

THE INTERNET MARKETING PROFIT PLAN



PROFIT PULLING
ESSENTIALS OF THE
INTERNET
MARKETING
ELITE



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Introduction

Because of the boom of the internet then internet marketing has really taken off in recent years. Billions of dollars are being spent online now and internet marketers are out there in the digital trenches directing that money to where they want it to go.

Anyone can now start to market on the internet, but few actually make it into a serious business. Due to the amount of get-rich-quick schemes out there are snakeoil salesmen then lots of people have their dreams (and bank balances) squashed before they get far enough to see the light at the end of the internet! I have heard figures bounced round that only 5% of people trying to make money online will ever go full-time and make a business out of it, I fear it may be more like 1%.

So what can you do to dramatically increase your chances of making money online?

Learn the essentials of the internet marketing elite! The difference between you now and someone making 7 figures a year online is just some experience, a lot of hard work and a head start. Someone making 7 figures is doing the same as someone making 4 figures a year, they are driving traffic to targeted offers, just on a larger scale!

So if you can learn the essentials, the activities that you need to master and do on a daily basis to make money, then you are already ahead of 99% of the rest who are chasing their own tales looking for a magic pill.

Let's get started, first we'll talk more about the mindset you need (and the mindset you don't) to start to make progress online, I'll dispel some common myths and then we'll get started on the skills you need and the tools you will use to start to make real money from the internet.



Section One: Developing the Right Mindset of a Successful Internet Marketer

Your mindset can have a huge difference on how things turn out. Someone with a negative mindset may either quit too early, stop looking for solutions when problems occur, or even not get started in the first place. Whereas someone with less skill but a better mindset will carry on and start to piece things together and make a huge success out of their business.

Mindset is crucial to success - skip this chapter at your peril!

Avoiding the IM Quicksand

There is a ring of quicksand around a successful IM business, let's have a quick diagram to explain:





You can see that unless you enter from the left side then there is a huge amount of quicksand to get past to get to success, most people give up way before they get halfway across.

Some people start on the left by accident/luck or sometimes because of previous training or life experience they have had. My objective now is to get you moving round to that side so you have much less quicksand to move through.

So what is this 'quicksand'?

Well it is a mixture of too much information (if you have too many options you won't take any), the wrong information, and a constant barrage of emails offering you the world on a plate.

You need to get some clarity, to wash all that quicksand off, hold your head up high and get past it all. To do that you need to have a strict calorie-controlled information and product diet.

The simple fact is that a lot of what people are trying to sell won't work for you, hell some of it doesn't work full stop, the internet is loaded with con-artists and they will try and sell you 'simple data entry' scams all day long! But even the well-meaning people offer things that new people jump on when they are not ready for them.

It's like giving a car to someone who can't drive, it works but you need to learn the basics first or it will just sit there looking nice and not doing what it is supposed to do!

So it is time to ruthlessly cut out the crap and stop buying products you will never use. Find ONE product where you trust the author and think you can make a success of that model. Then follow that model to the letter, email the author



for direction if you need it or go to a forum and ask for help there, but don't give in until you have made a success of that method!

Once you have one success under your belt then others come along much faster!

Accelerated learning

The internet is like a huge encyclopedia, pretty much all the information you need is out there waiting for you to find it. So you need to adopt a mindset that if you don't think you can do something, then you will search to find out how to do it, or find someone who can help you with it.

Most people give up far too easily, when the information they needed was just waiting out there for them to grab!

Take the path of accelerated learning, get out there and do it, get the book you wanted to follow from the pages above, jump straight in and take massive action and if you get stuck, then go out and find the information you need to get the results you want.

I can guarantee you will learn so much faster and get so much more done by just getting stuck in and correcting course as you go along than you will by trying to make sure you know everything you need to before you start. You can know how to do something, but until you put that knowledge into action then it is useless!

Learning to be productive

There is an unwritten law in the internet marketing community that you have to appear to not do any work. Every salesletter I see tells me how the author only works 1 hour a day to generate six figures, or how your new profit pulling site will only take 30 minutes a day to maintain so you can sip pina coladas on a beach somewhere for the rest of the time.



Let me dispel that myth, you COULD maybe make some money like that if you get things set up right, but you would only make a limited amount of money and you need to put in hard work at the start to get it up and running (see 'leverage' later). The truth of the matter though is that every internet marketer I know works incredibly hard!

Sure we enjoy it, we have the freedom to do what we want during the day, miss days if we want, but it takes a lot of work to run an online business!

So it is imperative that you learn to be as productive as possible, this allows you make the most amount of progress in the shortest amount of time, and once you go full-time that means you make the most amount of money for your time!

Turn all your email alerts off, they just distract you, instead check your email every few hours and reply to everything then. Work in stints of one solid hour of work, then take a break from the screen, then come back for another hour, by focusing on just one thing at a time you will see an enormous increase in your productivity.

Try to 'batch' tasks as well, when you get into the frame of mind to say - write an article, then it is much easier to write 2 or 3 while you are in that frame of mind than to do one then move onto something else and come back. By learning to batch all your tasks you will be much more efficient.

Two more powerful techniques are a 'to do' list and a daily review. If you have a 'to do' list (like I have mine next to me now!) then you will have a clear idea of what you want to achieve and it will help to focus and drive you, it also shows progress when you tick off items on the list as you go along. Try to aim for just 3 or 4 things to finish per day, too many and you'll start to be distracted by worrying about the rest, get those 3 - 4 done and then if you have free time you can start on something else.



A daily review of your progress will help to catch yourself out when you start to slack off, if you know you have been lazy one day then at the review you will hopefully feel guilty and this will drive you on to make up for it the next day. If you don't have these reviews then you can find yourself goofing off for days at a time and that doesn't make any money!

Dealing with problems

Every business has problems, remember that if things ever start to go wrong for you. EVERY business has its fair share of problems, it's how we deal with them that makes all the difference.

A positive outlook is a must, you must believe in yourself and your skills or the skills of the people you know to get you to where you want to go. When you run into a problem then instead of thinking, 'Why does this always happen to me?' which won't help at all, think, 'How can I get past this and make it even better?'. If you ask yourself those kind of questions you will get answers to them which will help you, if you are asking those negative questions then do you really want the answers to them?

The mind works in mysterious ways and if you start to ask for a solution and start to look for one, then things you overlooked before will start to jump off the page at you. You will find solutions in the end, or you will realize you can change your approach so the problem never even occurs.

So the next time a problem occurs, take 5 minutes out, then come back with a positive attitude and start to look for that solution, don't stop until you've found it or found a different approach that gets rid of the problem!

Winning in the Longterm

This mindset is about thinking of the future. When you first start off you are just after enough money to go full-time, you are not concerned with thinking about the long-term sustainability. If you want to really make it big then you need to start thinking as soon as possible about the bigger picture.



This means you need to think past the product you are promoting and start thinking about the other items that someone who buys that product would need. This will help you to build a funnel of products that a prospect can go through to help you get the best return on your investment to get that prospect to your site.

The most expensive part of marketing is customer acquisition, it is much cheaper to get an existing customer to buy from you again than to get fresh customers. This also means you need a way to keep contacting them, so you need to build a list of email addresses that you can use to do that, most people skip this crucial step and leave a lot of money on the table because of it.

So take a minute now to write down everything you are doing or going to do, and expand each part to include more products you can sell to the same people, and how you can collect their email addresses so you can contact them multiple times. Then as you start work on each project take time out each week to see if you are building a business from it, or just trying to make a quick buck!



Section Two: Essential Tools of the Internet Marketing Elite

There are a core set of skills and tools that you need to be successful as an internet marketer. Make sure you use or at least learn about every single one here, but ideally in the end you want to leverage all these tools and skills to get the most out of your marketing efforts. Let's look at each in turn:

Writing

There I said it, you're going to have to do some writing. But don't let that scare you, I've had to create official reports before at my old job and THAT was scary writing, but writing on the internet is so much easier. On the internet you just write as you would speak, you don't need to worry about using the biggest words you can to impress your boss, you don't need to worry about proper grammar (I'm not too sure if that was good grammar or not!) and punctuation - which makes writing so much more fun!

Let's face it though, in a day to day job you have to talk, you talk to your colleagues, on the phone, to your boss, to clients etc. Now on the internet you don't have that, the medium to talk is by writing, so that replaces the talking you do in a normal environment.

If you are not a very good at typing then probably the best investment you can make is in Dragon Naturally Speaking 10, which is speech recognition software that types what you say. It is so much easier (and faster) to just talk away and let the computer type it up for you!

If you don't get that then at least look up some tips online to help increase your typing speed and accuracy, a good start might be here: www.wikihow.com/Type



Even when you are earning enough money to pay someone to write things you find boring like maybe articles, then you are still going to need to write emails etc so it pays to learn how to type faster now!

Website/Hosting

When you start off then you might be able to get away with using web 2.0 properties like I am about to discuss in the next part, but in the end you are going to need your own website.

This may be a company website, it definitely makes you look more professional to have your own company website for when people look up who you are, but more importantly then your 'money sites' should be your own.

It takes a lot of work to get your sites to where they are ranking nicely for keywords and if you are using another site like squidoo.com to get that ranking then if they decide to close your account or change something... you're dead in the water! A central website should be your main aim, something you can nurture and build which will stay as a money making asset with you as your business grows.

Another huge benefit is that you can split test different elements of the page, testing is what separates those who earn pennies from those who earn millions. Even just a very simple tweak can result in huge gains from the same traffic - but if you don't own the site it is very hard to test things properly. You are also limited to using their layout and their styles etc which again could affect your conversion rates.

Getting your own site up and running is relatively easy, if you know nothing about html then there are plenty of tutorials out there that you can learn from, or you can install a Wordpress blog and that allows you to update your site without editing any html!



Hosting can be purchased from Hostgator at just \$4.95 a month! A domain from Namecheap will set you back just under \$10 a year for a .com, that is all you need to pay to have a site up and running!

As soon as you can try and make your own website (if you haven't already), take the accelerated learning route and just throw yourself into it!

Web 2.0 Sites

I know I have just been talking about the benefits of having your own site, but leveraging web 2.0 sites can be the smart way to get extra traffic both to your own site, or directly to your offers.

So what is a web 2.0 site? Well there are lots of different definitions, but I like to think of them as sites where the users can generate content themselves and/or comment on content and interact with other users while there. What this means is that you can generate your own content on them to market to people on these sites.

The power lies in the fact that these sites are usually very powerful in the search engines, they have a lot of links coming into them, they are huge and constantly being updated, so the search engines rank their pages well. This means that you have to do a lot less work to rank well in Google with those than you would with your own site (often a lot less!).

Make these a part of your marketing arsenal by targeting low competition phrases to get traffic to the page and through your links, and you can also use them to give you valuable links to your websites.

Each site is different and allows you to use it in a different way, here are some of the most popular sites and a brief description of what they can be used for:

www.blogger.com- create your own blog

www.scribd.com- submit digital documents which it then publishes for you



www.ezinearticles.com- submit your own articles

www.youtube.com- submit your own videos

www.zimbio.com- submit your own articles

www.squidoo.com- create your own page (lens) on the site

www.buzzle.com- submit your own articles

www.hubpages.com- submit your own articles

www.revver.com- submit your own videos

www.searchwarp.com- submit your own articles

Blogs

As mentioned before then if you don't have any html experience then you may be better off going for a blog rather than a static website, but in certain circumstances then a blog will be much better even if you can make html websites.

Google has a love affair with the only blog platform you should consider - Wordpress, because of the way the blog is laid out and the way it archives posts etc. This means that often (not always) a blog ranks better than a website. You do however lose some of the flexibility to have the page looking exactly as you want it. With a normal website you can quickly edit your page in a html editor and see the results, with the blog then you have to edit the template code on the server and then go back and change it if the results were not as expected.

What you lose in flexibility there though, you gain with the ability to add in plugins to your blog which can easily provide the ability to do lots of different tasks. Want to have a sitemap generated and update every time you make a post? No problem. You want people to be able to bookmark your post at social bookmarking sites with just one click? Done. You can probably do all of the extra stuff the plugins can do yourself on a static site, but it would need a whole load of scripts etc adding to your site and a lot of sleepless nights trying to get it all to work properly.

You can find 50 useful plugins here: [50 Plugins for Power Blogging](#)



Autoresponder

The mighty Autoresponder, working tirelessly behind the scenes to deliver all your emails automatically when someone signs up to your list! Autoresponders send a prefilled series of emails to your prospects/customers for you which are personalized with certain details like their name etc, you can also send broadcasts out to everyone on your list whenever you need to make an announcement.

Lots of people, especially offline businesses are amazed when they find out about autoresponders, and they are a fantastic tool. Most people on your list don't know about them either, I regularly get emails back from people thanking me for taking the time to email them some useful info...

Building a list is one of those chores you know you should do, but you never get around to it. Sure thinking up new stuff to email them every few weeks can be a pain, but it can really pay dividends on your bottom line.

Imagine being able to send out one email over the weekend and pull in thousands of dollars! I know that seems like hype straight out of a salesletter, but it's true, if you have a big enough list and a good product you can do exactly that. I have heard the figure being bounced around that you make the equivalent of around \$1 per subscriber per month!

All you have to do is load up a set of emails to contact your subscribers every week (or more if you want), just touch base with them, give them some news or some useful information, then after say 2 emails of content and news you can push a product and make some money!

You can actually host your own autoresponders, but when your webhost finds your computer sending a lot of email they freak out about spam! Here are the two main autoresponders you can get which won't suffer with that problem:

www.getresponse.com & www.aweber.com



Payment processors/affiliate networks

Now we're getting to the part where you make money rather than spending it!

If you are selling anything online then you need someone to process payments for you, once you have a big enough business then you can have your own merchant account through a bank to process payments, but in the meantime you need someone to do it for you.

A payment processor is just that, they process the payment for you and pay you, in return they take a cut of every transaction. It is a great setup as you don't need to worry about anything but keeping your refunds low and getting people to your site! (if you have a high refund rate you may get into trouble as your product is low quality or your offer does not match the product you are selling).

There are certain products like gambling/mlm schemes/get-rich-quick schemes etc which the processors will not take, but most other things should be ok. To sign up typically you just fill out your details to apply and they review your details and give you a decision in a few days.

Here are some popular payment processors you can choose from:

www.clickbank.com (digital goods only)

www.paydotcom.com

www.2checkout.com

www.nocheck.com

www.paypal.com

I think Clickbank deserves a particular mention, if your product is digital, like a digital book, a subscription to a website etc, then they will happily process payments for you, but they can also help you to sell more! They have a built in marketplace where anybody with a Clickbank account can become an affiliate and help you to sell your product. That means if you have a salesletter that



converts well you could get some of the top affiliates driving traffic to your site and you only pay them when it results in a sale!

Now onto affiliate networks, these are networks like Clickbank that pay you every time you refer someone to a site that buys a product. Typically you get between 5 - 10% of the sale, but at places like Clickbank where there is no physical inventory for the merchant to store then you can get as high as 75% of the sale!

All of the sales are tracked by the network, you are given special links and you get people to click through those links to go to the site, the sale is then tracked to your account ID and you are allocated a part of the sale automatically.

Here is a list of affiliate networks to get you started:

www.cj.com

www.clickbank.com

www.linkshare.com

www.affiliatewindow.com

www.shareasale.com

www.linkconnector.com

www.google.com/ads/affiliatenetwork/index.html

www.pepperjamnetwork.com

www.click2sell.eu

...and you can go here: [AssociatePrograms Affiliate Network List](#) for a whole load more!

Some networks have strict rules about how much traffic you need to be getting before you apply and what websites you can advertise with etc, but others just automatically let you in. Go through and apply to about 10 and you should be accepted by a good number to allow you to get going.



Relationships

Whoops, what is this doing here?

No seriously, the relationships you form while you are online can be some of the most profitable things you have. If you have a good relationship with someone then that opens the door to assistance, to joint ventures together, to brainstorming together, all sorts of great stuff.

Lives have changed just through the power of the relationships they had with influential people in the world of online marketing. Know someone with a popular site? Ask them how they made it so popular and start one yourself in a different market!

Every action you take and every conversation you have with people is branding yourself. Are you someone who can be trusted? Are you always picking holes in other people's ideas and projects? Or are you supportive and give good ideas? What is your customer service like? All these things will get noticed and may open or close doors to you.

Always give 100% to every email you send, every contact you have and try to form the best relationships you can every time you meet someone, you never know what it may lead to.



Making money

It seems like there are so many different ways to make money online, with thousands of courses out there on all different things like site flipping, selling PLR, making money selling photographs, you name it and someone is probably selling a course on how to make money from it! But in reality it really all boils down to 3 different models:

Adsense/Selling Advertising

Adsense was a phenomenon when it first launched, you can get paid just for someone clicking on an ad on your page! It is the other side of PPC, you display the ad and people pay you every time someone clicks on the ad (and Google take their cut). It was an automated way of doing what some people have been doing for a while now, selling advertising space on their sites.

A good website is valuable for the amount of eyeballs it can get onto an offer, so if you have some decent traffic you can sell space to people who want to advertise on it. However this used to be a pain, you'd have to negotiate, collect the payment, code the advert into the site... a right pain!

Adsense takes care of all of that, you just put some code on your site once and Google provides targeted adverts that show up automatically on your site based on what content you have on the page. The payment per click used to be quite high, but over recent years that has dropped as the advertisers have become more savvy and understand that there was a lot of widespread abuse of the system which resulted in clicks but no sales for them.

So is it still a viable option? I know lots of people who would say it was, but the truth of the matter is that with the amount of effort they put into the sites they create for Adsense then they could probably make a lot more from affiliate marketing or having their own products! Use it to supplement your income not be your main focus.



Affiliate marketing

We discussed this briefly in the affiliate network section, the idea is that you get traffic to someone else's site, and if someone buys you get a cut of the sale. You don't have to deal with the customer service, refunds, product creation, upgrades etc, all you do is send traffic to them. However that also means you don't control any of the process which can be frustrating.

Let's look at the main ways you can get people to click through your affiliate link to go to the merchant's site:

Review pages: Review 3 products on a specific niche and recommend which you think is best. Have affiliate links in for all of them just in case someone prefers something about one of the others. Drive traffic to the page and if they like your reviews you should get sales!

In context links: When you are writing about something on your site/blog, in an article, then you put your affiliate link directly into the text as you talk about something. Maybe you are talking about dog training, and you can quickly slip in an affiliate link about a product you know of that may help them.

Banner ads: Display one of the graphical banner ads on your page with a message of some kind that will make people click through.

Small text adverts: Just like AdSense, when you control your own site you can control what shows up on it, so you could put small discrete text adverts on your site to promote products.

Popups: Have you ever had something 'popup' on the screen when you go to a website? They are a great way of getting attention to your message/advert.

Those are the main methods and lots of different variations of each exist. To get started then you need a solid plan of how you are going to get traffic through



the affiliate link (without spamming etc) and then you need to sign up to one of the networks mentioned earlier.

If you still prefer the AdSense model of building small sites and getting traffic to them to get people to click ads, then you can use the same strategy but just replace the AdSense code for the little text ads mentioned above, I have heard that it can produce much more revenue than AdSense and you have much more control over what is displayed.

Of course you don't actually need to make a full sale... another form of affiliate marketing is where you just get people to give their zipcode to a website, or sign up with their email address etc, known as CPA or Cost Per Action/Cost Per Acquisition offers then the payouts can be quite lucrative, \$1, \$2 even much higher for credit card applications and insurance applications. Of course for the higher payouts you need the visitor to do more work!

But the simple offers can be hugely effective, for instance, if someone was offering a free trial of a site, and all the person had to do was give their email address. Then if you offered that to people in the right market who were interested in that kind of site, how many would sign up? A lot more people than would buy it if you just flat out referred them there and asked them to buy! So although the payouts are smaller than getting paid for every sale, the fact you can get so many more people complying can often make it much more lucrative!

Product Creation

This is where the most money can be made, when you own a product then you take all responsibility for the customer service, salesletter, product fulfillment etc but you can be the one getting affiliates to sell for you, plus if you make a sale yourself you get 100% of the sale not just a cut.

There are a huge amount of products you could sell, but the only products that you really want to concentrate on now are information products. With these you can sell them for almost 100% profit each time as you don't have to store



anything or actually post anything to the customer. You can't get a better profit margin than that!

Clickbank deals with purely digital products so if you want to see successful information and software products then have a browse through their marketplace here:

www.clickbank.com/marketplace.htm

That is a goldmine of ideas!

Once you have a product created and in the marketplace then it is your job to get the salesletter converting as well as possible. Affiliates only have a certain amount of traffic to send so they will send it to the person who can translate that into the most sales or the most amount of commission for them (i.e. if you sell a high-priced product that doesn't convert as well as a low-priced one then they may still make more commission in the end).

Using Leverage

Ever heard the saying, 'The rich get richer and the poor get poorer'? Well it is certainly true online. There are certain tasks you should be doing every day to make money, like submitting articles, getting links to your sites etc, but they are such a pain to do every single day, and they take up so much time!

Well once you start to have money coming in then you can leverage other people's time and pay them to do it for you. That leaves you free to work on other things that you do enjoy and frees up so much more time and mental capacity as you can really apply yourself and build your business!

Once you are free from the more basic tasks you can be more creative and come up with loads of new ideas, and also be more strategic and start to plan where you want your business to go.



Ways to Get Traffic

Getting traffic is whole report in itself, but I thought I'd concentrate on the essentials, the core methods that you need to master and do consistently to build up your business. All the new ways to game craigslist and get traffic from putting files on software sites etc, that is the extra stuff you can try, the icing on the cake, but these core activities are tried and tested methods of getting lots of people to your site.

Articles

Apparently articles have launched the careers of superstars like Joe Vitale and many others. Articles are a unique and often undervalued way to generate traffic, prestige and sales.

Apart from the fact people read the article and go through to your site, there are two other main benefits, the first is the relationship you build with the reader, the next is the image you create. When you get someone reading your article then a relationship is formed between both of you, if they like the way you write and/or the information that you provide, then when they go through to your site they are a 'warm' prospect as they feel they know you a bit more than some faceless corporation, that should hopefully translate to more sales!

Also something you have to think about is that the articles will be spread over the internet, so say someone is researching insomnia and they keep coming across good articles by you on all sorts of sites. Even if lots of them are duplicates then the prospect will be thinking, 'Wow this person is published all over the internet, they must be a leading authority on Insomnia'. People buy from 'leading authorities' ☺ so hopefully they'll seek out your site and buy from you!

That is why I love article marketing so much, not to mention it is free if you do it yourself!



The basic idea behind article marketing is that you write an article, minimum of about 400 - 500 words. You then submit it to article directories who host the article for you and allow other sites to come in and grab your article to publish on their site. At the bottom of your article you have a 'bio box' which is essentially your advert that they allow you to have as payment for you giving them an article. So someone reads your article, sees at the bottom why they should click through to your site, and hopefully do!

This is something that definitely needs to be in every internet marketer's arsenal! So let's look in a bit more detail at what you need to do.

You can take two different angles with article marketing, one is you try and get as many people to click through your article as possible, the other is you try to get the article ranked in the search engines for a specific keyword to get consistent traffic to them. Let's look at both strategies in turn:

1. Grabbing readers

Don't ask me how, but when you submit an article to the article directories then you will get people reading them within minutes. Some must be webmasters who want your article for their site, but from the amount of clicks through the bio box I get on some of my articles then ordinary surfers must be finding them as well.

That is strange is because the article won't be ranking in the search engines for anything yet so people must have the site in their favorites and come and read them? Or maybe other authors as they browsing through and finding the articles?

Either way the key to getting as many people to read your article as possible is to a) choose a hot market, but b) to have an attention grabbing headline! Something like 'Is Your Insomnia Going to Kill You? The 5 Deadly Facts About Sleep Deprivation' - that is just something I quickly made up, but you get the picture, you grab their attention and funnel them through to your article.



This means you capture as much of the traffic that is swirling around these sites as possible, but it is not so effective for the second strategy...

2. Ranking in the search engines

So the first strategy will work for as long as people can find your article, you may find yourself ranking in the search engines for some phrases by accident, but more than often than not then after the first week your article gets buried on the site and your traffic gently dwindles to nothing.

The only way to combat that is to try and grab yourself a ranking in the search engines that will filter free traffic from the search engines to the article on a consistent basis, and then hopefully through to your website via the bio box.

The title of your article is an important part of your ability to rank, which is why you can't do the technique above of making a really good title AND aim for the search engines (but you can try). There are so many factors that go into a ranking that nobody can be sure of what the perfect way to get your article to rank is. But one thing that definitely seems to play a part is having the keyword you are targeting in the title, preferably near the start (as the article directories use that as the title of the page the article is on)

The length of the title also seems to be important, so if you drown your keyword with lots of extra words and someone else doesn't, then they could rank much better than you.

You want to aim for keyword phrases that when you type the keyword into Google with quotes around it - they only have about 20,000 results. Maybe more - it depends on what directory you are using (only Ezinearticles.com is worth the hassle, but goarticles.com and searchwarp.com also rank reasonably well) and on the market you are targeting.

So referring back to the attention grabbing title before - 'Is Your Insomnia Going to Kill You? The 5 Deadly Facts About Sleep Deprivation'. Then just as an



example let's use the keyword phrase 'sleep deprivation and reaction time' as our targeted keyword. It gets 51 searches a day and only has 1,380 results in Google when typed in with quotes (if you look at it in Google you'll see someone has actually written an article on this keyword and it is ranking - what better way to prove the power of this!).

[At the time of writing there is an Ezinearticle ranking on the first page for the keyword above, click here to see if it is still there.](#)

Now you can see the dilemma, how do you write a short, interesting title and get the keyword phrase in? Sometimes you can do it, often you can't! So you have to go for something vaguely interesting and instead concentrate on the ranking putting enough eyeballs on your title to get people to click.

So you could have, 'Sleep Deprivation and Reaction Time, The Hidden Killer' or 'The Deadly Effects of Sleep Deprivation and Reaction Time' (keywords not near the start I know - but you just have to do your best). The article that is currently ranking has, 'The Link Between Sleep Deprivation and Reaction Time' for example.

Now hopefully if you write a title like that and have the keyword in your article a few times, then it may rank for the keyword phrase on the first page of Google's results. That can then net you a portion of those 51 people every day coming to the article until it starts to get old and Google starts to replace it with what it thinks are more relevant results.

Give it a try - it is free if you do it yourself!



Web 2.0 Sites

We spoke about these before as an essential tool for every marketer, and the primary reason for that is that they rank so well in the search engines.

New sites need to build up trust and reputation - that takes time! Sites like squidoo.com can have a new page ranking well for a low competition keyword in just hours - that is insanely fast!

So the technique you use with these sites is to find some low competition keyword phrases, it varies from site to site what you should aim for, but if you search for your keyword in quotes and there are less than 50,000 results in Google then that is a good start.

You then create a page on one of those sites that includes your keyword a few times, publish it, then get a few links to the page with your keyword as the anchor phrase (lots of times you don't even have to get links, but it helps long term) and keep an eye on where your page gets to in the search engines.

Sometimes you'll need to build more links, other times you will get to the top position easily with no work on your behalf, other times you won't get near the first page of Google no matter how many links you get to one of these website pages! Google has incredibly sophisticated algorithms to work out who should be on the front page of their results and it could be the keyword or even the market that has unique factors Google wants from you that just aren't present normally on these sites.

The key is to test, find out what works for you, also to try and get lots of them out there as some will stick and some won't. Try to get them all to stick, but then make sure you know when to quit so you don't waste time on a dud. Then get started building more!

You have to watch what you put on some of these sites, squidoo for instance allows pretty much anything as long as you give some quality information. So



you can put up an article you wrote on the keyword phrase, then plaster it with links to your site. Places like Hubpages are fiercely guarded by its members I believe, they will brand you a spammer if you try to sell something blatantly on the page. So for that site you have to be more subtle and you essentially write an article like you would for an article directory, that has no selling in it, then at the bottom you get a chance to put a 'bio box' with a link in it.

Make sure you pay attention to these rules as you don't want your page or your account flagged for breaching any rules of the site!

PPC

Pay per click, the 1000 pound gorilla of advertising methods, difficult to master, expensive to learn, but allows to tap directly into your prospects at potentially the best time to catch them. Adwords is the Google PPC engine and that is the dominant engine so I'll concentrate on that for this section.

There are two ways of using PPC, you either supply keywords you think people will type into Google to search for things, your ad is then shown for them, or you select sites you want your ad to appear on, and Google finds relevant pages on it and shows your ad there.

Placement targeting, which is what putting your ad onto other sites is known as, has come a long way and it quite targeted as you know if someone is on a site about model trains then they have an interest in them and could want your model train product, but it doesn't compare to keyword targeting.

Let's say someone is looking for, 'Where can I buy a [insert type here] model train?'. They type that into Google searching - are they a good prospect to get to your site? (providing you have that train in stock of course!) Yes, they are the best kind of prospect! That person is looking to buy, all you need to do is get him or her to your site now and entice them to buy.



That is why keyword targeting is so powerful, you can contact the prospect directly when you think it would best to. Finding the best keywords to use is something of a science, but after testing for awhile then you can sift out all the good ones that produce sales which will enable you to spend less and earn more! The holy grail of PPC!

That takes time though, don't expect to jump in and start to make money straight away. You need to learn the basics first, then try adwordsmiracle.com to learn some more advanced tricks to help you get the most out of your campaigns. Send traffic to review sites to presell your prospect and if you can, collect their email address so you can sell to them again and again. Then split-test and tweak constantly to get the conversions of both your PPC ad and your landing page up as high as possible!

SEO

Search engine optimization is the process of systematically changing and building a site so that the search engines deem to be relevant to the keywords you are targeting, so you get high rankings and therefore traffic and sales.

This is something of a blackart, with so many rumors, misguided truths, opinions and self-proclaimed 'gurus' out there that it is a wonder anyone actually gets anywhere with their sites! You need to find a source of information you trust, take in all they tell you and start to implement it on your sites. Then you will learn what works and what doesn't for YOUR sites in YOUR market. There is no magic pill, what works for one site for various reasons does not work on another.

The core of SEO though is to make a relevant site, so all on-topic with your market. Build quality content, make sure the title of the page and its meta description tag have the keyword you are targeting in, make sure your webpage has the keyword in a few times, then build plenty of targeted links to the pages of site.



Those are the basics, they have helped me to get hundreds of people from the search engines to my sites with little effort, but once you are up and running you will need to start learning about things such as good and bad neighborhoods, themed links, the commercial intent of your keywords, and many more things to make sure you stay on top of the game and keep your rankings!

One important point to remember is that SEO is a long-term game, you don't play for the short-term or you'll only get short-term profits. So don't rush at the start or you might ruin things, don't go for the 'quick buck' and try some new method to 'trick' the search engines, that just won't work for long!

If you try to cheat the search engines they will catch you, you have to befriend them instead. Provide quality to the visitor, take your time, never use even slightly blackhat methods (anything to try and cheat the search engines) or you will eventually get caught. If you do that then hopefully over time your traffic should increase massively as long as you keep up your efforts.

Another key factor in your ranking efforts is something people ignore far too often, the inner game of SEO, how your website is laid out. Everyone at the moment is so concerned with how many links they are getting to their site they overlook this important factor.

How you lay your site out can have a huge effect on your rankings, if you link the internal pages together or not, if you 'silo' your content - so there are basically multiple silos of information all separate but on the same site (like having a dog site but having one section just on poodles that only links to poodle information).

Another important thing people miss is that they go to all this effort to get links into their site, if they get the correct ones then this passes minute amounts of pagerank (a measure by Google of how popular your site is) to their site through the links from another site, but then they inadvertently pass that out again when they link to someone else!



This is known as 'Pagerank Bleeding' and if you cap it you can help your site rank better by retaining all the pagerank you worked so hard to get. To cap it all you need to do is find any links either going to external pages OR internal pages you don't need to rank for anything (like the sitemap, or the 'about us' page) and add the code `rel="nofollow"` to the code for the link, this should then stop Google passing pagerank through that link.

It is these little things that can set you apart from the competition, this means if you have the same amount and quality of links as your competitor, and everything else is equal (it never is!) then you would rank better as you have a better site structure and hopefully a higher pagerank!

Here are three great places to start your education in SEO:

<http://www.seobook.com/blog>

<http://www.seomoz.org>

<http://searchengineland.com>



Conclusion/Next Steps

There you have it, the essential skills and tools you need to become one of the internet marketing elite! There are two paths now, either you are reading this and you have yet to start your business, or you are trying to build up your empire and need a little direction. If you are just starting, then I'd advise reading through all this again, then heading over to warriorforum.com and starting to read what people there are talking about. Start with affiliate marketing which will teach you about affiliate networks, getting traffic, web 2.0 sites, how to write to get conversions, building websites, what markets sell and a whole load more. Once you are good at that you can move onto other areas with much more confidence.

If you are working but not getting anywhere, then take 5 minutes out now to think about what you have just read, what areas are you strong in and what areas are you weak in? What techniques are you employing and which are ignoring? Take your main money-making activity, product creation, affiliate marketing etc and make sure you are using all the skills and tools we spoke about and try to use as many of the traffic generation methods as you can. Make sure you don't put all your eggs in one basket and stick to just one market (I've been there before!). If you made a product in one market then also do affiliate marketing both in that market and another one, you may find the other market is a lot easier to make money from!

Above all remember you can do it, don't spend money you don't have on frivolous courses and tricks, stick to the essentials, learn what you don't know, take action and learn more from experience and you too can join the internet marketing elite!

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