance of checking out your prospects and asking the right questions. If you follow a few simple guidelines you should have no

trouble selecting a joint venture partner that will truly have your business's success at heart, along with his/her own.

The first thing you'll want to look for in a potential joint venture partner is credibility. In order for you to reap any benefit from a joint venture you must team up with someone who has a strong, established relationship with their customers. This must include a record of excellent customer service before, during and after their sales.

Once you've established a standard for what type of business person you'll want to enter into a joint venture with you can start looking. You want to find someone who's established in an industry that's related to the industry you're in, however you do not want them to be in direct competition with you. Remember, the purpose of a joint venture is to be able to enhance one another's businesses and this is best accomplished by offering related products or services, but not ones that are nearly identical.

Finally, you want to choose a venture partner whose customer base is significantly large to endorse your products or services. It would be rather pointless to partner with a company that has relatively few customers. You would spend the same amount of time trying to grow your own business as you will trying to assist in growing someone else's business. Be sure to do your homework and find a business with a large, established customer base.

As you can see it's not a complicated process that you must go through to find a joint venture partner. The most important factor in choosing a venture partner is to do your research, ask your questions and get your answers before partnering with anyone. It would be all too easy to make a spontaneous decision that could take your potentially highly successful business and quickly turn it upside down and creating far more work for you than you would've had going it on your own.

Tips on Getting JV Partners

Joint venture partners are not difficult to find. In fact, there are many, many people out there who would gladly enter into a joint venture partnership. In order to get a partner, you need to know what a potential partner is looking for and where to find them.

Tip one: Be the kind of person that you would want to partner up with. This covers several different aspects of who you are, but there are two that are in the forefront of most people's minds. The first and probably most important aspect is whether or not you're trustworthy. People don't want to do business with someone they feel they may not be able to trust. Second, people want someone who takes their business seriously. No one wants to do business with a person who's not committed to making the partnership work.

Tip two: Be attractive as a potential partner; you must have a business that has something to offer in a partnership. Your business must have a good reputation, as must you. This covers not only the quality of your products or services, but also the quality of your customer service before, during and after your transactions. After all, one of the many benefits of a joint venture partnership is the credibility you glean from your partner's reputation.

Tip three: Keep your eyes open for potential partners. You'd be amazed at all the opportunities you've missed by not constantly being watchful. Not to mention the number of opportunities that have escaped you in places that you've simply overlooked. Some examples of these places are forums, blogs, and members-only groups that are dedicated to Internet marketing and/or joint ventures. However, this does not mean that you should go out and join the first forum or group you come across. As with any business related decision, you'll want to do a little research first before joining up.

Once you know what kind of person you're looking for in a joint venture and have a sense of direction as to where you may find them, it shouldn't be long before

you're writing a joint venture proposal. Just bear in mind that you should do a little research, ask questions and get answers before making any final decisions on whether or not to partner up with someone. It's just smart business to know exactly what you're getting into before you make your move.

Chapter 9:
Making Even More Money with Resell Rights

"Add Even More Powerful Income Streams to Your Digital Products and Discover How YOU Can Make 100% Profits Selling Products You Don't Have to Create!"

What is Resell Rights?

The world of Resell or Resale Rights may be very new to you. If this is the case, don't worry, you're not alone. Many people are just discovering reselling and are wondering, like you are, just what Resell Rights are. Let me take a few minutes to answer that question for you.

First let me make one clarification for you. Resell rights and resale rights are one in the same. No matter which phrase you use, it's correct and it means the very same thing. From here on out I will use the term resell rights.

Now that we have that cleared up, let's move on to what resell rights are.

Resell Rights are special rights, or permissions, that are granted to you by way of a legal transaction between you (the intended reseller) and the owner (the person with legal right of ownership of the product). In this legal transaction you purchase, or otherwise obtain, **the rights to resell the product from the owner**. By doing so you are granted rights to resell the product to others.

Depending on which types of Resell Rights you obtain the options you have in reselling the product may vary. Some Resell Rights allow you only to purchase and resell the products to others, but do not allow your customers to resell the product to anyone else. Other types of Resell Rights allow you to purchase a product, alter it in any way you choose, and then resell it and its Resell Rights, as your own product, to your customers.

As you can see, there's a great deal of flexibility with Resell Rights. Because of this flexibility there is also a great deal of money that can potentially be made with the use of Resell Rights. The sky is the limit when you combine the flexibility of Resell Rights and the endless reach of the Internet.

Resell Rights, as they pertain to the Internet, are generally used in reference to e-books and other digital products. The use of Resell Rights with these types of

products allows for products to easily be purchased and resold via websites and other Internet channels. This makes reselling a very inviting prospect. Not to mention, there's no handling of inventory involved in the reselling of e-books or other digital products. The convenience that the Internet provides in these types of transactions has provided for reselling to become a niche all its own.

Types of Resell Rights

There are many different types of resell rights. Resell rights vary from the very basic right to resell a product to another person to the more versatile rights that allow you to alter a product, rename it, or much more. All of these different types of rights can be bought or sold. Let's take some time to briefly discuss the 6 main types of resell rights.

Give Away Rights

With this type of rights you can give a product away for free. Generally, however, you may not resell the product or edit/alter it in any way.

Royalty Rights

This type of resell rights requires you to pay the author or franchisor of the original product a percentage from each sale of the product that you make. This most often applies to physical products such as books like those you would find in bookstores.

Resell Rights

With this type of rights you can resell a product. This may apply to physical products as well as digital products. Generally with digital products you resell the product and keep 100% of the profit.

Basic Resell Rights

This type of resell rights allows you to resell the product. However, your customers do not have any rights to resell the product to anyone else. With this type of rights you keep 100% of the profit you make with each sale.

Private Label Rights

This is probably the most versatile and sought after type of resell rights. Generally when you buy Private Label Rights you buy the right to alter the product in any way you wish. Examples of this are: putting your own name or company label on it, selling resell rights to the product to others as your own, using the product as a foundation for your own products.

Master Resell Rights

With this type of resell rights you have the ability to resell the product along with its Basic Resell Rights to your customers. This also allows your customers to resell the product to others, such as their own customers. What makes Master Resell Rights attractive to many is the fact that the Master Resell Rights can be sold alone, or in combination with the product itself.

As you can see, resell rights have many benefits and provide many channels through which you can make money with them. Taking the time to learn more about resell rights could prove very worthwhile to you.

How to Use Resell Rights in Your Favor

Using Resell Rights as a means of making money is becoming more and more popular. This is just one of the many new trends in Internet marketing that can be tapped to your benefit. The key is using Resell Rights in your favor. Let me explain how you can do this.

If you're already involved in Internet marketing chances are you've found a niche market that works well for you. The popularity of e-books and other digital products makes the prospect of owning Resell Rights to one or more of them very attractive. It's not only from the standpoint that you can make money off of the resale of them, but also from the standpoint that they can greatly enhance your current business. People love information, and what better way to please your existing customers than by providing them with an e-book or other digital product on a topic that you already know they're interested in.

If you're new to Internet marketing you may want to consider Resell Rights as an option, too. Information products are hot sellers in almost every niche market. And although it's not a rock solid market research method, checking into the most popular e-books will give you a good feel for the existing demand in certain markets. While doing this you can also get a good idea of what kind of e-books and other digital products are available for you to use in conjunction with your business's products.

Now there are a couple of ways I'd like to mention that Resell Rights can work in your favor. The first, and probably most obvious, is that you can make money by reselling the product you have rights to, or reselling the product and its rights, depending on which type of rights you've purchased. This works quite well for most people, especially when you've purchased a high quality product.

The second way having Resell Rights can work in your favor is by assisting you in establishing a reputation for trustworthiness and integrity with your customers. Advertising is necessary, but it doesn't carry the credibility it once did. On the other hand, if you have information in print that you can offer your customers or potential customers, you're providing them a level of expertise that can't be found in a traditional advertisement.

Lastly, there's also a market for a business based solely on reselling products. Although there is surely stiff competition in the market, there is still money to be

made. Remember, as with any product you sell, quality cannot be substituted. The competition in reselling digital products may be great, but you can surely make a name for yourself if the quality of your products exceeds that of your competitors.

What to Look for in a Resell Rights Product Before Investing

Before investing in a Resell Rights product you'll want to really do your homework. With so many different products available for purchase with Resell Rights it's very easy to become overwhelmed and make a poor investment. There are a few factors you should take into consideration before investing your hard-earned money in a Resell Rights product.

The first thing you'll want to examine is **what type of Resell Rights is offered** with the product you're considering. There are several different types of Resell Rights and you'll want to know before you purchase that the product you're buying comes with the type of Resell Rights you're looking for. Read the fine print before making your purchase.

Next you'll want to take into consideration are any **restrictions or limitations** that are imposed. License terms vary from one agreement to another, so you'll want to pay special attention to those terms. For instance, product X may come with limitations on the minimum sales price that must be set for it, or the license may prohibit you from selling it in combination with other products. Another common restriction disallows a purchaser from selling a particular product on auction sites. These possible limitations are another good reason to study the fine print carefully.

Another factor that can greatly affect your success with Resell Rights products is **competition**. You'll want to find out how long the license for the product has

been available and how many licenses have been sold. This is key in determining how saturated the market may be with this product. Any product over 2 years old is somewhat outdated and generally not worth the investment.

You'll also want to do your research to see **how many other products of this type are on the market**. While they may not be the same exact product, it can greatly detract from the marketability and potential sales of your product. If you find that there are already a high number of products of this type but you're still determined to purchase it, you may want to consider Private Label Rights for the product. This will enable you to tweak the product to make it more marketable.

Last you'll want to look for a product that **has a strong potential for back-end sales**. Many people look for products that they can make sales with now, without looking to the future for recurring sales from the same customers. Do your research to find out the potential for back-end sales on any products you're considering.

It can mean the difference between a wise investment with long-term income potential and a one-shot profit.

Chapter 10:
Going Viral with Viral Marketing

"Find Out What Pinches People to Talk About You and Your Product or Service Willingly – Even if They Don't Get Paid to Do it!"

Top Viral Marketing Success Stories

Viral marketing is the term used for any marketing strategy **that encourages a person to pass along a marketing message that they've received to others, thus creating the potential for growth in the message's exposure and impact**. It's called "viral" marketing due to the rapid rate at which the message can be spread. And while the name may not be attractive or inviting, the usefulness of viral marketing surely is.

Viral marketing is successful only when the message contains something that people find useful or worthy of sharing. Whether it be a coupon, free offer or information it must be of a certain level of quality to entice recipients to share it with others. Without that facet there would be no urge to pass it along.

The history of viral marketing proves its usefulness in the modern marketing world. For years business was dependent on word-of-mouth advertising as a marketing method. When you sold someone a high quality product or provided them with a top notch service you could count on them telling their family, friends and neighbors, thereby increasing the traffic in your business. But like with the viral marketing of today, you must've had something of value to cause people to want to pass your business's name along to others.

The statistics on viral marketing prove its worthiness as a marketing tool. With well over 90% of people saying that they would recommend a product, service or web site to someone they know if they were satisfied with it. Whereas only 1% of people said they would recommend a site even if they were dissatisfied with it. So you can easily see where viral marketing can be an incredibly useful marketing tool.

The use of this marketing method on the Internet has brought it to many people's attention merely because of the massive number of people who can be affected by this type of marketing in an incredibly short period of time. Hence the great interest everyone has taken in it. Consider this, what other method of marketing

could be used to reach millions of people in the course of a relatively short period of time with next to no cost at all to the advertiser? And all the while your marketing message is being passed around, the fact that someone is recommending it to another person by passing it along is a no-strings-attached endorsement. You'd be hard pressed to top that with any other advertising method in use today.

Top Viral Marketing Success Stories

With all the talk, and the hype, about viral marketing, it seems as though the concept itself is so popular that it, too, is a case of viral marketing success. That's a sort of funny way to look at it, but it is true. Viral marketing is such a success in and of itself that the message of it is being spread throughout the world as never before. But here I won't spend time telling you about the marketing itself, but rather about a couple of the top viral marketing success stories in e-commerce. These examples will give you a clue as to how it is done, and why it works so well.

Hotmail is a tremendous success thanks to viral marketing. This product came about at a time when most people still had not gone online for the first time. What Hotmail did was it allowed users to log into their accounts and send and receive e-mail. Pretty simple, right? Well, what made Hotmail such a success was firstly that it was a free service, and free is always attractive. Beyond that, Hotmail provided reliable e-mail service to its users. The people behind Hotmail were also constantly looking for new and innovative ways to improve the product and to gain better content for the services they provided. This led Hotmail to become one of the most noteworthy online viral marketing success stories.

Yahoo! is another viral marketing success. Yahoo! took a slightly different approach. They offered free e-mail as well, but they centered more of their program around an entire online community where you could do everything from searching and research, to entertainment, chat, forums, all in addition to the free e-mail accounts they provided to their visitors. Yahoo! later created a place to

shop online, and even online auctions, but the auctions are no longer operational.

WebMD became a success through viral marketing because, in it's niche, it provided accurate and reliable information related to medical needs and conditions, as well as other informative services related to the medical field. This site, as with the others, became a viral marketing success because of its reliability, innovation, features, and all the other qualities that made its visitors rave.

These are some of the top online viral marketing success stories. They are still in business today, and I would encourage you to visit them to see just why this is so. You may find yourself telling a friend about the site, and that's what viral marketing is. It's word of mouth. Reputations for quality spread virally leading to success. Remember, none of these success stories really intended viral marketing to be their key. It just worked out that way because consumers were so impressed with what these businesses had to offer.

Key Elements of Viral Marketing Success

Perhaps you've already been to their sites by now and seen some of the great things they have to offer. Others have also done very well because of viral marketing, and they are worthy of notice too. But now it would be a good idea to take a look at what makes for such success in online businesses. There are several key elements to this, and we will go over those in this and two following articles. To break it down into parts, the first will be about what is offered by the business, the second will be about quality and integrity, and the third and final section will be about innovation and the future.

So what is offered by an online viral marketing success story? The business that has become successful this way could offer any number of different products. But it's the type of product they offer that is so important, because what they're offering is something that nearly everyone wants or needs. Let's take a look at what the success stories mentioned previously.

E-mail is the best and most effective way to communicate online. To offer such a service for free will lead millions to congregate at that site. Another service everyone needs is information. Offering a search engine is the best way to do that, especially when the search engine is comprehensive and reliable. And who doesn't need medical information? That's where the third example has been so successful.

The point is to think in terms of offering a product everyone needs. Or, if you are looking at niche marketing, this will still work. Just think of whatever you can offer as a business that everyone in that particular niche will want or need.

The best advice I can add to this is that you want whatever you offer to be of the highest quality. That's the key to how viral marketing works. It's word of mouth, basically, that spreads the message of how good your business is, or how great the products are. One person who is happy tells ten friends, who each tell ten more, and so on. So in this first section, it is really about what is offered and how impressed people can be by that.

Let's say you're talking to friends about needing a special kind of lotion for dry skin, but you haven't been able to find it anywhere. They all tell you they need it to, but can't find it either. Well, you're surfing the web one day and you discover that exact lotion. The price is good, and you buy it from this business. Then you tell all of your friends about it. Needing the same thing, they go to the site and order theirs. That's how what is offered by a business is a key to viral marketing success.

When you look at the key elements of success in viral marketing, there is more to it than just offering something everyone needs. Sure, you can offer any service or product for sale, or even for free, to people. And, chances are that they will initially show great interest. However, if what you offer isn't backed up by quality, and if your business doesn't operate with a clear reputation for integrity, people will soon look elsewhere for what they need. And, in the end, you're business will

be no success story, but rather the latest failure at the top of the out-of-business heap.

The concept of selling quality has been around for as long as commerce has. You see commercials and other advertisements all the time where some business is talking about the quality of their service, or the quality of some item they're selling. It's a big deal, because people want to know that whatever they buy is worth what they paid for it. If you bought a car, and three days later the transmission fell out on the road, you would not be impressed with the quality of that car, and you would tell others about the bad experience you had. On the other hand, if you're car has lasted you for 10 yeas without a breakdown, you're going to rave on it, and others will want the same quality.

That actually leads into the point about integrity. Suppose that car you bought was made by a company that has an excellent warranty program. When it broke down, you called the company and they immediately took care of the problem for you, backing up their commitment to great customer service and satisfaction after the sale. Now it looks a little different, doesn't it? You may be upset about what happened, but they made it right, and you have that service to tell others about. It's really a matter of whether or not a company is willing to back up what is says. When the company is of good integrity, even problems with merchandise sold are not so bad as if the company did not stand behind its product.

So you can see how quality and integrity keep the reputation of a company in good standing. This is one of the most important factors for a company when its reputation spreads by word of mouth. To be a viral marketing success, these qualities are essential.

Now that we've talked about what it takes to be a viral marketing success in terms of what you offer, and in terms of the quality and integrity of your products and your company, there is one final part to consider. That final piece of the puzzle is innovation and the future. When I say this, what I mean about innovation is probably clear, but you may wonder what I mean about the future. Well, it's really

a matter of perception, and we'll cover that shortly.

But as far as innovation goes, this is definitely key to success. What people need to know about your company's innovation is first that you have it, and that your company embraces innovation for an atmosphere of continuous improvement. It's the idea that the consumer comes to your online business and is constantly finding clever new ways to do things. They don't know how you came up with the idea, but they're so impressed that they have to go tell everyone they know about it.

The key for you to achieve this kind of success with innovation is research. Companies who are innovative often have teams of people researching various different ideas all the time. It doesn't matter what your business is, there is room for innovation. And even if you own a small online business, you can still do it. The only difference is that you may be doing the research yourself or with a partner. The idea, though, is that you must always be working to improve what you market to the consumer.

Now it's time to talk about this perception of the future. It's pretty simple stuff, really. When a company offers something everyone wants or needs, and that company has a culture of quality and integrity, and when the company is constantly finding new ways to improve what they market, a sense of trust is built. It's that kind of trust that tells the consumer that this is a company who's going to be around for awhile. And that idea spreads just as much like a virus as everything else about it's greatness. Think about this: do you really trust a company that you think will be out of business in a few years? Not likely.

All of these key elements of viral marketing success are about the qualities of the company. That should tell you that it's about how you do business, and not about how you manipulate viral marketing, that matters. The truth is, most companies who are successful because of viral marketing did nothing about the viral marketing at all. Instead they worked on quality and integrity, on offering something for which there was massive demand, and on innovation. That's how

you manipulate viral marketing: you manipulate your company until it is worthy of viral marketing success.

Types of Viral Marketing Methods

It goes without saying that, in any skill, any profession, any approach, there are different ways to do everything. This is equally true of viral marketing. There are not only various types of viral marketing, but also various methods by which viral marketing is transmitted. With that in mind, I'd like to talk to you about both. However, for the sake of simplicity, I'm going to take this first article to talk about the types of viral marketing, and the second article will discuss the method for transmitting the viral marketing message. When finished, you should have a clear understanding of how viral marketing works and how you can use this tool for your business.

One type of viral marketing encourages readers to pass along the message they've just read. Chance are that you've seen this many times, either in the form of a chain-letter, or in a more subtle request that, if you like what you just read and know someone else who could benefit from it, please pass it along to them. This is a very effective way to get viral marketing going.

A second type offers you some incentive for spreading the word. This type of viral marketing offers either monetary rewards, gifts, discounts, or something else of value to the reader if they will forward the message to others.

A third type of viral marketing is not encouraged, but rather is all about the quality of the experience the consumer had. This type is simple word of mouth, and it tends to be the most effective. It is so effective because it is well received by others as they do not find any reason to disbelieve the genuine statements of their friends about how impressive this experience was. After all, there is no incentive for this referral, so it must be an honest one. That's how it's perceived, and it works.

A final type I want to mention is one you won't notice most of the time. It's all about getting people to find the hidden message in something, whether that thing is a picture or a phrase or whatever else it may be. It's all about getting people talking first. People love a good mystery, and they begin to discuss with each other what that ad must mean. The message is spread virally before the product is revealed. But once it is revealed, everyone already knows about it and the viral marketing was a success.

There are other variations to this theme of viral marketing types. However, among all the types out there, these are the most commonly used, and the most successful, too. As promised, in the next section I will tell you about how the message is spread.

Now that you're aware of the types of viral marketing, you will need to understand just how the message is spread. Some of it may have come to you already just from thinking about the types, but there's a little more to it that we can discuss. With that in mind, let's take a look at the methods by which the viral marketing messages are transmitted from one consumer to millions.

One of the most common ways you see this type of message transmitted on the Internet is through e-mail. You probably see it all the time. One person receives an e-mail and is encouraged to send it to everyone else. They do so by selecting everyone in their address book and send the message. Imagine if one person sent to ten people, and those ten each to ten more, and it continued. The growth is literally exponential.

Another popular means of transmission is seen in the articles on a website. Say that you go to a website where you read news articles. You happen across one that is very interesting to you, and you read it. At the end of the article is a link that encourages you to "click here" to send that article to a friend who may also be interested. This will get the message out to more people as well.

Now think about instant messaging and chat. This has become a wildly popular means of communication and entertainment for millions. How many times have you been chatting in a room when the subject became argumentative? Someone, wanting to prove their point, sends a message through with a link in it to some site where that point will be backed up by an article. This is a great way for the message to spread, because everyone in the chat room who's paying attention will probably click that link.

The final major method of transmission is actually the most obvious, the most time-tested, and the only one I've mentioned here that doesn't actually require use of the Internet. It is, simply, word of mouth. And it does matter that you can get word of mouth going, because not everyone is on the Internet regularly. However, everyone communicates verbally.

So, whatever someone sees on the Internet spreads not only further in the virtual world, but by word of mouth that message spreads throughout the real world. It's the oldest, and still the best, way to get your message spread virally.

Chapter 11:
Publishing Your Own Mailing List & Newsletter

"With the Internet, It's Possible to Even Build Your Own Personal Gold Mine from Scratch without Even Joining the Gold Rush!"

Mailing List - Your Personal Gold Mine

A mailing list can literally mean the difference between success and failure for your online business. Though many of us may be a little unsettled by the idea of asking our potential customers for their e-mail address for fear of scaring them off, it's essentially a must if you want to get the kind of traffic and make the kind of sales that the truly successful websites have.

You may be wondering why a mailing list is so essential, much to mention how it can be a gold mine. That's perfectly understandable. Most people don't realize how powerful a tool a mailing list has the potential to be. Let me explain.

The first reason a mailing list is essential is this: **most people don't make a purchase on their first visit to a website**. Studies have proven that the typical Internet customer makes approximately seven visits to the same site before finally making a purchase. In seven visits it would be easy to get lost in the mix of other sites offering the same products or services unless you have a way to draw them back to your site. That's where the mailing list comes in. When they visit your site, if you get them to opt-in to your mailing list you can stay in touch with them through e-mails and perhaps newsletters whereby enticing them back to your site rather than them visiting your competition.

It doesn't stop with just enticing them back to your site after their initial visit. Another statistic that proves how mailing lists are useful, and can potentially be your personal gold mine is this: approximately 70% of US-based e-mail users have purchased online after receiving an opt-in based e-mail marketing message. That's a pretty powerful statistic when you consider how many sales you might be missing out on right now by not having your own mailing list.

As you can see, there is much to be considered where mailing lists are concerned. Although you might be concerned about sending the wrong message when asking for a customer's e-mail address the statistics speak for themselves. Remember, the people on your mailing list have asked you to send them e-mail, whether they

are newsletters, promotions, special offers or updates. They are your loyal visitors, and loyal visitors are where the majority of your sales will inevitably be coming from.

Publishing Your Own Newsletter

Publishing your own newsletter has probably crossed your mind on many occasions. Most of us have considered it, and yet many still have not done it. There may be several different reasons why, but there are many more reasons why you should.

First, let me dispel any misgivings you may have about publishing your own newsletter. It's not nearly as difficult an undertaking as you may think. You don't have to send it out every week, or even every couple of weeks. You can have a very successful monthly newsletter that the recipients will be pleased with. You also don't need a degree in journalism or English to put out a successful newsletter. While good grammar, spelling and punctuation are important in successfully communicating with your customers, it's what you're offering them on the whole that really counts. Quality information and offers are what they're really looking for.

The most important aspect of having a newsletter is the benefits it will bring to your business. There's no denying that a newsletter to your customers will entice them to visit your site more often. But a free newsletter will make them feel that you truly value them as customers and are rewarding their loyalty. This makes for a very happy, satisfied customer that will repay you with their continued business.

Your newsletter will not only benefit you by keeping your current customers happy, but if published in the right manner can also send new customers your way. If you ensure that you not only include content that will satisfy your current customers but also offer something for potential new customers it will increase

the chances of it being passed along. For instance, you offer a freebie for discount for new customers in your newsletter and send it to your current, happy and loyal customers. When they see the offer for new customers there's a good chance that they'll pass it along to someone they know.

Along with the reasons I've already listed, publishing a newsletter also lends a level of expertise to you. Your customers will view you as someone who really knows the product or service that you're offering and will help build a trusting relationship between you and them. That can benefit you greatly in competing with other more established businesses.

As you can now see, publishing a newsletter has many benefits as an online marketing tool. And the effort you put forth in publishing your newsletter will repay you with substantially greater traffic and sales.

Auto Responders - Your Main Asset

Have you discovered that you spend more time trying to respond to your customers' e-mails than you spend on any of your other business tasks? Are your customers getting frustrated with the slow responses to their general e-mails? If you've answered "yes" to either of these questions then you'll understand how auto responders can be your main asset.

Auto responders vary from software that runs with your e-mail program to specialized program that is run through your web host's server. Either auto responder will work for a multitude of basic e-mail tasks. However, if you have special e-mail needs that must be met or have a very high volume of e-mail that has to be managed, you may want to consider the auto responder program that's run through your web host.

Auto responders are great for keeping your customers satisfied with quick responses to their most general requests. Say you have a newsletter that your

customers can subscribe to. An auto responder can automatically send out the newsletter to subscribers without you ever having to lift a finger. The same can be done with many general information requests, such as requests for price lists, products lists or lists of available services.

Not only do auto responders make quick work of many basic e-mail chores and subscription responses, but they can also be very useful in sending batches of other information to your customers. For instance, say you've updated your price list and you want your customers to be aware of it, or you've written an article that you want to get out to all your customers. You can use an auto responder to handle this task for you.

When using an auto responder you can add your own personal signature to the e-mails that your customers or visitors will receive. You can include your name, your company's name, all of your contact information and even a brief message. This works well as a reminder for your customers. Not to mention, people like the personal feel that the signature line adds to your e-mails.

Auto responders are your main asset because they save time and money. Not just in the sense that many auto responders are free, but in the way they make quick, easy work of tasks that could require several people and many hours to accomplish. Just think of all the other work you can be getting done while your auto responder handles the routine e-mail work for you.

They are also a main asset because they prevent your customers from becoming dissatisfied with the slow response that they would receive should you have to handle your e-mails one at a time. And we all know that dissatisfied customers don't visit often, which means less sales.

How to Publish a Successful Newsletter

When it comes to publishing a successful newsletter there's one main element

you need to keep in mind: <u>quality is more important than quantity or frequency</u>. Let me take a moment to explain this in a little more detail.

Despite the fact that your newsletter's main purpose may be to drive traffic to your website, you can't ignore the fact that your customers want quality. You also need to bear in mind that your newsletter will be an example of your website and business. Therefore quality is a must otherwise you'll simply be cheapening your image.

When you start planning to publish your newsletter you must consider the content that will be included. You need to offer your audience what they want. Take the time to find out what your subscribers want, need and are interested in getting from you. This can be done in a couple of ways.

First you can set up a poll or opinion box on your website. Ask your visitors what they'd want most in a newsletter from you. Review their responses and then use that as a foundation for your newsletter. This will not only provide you with the information you need to start your newsletter, but it will also make your customers feel valued.

Second you can e-mail your customers and ask for their input. The information you receive from them can be handled in the same manner that you would handle it from the poll or opinion box. This method will also leave your customers feeling valued.

There's one item I'd like to mention now before I move on. Although it may seem like common sense, it begs mentioning. Be sure to get your customers to subscribe to your newsletter. Never, never send it to anyone who's not subscribed. Unwelcome e-mail is a sure way to lose customers.

When writing your newsletter, be sure to include informative articles that will interest your subscribers. However, don't overdo the articles and leave out important updates on your site, special offers, or freebies. Remember, your

newsletter will only work for you if it includes something that will continually bring your subscribers back to your site.

You'll also want to include a little something in each newsletter that can be used to entice new visitors. Free offers are always great for this. But make sure that you make the offer visible enough and enticing enough to make your current subscribers want to pass it along.

By now you probably have enough information to get started on your own newsletter. A lot of what your newsletter includes will depend on your customers wants and needs and your personal preference. One more word of advice, if you haven't gotten an auto responder yet, now might be the time. It will make managing your newsletter much, much easier.

Making Money from Your Mailing List

There are many, many ways to make money from your mailing list. Just having a substantial mailing list is no guarantee you'll make money from it, though. The key to making money from your mailing list to is use it as a tool to not only drive traffic to your site but to entice people to make purchases when they visit.

I have a couple of tips you can follow to make the most of your mailing list.

The first element of making money from your mailing list is to continuously add new names to your list. In order to do this you must have good traffic coming to your site. If you have a newsletter or regular mailings going out to your customers you can entice them to pass the message along by offering specials or freebies for new subscribers. You also need to ensure that your visitors can easily find where to subscribe to your mailing list on your website.

The best, most reliable method of making money from your mailing list is with compelling offers. These can be free e-books, newsletters, free articles on a

subject related to your products or services or a series of free how-to reports. All of these items can be e-mailed, or to drive a more steady flow of traffic to your site you can place them on your site. Just be sure to make them easy to find.

When offering these free items, be sure to make it known to the recipient that you encourage and appreciate them passing the message along to others. Be sure to include an easy-to-read signature on the e-mail that includes your name, your company's name and all your contact information. As long as the message is high quality and offers something of value your recipients will be happy to pass it along to others.

There are a couple other methods of making money from your mailing list that you may want to consider. Many people with large, established mailing lists have turned to renting, selling and on some occasions swapping mailing lists. A couple of words of warning about using these methods:

1 - Be sure to research any rules, regulations or laws governing the exchange of mailing lists.

2 – Consider the feelings of your customers before offering your mailing list for rent, sale or swap. They may feel that their privacy has been violated in some manner or another if you don't first obtain their permission to exchange their information.

As you can see the ways to make money from your mailing list are neither complex nor terribly time-consuming. The profits you will reap from an ever-growing mailing list of happy, loyal customers will surely be an adequate reward for your efforts.

How to Collect Subscriber Leads

If you're looking to build your online business, one of the most important tasks

you can perform is the task of collecting subscriber leads. However, to prevent this from becoming a daunting task, I would recommend that you use method of collection that put you on auto-pilot. Rather than hand collecting, which can be done, the following ways to collect subscriber leads require setup, and then little additional work for you.

First, whenever you set up your site, make sure that everyone who visits, whether they happen upon your site from a search, or if they come through by way of a click-ad, signs up for either a newsletter or some other form of periodical e-mailing. Of course you cannot force them to do this, but make sure you fully encourage them to receive all the benefits your site has to offer. In return, you will be receiving all the benefits that come from having those all important subscriber leads.

Another way for you to collect subscriber leads is through surveys. Place ads about surveys on other's websites. When the interested party clicks, tell them all about the survey and how they can benefit from it. Then make sure they can only participate if they sign up. This is an attractive way to build leads, and most people are willing to provide at least an e-mail address for the sake of getting to take a survey.

Another way to collect leads is through affiliating. When you participate in an affiliate program, you stand to benefit from all of the leads that an affiliate will generate and pass along to you.

When it comes right down to the collection process, you will need an opt-in program and an auto-responder. These two components will allow you to collect the information you need and immediately send out a confirmation e-mail to the new subscriber.

I would strongly recommend that you not be too picky about requiring that absolutely all fields be filled in. Some people will be apprehensive about providing a name, or a physical address, or a phone number. So don't force the

issue. If you can collect enough information from the subscriber to have at least one way to contact them, you're better off than if you lose them by requiring too much information.

There is another way for you to collect subscriber leads, but be aware that it is not always an effective one. It's called a mailing list, or a subscriber list, and you can purchase these. However, I caution you on these because you may find that many subscribers did not want their information sold, and you could actually damage your reputation on first contact because of this.

It can be effective, but weigh the costs for yourself and know whether it is appropriate and permissible for you to gain leads in this way.

Chapter 12:
Free & Low Cost Advertising Methods

"Advertise Your Business on the Internet for MAXIMUM Coverage at MINIMUM Cost!"

Free & Low Cost Advertising - Do They Still Work?

In the world of Internet Marketing, advertising is critical to the success of your business. And, especially if you're a new start-up looking to get your foot in the door, you need to find the most affordable way to advertise your business. Throughout the history of Internet Marketing there have always been free and low-cost alternatives to the major forms of advertisement that would require big bucks just to get started.

However, it may seem these days as if that treasure of free and low-cost advertising is vanishing. But I'm here to assure you that *it isn't gone*. While many forms of advertising are becoming more expensive, there are still free and low-cost methods that work very well.

One of the most remarkably effective methods for advertising, and it is free, is **word-of-mouth** advertising. This is much like viral marketing. Everyone knows how word-of-mouth works, but how do you work this to your advantage? Well, some people will talk about your business on their own. Others will talk if you encourage them to. So all you have to do is ask them to tell their friends about your business. If you want to, you can even use this as a low-cost method, offering discounts or other rewards for referrals.

Another low-cost opportunity for you is **affiliate marketing**. There will always be new affiliates out there looking to boost their income and enhance their own site. So, you sign up as an advertiser with an affiliate and your on your way. The reason this is low-cost is because you can ultimately decide who advertises for you, and you can choose affordable plans that work for you. These affiliates only get paid for performance, so you only pay when you make money from the advertisement. This is true of most affiliate marketing.

A third way to use free and low-cost advertising for your business is **e-mail**

marketing. You will only need an opt-in list of interested visitors to your business. What you do from there is easy. You develop e-mails that include targeted advertisements for your business. You are targeting the most interested consumers directly with and advertisement that is well-suited to their interests. The cost of e-mail marketing is so small that it would be foolish not to use this approach.

Other options exist as well, but not all of them work for every business. The three I have discussed will give you a great starting point (affiliate marketing and viral marketing have been discussed in the earlier chapters of this book).

You may wish to look for other means of advertising as well. If you do, it's as simple as all the other research you've done to get your business this far. Just remember, some of these other ways are only affordable to some businesses. It all depends on your business and your goals.

Writing & Submitting Articles

Writing and submitting articles to the Internet to promote your online business is one of the most effective and time-tested means of advertising. The other great thing about articles is that they are almost always a low-cost, if not free way to go. And, whereas other methods of advertisement offer little more than the sales-pitch, writing and submitting articles provides the target audience with either information or entertainment, or perhaps both. There are certain things you will want to know about how to write and submit articles effectively.

The first thing you must remember is to keep the articles short. No standard article should be more than about 500 words, or your audience will lose interest due to the length. Also, keep in mind that some of the people in your target audience may already have knowledge on the subject of your article, so be sure to research carefully and include in your writing only the most accurate and informative information.

If you're going to write and submit articles on the Internet to advertise your business, you want to sound like an expert in your field. This establishes a sense of trust and builds your reputation with consumers. That being said, you should make sure, before submission, that your articles are properly formatted. Be sure to spell check and reread the articles to make sure you didn't leave any important information out. Make sure a link back to your site is included somewhere in every article. If you can't fit it into the text, put the link at the end of the article.

When you get ready to submit your articles, you have many options. One way you can send out your articles is through e-mail. Send them to everyone on your opt-in list, and encourage them to pass the articles on to others. Also, publish the articles on your own website. You want the articles to boost the rankings of your site with search engines, so be sure to include good keywords in them. You can also submit your articles to article submission sites, and these are great. You send them all your articles, and they blast them out to perhaps hundreds of different websites. Some of the submission options are free, and some carry a cost, but either way there is no better method for distributing your work so widely.

Writing and submitting articles is not a one-time event. Sure, you can do this once and you will probably see results. But the more articles you write and submit, the better your chances are for building a solid reputation in your market. The better your reputation, the better your chances are for success as an online business.

Using Traffic Exchanges

When you start an online business, you're looking to increase your income. Maybe you're even looking to make this new venture a career. You've worked out everything as well as you can. You have a plan for your advertising campaign, and you know it's likely to work well because you put so much effort and research into it. But there's one thing you may not have considered at this point, and it is

critical. You will get nowhere in your business without traffic. That's right. Traffic is what Internet business are really all about. Without traffic, no one will see your site, or what you are selling there. So you need to find ways to instantly begin bringing in not just traffic, but *targeted* traffic, to your online business. This is when you'll realize that you need to join a traffic exchange.

Traffic exchanges are an innovative approach for Internet Marketing where you have the opportunity to generate traffic to your site while helping others to generate their own traffic as well. The way it works is fairly simple. You join a traffic exchange, and follow their instructions as to how to place your banners. These banners are grouped with the banners of other sites, and you surf to generate traffic to those sites, earning credits for your own site in the process. Then, when others surf and run across your site, they earn credits for generating traffic to your site also.

The exact mechanisms for how this works are unimportant. However, what is important is that you search for the traffic exchanges who have proven their ability to generate traffic that will actually be interested in what your site offers. That's what we call 'targeted traffic'. So it is important, on that note, that you choose a site that has a proven track record of bringing real human beings to your site, not just some other computer. Some traffic exchanges have done a superb job at eliminating what is called 'fake traffic'.

The idea for this is really simple. Start with a free membership to one of these traffic exchanges, see how it works, and if you like it, get a paid membership to enhance your success even further. And there's really no work to it if you go with the right exchange. Some of them are absolutely work-free, offering totally automated service. They generate the traffic you need, and you reap the profits. What better way can you think of to have as many as thousands of visitors coming to your site within the first month you're open?

Link Exchanges

Link exchanges are different from other forms of marketing you've done up to this point. Whether you're just getting into your first online business, of if you've been doing this for some time, if you haven't gotten into link exchanges, you might be missing out on a great marketing enhancement. These exchanges are something of a cross between traffic exchanges and affiliate marketing programs. However, the way you get into them and how they work are a bit different.

To begin with, a link exchange offers you the opportunity to share your links with other sites, and in trade you place their links on your site. There are some new opportunities arising that allow you to do this through an exchange site, but most of the time you will have to contact target sites directly and request to the site's webmaster that an exchange be entered into between your site and theirs. With the sites I mentioned, you can avoid most of this e-mail hassle and simply register your site as one willing to enter into a link exchange.

The benefit to being a member of a link exchange is that you are sharing traffic with other sites who are, by your selection, going to give you targeted traffic appropriate to the goals of your business. Furthermore, the more exchange partners you accumulate, the better visibility you have for your site. And, as you know already, more visibility means more traffic, and more traffic means higher earnings.

It is important that you are aware of a couple of things about link exchanges. The first is that these will often require you to do a lot of start-up work, contacting webmasters and setting the whole thing up. Beyond that, you have to be able to monitor the effectiveness of each link you place. You don't want to have a bunch of links out there doing nothing for your business. So getting into link exchanges and maintaining them can be a good thing, but you will have to decide whether the work is worth the reward.

One final note about link exchanges. There are some who have argued that these

agreements actually take traffic away from your site by encouraging visitors to click a link before they buy anything from you. While this may be true in some cases, it is not the standard. Many webmasters have found success with link exchanges and would not do without them. So, here again, it will be up to you to decide whether this system will be a benefit to your business, and it will be up to you as well to decide whether it's working once you've gotten into it.

Participating in Forums

Forums are a very popular form of communication on the Internet. Many sites offer topic-specific forums on just about anything you can imagine. These are more formal places for people to communicate than chat rooms are, so a greater degree of etiquette applies when you participate in the forum. But they do offer you a unique opportunity to establish and build your reputation on the subject matter of your choice. And, with that, comes the opportunity to advertise your online business in a way only a reputable person can.

Forums are easy to get involved with. In most cases it is a simple matter of signing up to get a username and password for the forum. Most often these forums are a free service provided by the hosting site. You can usually post as often as you like, and you can read all of the archived posts made by others. The forum posts are organized into threads.

What you want to do to establish a good reputation on the forum is make logical and informative posts in response to others. If you need to, research the topic before you make your post. Remember that this is about your reputation, so you need to make sure that your posts are informative, accurate, and corrected for spelling and grammar. Also, don't shout (all caps). Most forum participants hate shouting.

To effectively use a forum to market your online business, you may wish to include a link in the signature of your posts. This is an automatic way for you to

ensure that every post you make has that link in it. But don't peddle the link. Let your reputation speak for itself. If you do, you will find that people who have come to respect and trust what you say will suddenly start complimenting you on your site. Bingo! You've established the trust, and they've taken the advertisement in. This is how it's done.

I would strongly advise you not to come into a forum as a new member and instantly start running over the ideas of others. This will not build your image positively. Another no-no is to make your first, or even one of your first, posts a blatant attempt to advertise your site. These are places to discuss a topic, and participants don't want to be blasted with ads. Besides, if you participate for awhile, you'll be surprised what you can learn from others. Forums are one of those opportunities to not only market your online business, but to have some fun and learn new things at the same time.

E-zine Advertising

E-zine advertising is all about the electronic magazines you find online. These e-zines are sent out to subscribers through e-mail, and they are typically also found on the e-zine publisher's website. They are usually very focused on one particular subject matter, as are traditional magazines. That fact makes e-zines a terrific place for you to look if you're interested in advertising to generate highly-targeted traffic to your own online business. And the good thing is that there are several ways for you to get involved.

One way for you to get involved is through affiliate marketing. Just as with so many other ways of advertising, joining an affiliate program puts you in touch with thousands of other businesses online, all of whom are looking either to advertise, or to make money as an affiliate. E-zines are among those who are looking to be an affiliate. Just be careful about this: a brand new e-zine will not have nearly as many subscribers as an established one, so you may not always be getting as much traffic right away as you think.

You can also go around the process of getting into an affiliate program. Instead of joining the program and waiting for an e-zine to make the first move, you can do a search online to find all of the e-zines in a particular market (subject matter) and make a list. Go to the sites and take a look at what the e-zine has to offer its subscribers. See if you can determine how many subscribers the e-zine has. This will be a key factor in knowing whether this is a good place to advertise if you're looking for high traffic. Then you need to contact the e-zine directly and make a proposal. Work out the details of cost and placement, and you're done. Be careful, though. Many of the more popular e-zines will already have advertisers competing for their space, so they can afford to charge higher prices for the ads. Stay away from those who would break your budget.

A final way for you to consider getting into e-zine advertising is to do it all yourself. If you have a website where you sell merchandise, consider developing an e-zine around the products you sell, and the lifestyle that your customers live. This is a surefire way to get targeted traffic as your readership expands. Just be aware of the amount of work it will take for you to create and manage an e-zine. If you feel it's worth the effort, go for it. The rewards can often be great with these do-it-yourself ventures.

Press Releases

Among all of the ways to get free and instant publicity for your site, product, or project, press releases have to be one of the most effective methods. Press releases have been used for decades by anyone hoping to gain attention for whatever they have done, or are planning to do. This method of advertising, and it really is an advertisement, gets your message out to the entire subscribed readership of whatever publisher decides to print your press release. Let's look at how you can submit a press release to reap the rewards of this great tool.

First, and foremost, you must write the press release. It should be well-written

and include the who, what, when, where, why, and how of your sale, opening, or whatever else you'd be announcing. The writing should be clear and to the point, effectively using proper grammar. All words should be checked for spelling. The last thing you want is to put out shoddy work that won't make it past the desk of it's recipient. The publisher has total choice in whether or not to publish your press release, so you're going to have to sell him or her on it. If you don't feel that you have the ability to write an effective press release, consider having someone else write it for you. Sure, you may have to pay a fee for the service, but the rewards of a good press release make it well worth whatever you might have to pay.

Once you have the press release written, you will need to know where to send it. To do this you will have to compile the contact information of all the publishers you will want the release to go to. The most efficient way for you to do this is with an online search. Most everyone these days has a website for their business, and publishers of news and other writing are no exception. So get that list together, and send the release to each of them in the format they require. Bear in mind that you may have to alter the document several times to meet the requirements of individual publishers.

You may be contacted about the press release. If you are, answer their questions politely and thoroughly. They may be looking for a little more than what you put in the release, so it is to your advantage to be available for their questions. Once they have everything they need, they will publish your press release and potentially millions of readers all over the world will know about what your company is doing. What better, more instant way can you think of to do all that?

Using Pay-Per-Click (PPC)

Among all of the means of free and low-cost advertising on the Internet today, Pay-Per-Click, or PPC, advertising is one of the most common in use. You may not think of it as such, but PPC is everywhere and you see it all the time. Chances

are that you have recently visited a website and noticed advertisements in the form of banners on the page you were viewing. Or, you may have been reading an article or an e-mail and you noticed a hyperlink included in the text. If you clicked on that banner or hyperlink and went to another site, you probably just made the site owner some money. Let's take a look at how you can use PPC to advertise your business.

PPC advertising is one of those great, low-cost ways for you to market either your products, or your entire site to people on the Internet. When you get into PPC advertising, you create a hyperlink or banner. The more noticeable the banner, the better. You then provide this banner to the sites who are willing to advertise for you. When traffic comes to their site, and notices the banner, they are likely to click on it. When they do, they are redirected to your site where they can see what you have to offer. You pay a fee for this service based on the terms of the PPC plan.

The most effective way for you to get into PPC advertising is to join an affiliate program. These are the programs where all manner of Internet business go to either advertise or be and affiliate for advertisers. This marketplace is the single most effective way for advertisers to get out their message by using PPC advertising. And the greatest thing about it is that you can manage your advertising in such a way that only the most productive and effective affiliates are getting your message out. After all, you want to have the most traffic you can, and you want that traffic to be targeted.

As a word of caution, do some research before you jump in. Know that there are cases where something called click fraud is a problem. It is not always so, but just to be on the safe side, check out the program you are interested in and make sure you won't be paying someone else for fraudulent clicks. The best way to know whether you are in a reputable program is to look online and especially in forums for clues as to the integrity of the program and its participants. As I said, it's not going on everywhere, so just use caution, and you'll find yourself receiving much targeted traffic for a very low price.

Chapter 13:
In Closing

"Getting Started Online and Taking Your Share of the E-Commerce Pie!"

Summary

As this book draws to a close end and approaching publication, I trust that you now understand better the concept of marketing online.

Amazing indeed that in several ways, marketing online reflects a lot of similarities in marketing offline. Perhaps, the most notable difference is the idea of taking your marketing expertise online where the Internet connects each and every one of us from all across the world, offering us more leverage and even more opportunities.

To get you started online quickly, I've dedicated the last pages of this book to awesome Internet Business resources I proudly recommend to you. I hope you will find them useful as they have been for me.

Having said that, I wish you all the best in your new endeavors and undertakings.

To Your Internet Entrepreneurship Success!

Recommended Resources

Recommended Reading

Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work! – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

19 Internet Business Models – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

All-in-One E-Commerce Solutions

SOLOBIS – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

Recommended Payment Processors

2CheckOut.com – start accepting credit card payments from customers from several parts of the world!

BONUS! Grab Your Lifetime GOLD Membership Access To:

RESELLRIGHTSMASTERY.COM

($197.00 Value)

Gain <u>INSTANT</u> access to Resell Rights Mastery as a Gold member and get your hands on:

- ✓ **A constantly adding collection of brand new Resell Rights products** that you can resell and keep all the sales,

- ✓ **Rich Private Label Article archive** that you can use to build your own Information Products and expand your Online Empire,

- ✓ **Beautiful templates** that you can for your own graphic design purposes – E-Covers, web pages, etc.

- ✓ **Advanced Reseller Strategies** NOT covered in most paid products on the same subject,

- ✓ **And much, much more!**

Click Here to Join ResellRightsMastery.com as a Gold Member FREE!