

MarketStorm

EMAIL MARKETING STRATEGIES

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Mighty Ways To Cash In On The Net With A Proven Blueprint



Step 1: Decide Your Niche

In picking out a niche, see to it that you opt for one that you're interested in. As what you might have experienced, it's absolutely unhelpful to work with something that you loathe. It's rather difficult to convince customers to buy your product or service when you yourself don't have the heart to take interest in it.

The opening move to selecting a niche that's correct for you is to consider the issues and subject matter that you're most passionate about! By being passionate about a certain matter, you'll be motivated to learn more about it, teach other people about it, and work in it on a daily basis. Among the basic issues when it bears on failure in online business efforts is that a individual selects a niche that they think other people will be interested in, but they plainly have no interest in it themselves. Prevent this downfall right from the beginning - make certain whatever content you pick is that which you have a great interest in!

While learning how to pick your niche,

it's crucial to ensure that you've a great idea of your "target" audience. By discovering who's best suited as your audience, you'll be able to supply content that will meet the requirements that they have, and school them on items of their concern. It's equally crucial to guarantee that you're part of the audience that you're trying to draw in. This will guarantee that you cover every facet of your niche, and relate on a personal level with the other people that are in the same audience.

Next apply the use of content that's uniquely yours. Exclusive material that you write, or have composed by ghost writers who produce professional SEO content, helps to demonstrate you as an authority in your niche. Ensure that your material can't be located anyplace else on the Net! This will immediately drive traffic to your site as you'll be providing visitors something fresh and unique. There are a lot of companies out there nowadays that may offer you unparalleled content.

Step 2: **Select A Money Making Niche**



You are able to merely do this by checking a few article sites and a few other things.

Study articles and how they're written so that you are able to have a great idea on how to market your niche.

As an author, you've probably went through a lot of times when you just don't know what to write on. Maybe you've exhausted your common subjects and are looking for something different that will bring in the readers. This will give you hints for a few hot article topics.

By applying these easy ideas, you'll be able to step-up your views, fascinate your audience, and ensure that your material brings in a constant stream of income.

Write on an approaching holiday.

General audiences are commonly interested in info concerning to the holidays. If the content is well written and furnishes info that is other than basic knowledge, you should see a good amount of views. These will fizzle out after the holiday has blown over, but will recover momentum, once the holiday approaches, once again.

Research up to date events. If the matter is red-hot in the news, it will be red-hot to likely readers. Attempt to determine your own voice and present your data in a way that's unique to your audience.

Write a report about pets. There are a

lot of pet devotees around the world that like reading about their furry champions. Pet care is a great place to begin.

Journal about our surroundings. Green is the up to date theme in news these days,

and the chances are that it's here to stay. You are able to write about how persons may "green up" their lives, what fresh alternate fuels are being formulated, or how our environment is bearing upon wildlife.

Any subject you decide to write on is likely to take in a powerful amount of readers. Tell individuals how to save income. This is among the most red-hot topics around, and it consistently pulls in viewers. The great thing about this subject is that there are perpetual ways to save revenue, so you should not have a problem making your material unique.

Write on your passion. If you are profoundly interested in an issue, there is a great chance that other people are, as well.

Do not forget to make your article original. Do not overexploit info that is vastly available over the Net. Pick out an easy yet unique title that will rank high on search engines, and draw in fresh readers.

Step 3: Choose An Affiliate Program

After you've decided what niche to promote, you are able to then visit free affiliate sites which provide good-quality affiliate products. You must check that these have a great sales page with an elevated conversion rate. You are able to confirm this by getting hold of the creators of your chosen product. Make certain that your product fits with your niche. As well ask yourself, if you were the consumer, would you purchase the product?

If you have been on the Net any length of time, then you know that affiliate marketing is an exceedingly lucrative way to bring forth income online. It's moderately simple, it may be done with little or no ad expenses, and an assortment of niches may be researched.

Picking out the correct affiliate products to market is critical to your success. Abiding by these easy steps will assist you in making the most beneficial choices.

Put together a list of affiliate products for each one of the niches that are of interest to you.

Assess the commission structure of the affiliate plans on your list. Commissions commonly range from five percent to forty percent for palpable merchandise and up to seventy-five percent for digital merchandise.

Have a look at the vendor's payment processes. The more reputable



companies will pay you either via check or PayPal. A lot more will even pay you through an affiliate network, who will, in turn, compensate you by check or direct deposit to your chosen financial institution on behalf of the vendor. Have a look at the vendor's sales page.

This is the page that will be looked at by visitors you refer to the parent company. A great sales page will be simple to read and simple to navigate when the buyer is prepared to make a purchase.

Have a look at what the rivalry is marketing. Look up relevant keywords in your preferred search engine and check over the sponsored ads.

In a lot of cases, these are advertisements are produced by other affiliates. If no one is promoting your chosen affiliate products or something like it, then there might be no demand for them in the current market.

Step 4:

Make A Site Or Blog

You must produce your own site or blog, where you are able to put all your marketing techniques. If you want to maintain a site, be prepared to use a few bucks. Instead a quality hosting and a WordPress blog may guide you with the simple development of your page. The latter is truly helpful since you are able to join their site free of charge and you are able to be guided with whatever you desired to do with your page.

It is crucial to have an internet site if you have a business. Most internet sites commonly have multiple web pages that display info about the owner, product, service or contact. If you are merely setting out to have an internet presence with your business, it is a great idea to make a business web page. You are able to even begin a business web page free of charge.

Look for a free web site hosting service online that lets you publish content. Some free of charge services that allow you to begin a web page fast are Blogger.com, Wordpress.com, MovableType.com and Weeby.com. Have a look through each of their choices and select the services that you like best. The advantage to these services is they are free of charge to use.

Sign on for the service they're supplying. You need to make a username, a password and supply your e-mail address. After you sign on, you will have to pick out a title for your web site. Normally you are able to only register your site name under a



sub domain name as you are hosting under their service.

For instance, if you would like to produce a free of charge web page on

Wordpress.com and wish to title your pizza pie business greatpizzashop.com, your domain name will be greatpizzashop.wordpress.com. Pick out a template for your particular business type. You are able to pick from a lot of free templates.

For instance, in Weebly you are able to select a design and choose from over thirty different templates. You are able to pick out the category themes ranging from instruction to marriages. You will prefer to pick "Business" for templates that have business conceptions.

Wrapping Up

Just like many of you, I at one time subjected myself in unrelentingly discovering ways to make money from home. I've constantly researched the net for tips and essentially steps on how I may begin my career online without necessarily leaving my job or overlooking the crucial events of my life.

I wish you to experience the success of net money-making and distinguish how you are able to produce income and have a Net lifestyle at the same time. Let's begin now.

Quick Sales Tips

Buyers are smart

People ask for refunds when they see junk. Buyers are smart that's why creating junk or sub par quality is suicidal Here, we'll look at a number of ways to get your business going and make it successful. By following the advice, your business will get off to a great start and stay that way.

The beginning golden rule of any business is to discover the demand. With marketing programs, you'll likely be given an array of products to sell.

Check into the demand of these types of things. You should attempt to stay away from vogueish items. They'll sell like crazy one minute, but you'll be giving them away the next. You need items that you know individuals want and need. That way, your long-run sales objectives will get met.

Following... is don't limit yourself to merely one product. Attempt to offer a variety of items. A lot of marketing programs offer a choice, and it's best to go with these. Basing your business on one product might work in the short-run. However, somebody will finally come along with something better and/or cheaper.

3rd, you need to set your business apart from other people. You need to demonstrate what makes you and what you offer better from other people. What do you offer that sets you apart from other businesses? You should always use tact when discussing your competition.

Putting them down or being rude will only backfire on you. Talk up the advantages that you offer and leave it at that.

Forth, you should always do your best to ensure fast and effective service to your clients. However, there'll come a time when there's a glitch. You need

to keep your clients informed and aware of what's happening. Things happen that are beyond your control. Most clients are very forgiving if they're made aware of this. Keeping your customers in the dark could result in losing them for good and tons of refunds.

Finally, keep your buyers happy. The happier they are the more likely they are to return. Offer your customers incentives like savings on their next purchase. It might cost you more' but only in the short-run.

Keeping your buyers happy will result in them referring you to others. Make sure that your products are of high value and quality as well.

Online businesses are easier in the fact that they minimize risk. Everything else is like any other business. You need to work hard to keep your buyers happy. You need to set yourself apart from other people, and protect yourself against the worst. By following the advice here, you'll be giving your business the best possible chance for success and cutting back on refunds.

Bonus Tips:

Even The Best Won't Sell Itself

Even Good products don't sell themselves. Focus on marketing to deliver value to people - sell sell sell the quality and communicate it.

Perhaps you've heard the term: Build a better product and they will buy it. Well, as capital as it sounds, even the best product still won't sell if individuals don't know it exists. They still won't purchase it if they don't discover the value in it.

In today's age where individuals are deluged with ad messages day in and day out, you need a better message than everybody else to stick out and be noticed.

1. Do whatsoever it takes to 'impact' your audience

What are you doing to stick out from the crowd? You need to stick out like a sore thumb and make certain you're thought of.

What are you doing in your branding that makes you and your product memorable? You can't be timid here. Demonstrate enthusiasm in your product and services. Show individuals that you love what you're doing. This alone will make a immense impact. Be called the guy or girl that fires up the room.

2. It's not merely about the sale

Do you know –the guy?

You know, the guy that walks up takes your name and then carries on to talk for twenty minutes about how wonderful his product is and how everybody needs his product? Ya' that cat.

Don't be that guy. Begin by establishing a relationship

3. Turn it into an experience

In today's age more than in the last twenty years, individuals are purchasing from people, not companies. I'm sure you've picked up that phrase before but it's more truthful than ever.

Once I go to a café, I tend to go more because of the environment and individuals than the coffee. I have a shop I went to for a long time because of the individuals there and how friendly they were. Frankly, I didn't

like their java much. I was there because of the feel they gave me. Friendly individuals. Big tables for my laptop computer and a nice space overall.

4. Forever be promoting

As P.T. Barnum was called the greatest promoter on Earth, you as well have to be promoting at all times. Now I don't mean forever be pitching but forever be prepared to discuss what you are able to offer other people.

The greatest question you should be asking the individuals you meet is –How can I serve you?

Forever have your business cards handy. Offer advise to other people related to what you do and how they may benefit from your products and services. What issue do they have that you've the solution to? How can you save them time, revenue or simplify their feverish life?

If you keep these matters in mind with your business and do everything you can to keep ahead of your prospects and buyers, you'll have jump on anybody else in your industry.

Quite frankly, most businesses spend a ton of revenue on advertising and out of focus marketing that isn't even paying for itself. These easy steps alone will get your name out there much easier and build a better reputation for yourself and your company.

What are you doing to stick out from the herd in your industry?

Easy Marketing Tips

In increasing your sites traffic, you are able to quickly work at 3 kinds of easy methods: social marketing, forum marketing and article marketing

On social promoting, beginning building up your social network on Facebook and Twitter. Those are the two most well-situated to setup and most popular social web sites you will find currently. Begin establishing relationships with other people by becoming involved in a genuine and real discussion.

In the discussion board marketing, you are able to begin by traveling to popular forums that accept topics touching on the problems or solutions that lead to your merchandise as the resolution. Go to Google and look for "discussion board". Utilize different keyword phrase related to your niche. The method to link back to your web site is to utilize your signature to state a mighty advantage you are able to provide at your web site and post your website url.

In the meantime, you are able to post your articles to the leading article directories for the article promotion. The way I accomplish it is to re-purpose my own blog post. After my blog post is updated for a couple of days, I commonly submit that article to two primary article directories: ezinearticles.com and goarticles.com.

Simply make certain you include a mighty beneficial statement in your resource box to link back to your web site. You need to incite the reader to come to your web site with that advantage you have listed.



Increase Sales By Adding Value

Forever increase value. Remember when coming up with a cost for your product; don't let it be the only product. Strange sentence indeed, but consider it this way, what sort of things are going to allow you to step-up your price and actually persuade individuals to purchase your stuff at the same time?

The caliber of your product and sales system are the obvious, however how

about bonuses? What about testimonials from known and trusted individuals in your field?

It's not simply material things either. What about your reputation and how other people see you?

So here's a bit of advice for you.

If you feel that your product isn't worth the 400 bucks you're charging then increase its value through these techniques.

If you still don't feel it's worth it, and then at this point, you know that you're charging a bit much for it.

Ok, I'll be truthful with you. If you wish to succeed and get your price to perfection, without being 'cheap' you have to do a little work. Some research and a little brain work. It's not all aboveboard one two three.

Understand that it's not about being cheaper than anybody else; it's about pricing your product right depending upon competition, who you're aiming your product at, its caliber, and your research and tracking results.

By now you ought to have a clear idea how much you wish to charge, and how you're going to go about it. If you have, great. Simply remember, the price you put up there on launch day doesn't have to be set in stone by hook or by crook.

It's there to be messed around and played with by you till you feel it's right, and your testing shows you that it's right. Have a little trust in your stuff.

Next time you produce that amazing info product, membership site, or piece of software, try to avoid selling it at reduced prices, as I assure you, it's not gaining you sales, it's losing you them.

There are a lot of ways to bestow worth to your product, and the means and techniques are forever changing

through new and innovative twists on current strategies.



It's worth watching out for these the next time you read a powerful sales letter from an entrusted marketer, and asking yourself, how are they adding worth to their products? Watching how other people do things on their sites is one of the most useful cost free and

pretty much effort free way of research that you have in your arsenal, however it works super well.

Keep that in mind all the time.

Killer Techniques To Keep Value High For Better Pricing

In order to get the correct price for your products you have to have the correct value. Here are the techniques to make your product more valuable to your buyers.

A great place to start here is cut off dates and limited numbers for your sales letters. A great place to start here

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numbers for your sales letters. Likely the most used and widely known aside from testimonials, this one truly gets the sales flowing if done right. the most used and widely known aside from testimonials, this one truly gets the sales flowing if done right.

All the cut off dates call for is notification that a particular offer is ending on a certain day, affording the impression that the reader will miss out if they don't purchase now, an age-old and well-used, however effective, means of pushing home additional sales.

If utilizing this technique, utilize the language that demonstrates that your low price and your particular offer is only guaranteed till a certain date, this way if you decide to continue to a later date it doesn't cause a stir, and you are able to avoid utilizing those little java codes that push the date forward every day relating to the computer clock time at the visitors end.

And second, consider limited numbers, only allowing a limited number of

individuals into your site a certain point in time. Again, quite widely utilized, and both catering to impulse purchases and adding worth. One of my previous sites has this system set up, and still to this day, I have individuals asking if there's a space open yet, and even offering more cash than the standard fee to get in.



Now you may say that I'm losing cash on such a deal, only letting individuals in a small number at a time, however it really doesn't occur like that. The reason the limit was set in the first place was so that I'd have time to begin working on other projects and could run my other sites on automatic pilot, so you could say I discovered this one by accident.

Don't forget that you are able to always raise and lower your limits if you do attempt this, which I highly recommend you do attempt, even if limiting numbers doesn't suit your state of affairs, limiting numbers on a lower price, very likely will suit each situation.

The next method of bestowing worth is the testimonial. A standard chunk of text either well positioned on your sales letter, or down the side on your nav bar, or even a whole section dedicated to buyer comments and testimonials. This does wonders for proof of your products powers and adding worth.

4 List Building Mistakes To Avoid





If you do these mistakes, you will eventually **run out of money** and **crash and burn!**

Mistake #1 – Buying leads before setting up a proper autoresponder email series.

If you put the horse before the cart, you will end up leaving tons of money on the table because you won't be able to convert your fresh leads into hungry customers – Your leads will turn cold.

Mistake #2 – Giving up too fast.

Rome wasn't built in a day, and the same goes for list building. You'll have to put in conscious effort and put your efforts in diligently if you want to see leads pouring into your funnel. For example, some blogs or website may even take months before they appear on Google or have a good Page rank.

Mistake #3 – Spamming your leads with useless rubbish.

Each time you promote something, make sure that offer is something that will truly benefit your customers. You lose karma points each time you promote something so make it count. Make sure you achieve a balance of providing useful free content and self promotion.

Mistake #4 – Making too many ad swaps.

Ad swaps might be a good way to build your list, but you must remember each time that you promote another person's product; you are literally *giving away* your potential customers to your competitors. This can draw their attention away from the value you have to offer and thus the quality of your list may suffer.

In short, do your best to avoid these mistakes and always adopt good list building practices to ensure maximal quality and quantity of subscribers.



Unleash Your **Guerilla** **Marketing Power** Within



What Is Guerilla Marketing?

GM has been around for a while and will continue to be around for a long time. Having an offline or online presence is of absolutely no importance. You're simply spreading the word to anyone and everyone who wants what you are offering.

Why Use Guerilla Marketing?

The better question is why not use Guerilla Marketing. The biggest draw and probably the most important aspect of GM is that it is a free or very low cost way to market or advertise.

On the other hand, just because it's free or low cost it doesn't mean that it's not effective. Major marketing campaigns are often based loosely or not so loosely on basic Guerilla Marketing tactics. But back to what I was saying, GM is often preferred by people not only because it's effective, costs next to nothing or nothing but it also has a profound effect on consumers regardless of the fact if the consumer knows it or not.

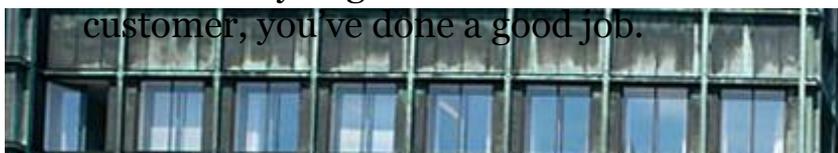
People subconsciously reward hard work. When you see that someone took the time to go all over the town, city,

state, country or world (this sort of challenges the idea of GM but...) and place signs or leave business cards, etc you are going to pay attention and you usually don't know it's because you are rewarding their hardwork.

GM takes places all day every day and a vast majority of people will be exposed to Guerilla Marketing at least once a week but generally once a day (on the low end). You can't travel on any road in America where within 25 miles you won't see some sort of poster or sign on a telephone pole telling you about something. Signs on telephone poles are one of the oldest and most effective ways to market and they are indeed GM.

Now that you know what GM is (somewhat) and why you should use it, I'd say it's about time to show you just how to carry out various GM tactics. Not one of these methods will cost more than \$100 and in most cases there is no cost of any kind associated but the average cost of a great GM campaign is between \$5 and \$25.

That's not bad considering the amount of prospects who will be exposed to you via your GM efforts and the potential profits you could see as a direct result of all your work. It's not always hard work and it's not always fun but it is always worthwhile and effective. If you gain one more customer, you've done a good job.



Guerilla Marketing Methods, Tactics and Practices

1. Viral Marketing

Viral marketing is using any number of mediums to create a message that is passed on from person to person. You might have thought of a virus when you first saw Viral and you are correct in your assumption.

Viral marketing was dubbed Viral Marketing for a reason. It spreads from person to person. In terms of marketing this is perhaps one of the most effective methods of marketing and once again requires a very little or nonexistent budget.

Viral Marketing can also be done online through videos, pictures, sounds and any other medium that you can tell someone about. A simple video on YouTube can create a frenzy of interest in a person, place or thing and it's absolutely free to post and usually

free to create (besides having a computer and a camera or microphone).

Another reason Viral Marketing is such an effective practice is the impact one person has on another person. Just think about it. Aren't you much more likely to buy or do something that someone told you about in person rather than something you were told about via a traditional ad?

It's a form of word of mouth marketing or buzz marketing but does vary slightly therefore it does need its own little section with its own little definition and use. Viral Marketing mostly applies to some sort of technology whereas ten or twenty years ago Viral Marketing would have been best defined as Word of Mouth Marketing. Like most GM tactics the large corporations love Viral Marketing.

Burger King is a great example of Viral marketing with their 'King' series of commercials.

They are Burger King and the King is sort of a double entendre but everyone knows what I am talking about when I say the Burger King King simply from other people talking about the commercials they make.



The bottom line is The Burger King gets you talking. You may not realize you're telling your friend to go to Burger King and 99.999% of time buy something there you are. Since Viral Marketing uses a medium to create a buzz, in this example the commercial is the medium, the talking about it part is the Viral aspect of it.

After you tell one person it's a domino effect. So how can you apply what Burger King did to get the same result?

It's really pretty simple. To start a fantastic viral marketing campaign, you can have done in a few minutes you'll just need three things.

A computer with access to YouTube or another video sharing site. A camera/camcorder/webcam to record your message and someone or thing to star in your video.

Don't over think this but come up with a clever, silly or stupid skit and press record on your camera. As long as you think people will talk about it, you've done a majority of the work. You can easily add some text to your video with a number of free or fee based programs but you just want to add your website url into the video.

The video doesn't have to be related to what you're ultimately promoting. It can be the farthest thing from related.

The more obscure and different the better because it will create a Viral Marketing storm. You can even speak about the website but don't make whatever you're making (it could be an audio file too) a direct commercial. It's important to say again, don't overthink it.

The best ideas are the most spur of the moment ideas. Upload your video and wait for a while. Do whatever promoting you want of your video but the video itself is the commercial even though you created it to be the farthest thing from a commercial.

Another great way to practice Viral Marketing online is to use a service called Viral Link Tracker (<http://www.virallinktracker.com>). It's a service that allows you to advertise your site and allows others to advertise as well.

There is no lame link exchange here or anything like that. It's a new, revolutionary way of getting free advertising and promoting your business. You should definitely check it out if you are serious about Viral Marketing and want to go the easy route and do it online.

If you build it, they will come. You can have that new viral marketing campaign up and running in just a few minutes and you could benefit from it for years and years to come.

Any business is good business so why not?

Remember, GM is not about big budgets, it's about big efforts and big drives. Sure a video on YouTube might not explode your business but combine it with any and all of the upcoming GM tactics and you'll be surprised by the results.

The next method of Guerilla Marketing I am going to talk about is Ambient Marketing. If I can go off the subject of for Ambient Marketing for a minute, you may be wondering why there is no GM method actually called GM it's because as I stated previously it's the concept and then there are different ways to carry out a GM campaign.

2. Ambient Marketing

Also known as place-based marketing, ambient marketing is marketing or advertising wherever customers happen to be, part of the immediate surroundings. A good example of ambient marketing would be having a drink company in the parking lot of a grocery store.

They could just be there talking with the customers or giving away a product or selling a product

You are simply where the customers are and you are targeting them because they are there. Ambient Marketing is all about blending in with your surroundings. In regards to marketing it's not sticking out like passing out fliers.

I used the grocery store example because they go hand in hand, drinks and a grocery store that is. When you see those signs on telephone poles that



is also an Ambient Marketing method. The signs don't really blend in with the surroundings but the signs are where people

are so you get the idea.

The whole concept of Ambient Marketing is that you aren't trying to let the would be customer know you are marketing something. That is sometimes hard to do but if there is a group of people in one place there is no better way to get their attention then by being an ambient presence?

So how could you use Ambient Marketing to promote your website of business (on or offline)? Well I already told you. With one of those signs you see on the telephone poles. There is no actual law against placing signs on telephone poles but they are the property of the power and or phone companies so you may need their permission.



You can go to a website like <http://www.fullsizeposters.com> and have a sign or posted create and shipped out to you in under 24hrs. You can do graphics and or text and this a great place to get high quality signs for a low price.

Since you're going to need a few of these to spread your message it's a great place to get started. You could just as easily print your message out from your computer but with this at least you look a little more professional and they will maintain in the weather.

Now comes the work part. After you get your signs go to a highly traveled route or road. Intersections and stop signs in these areas are a great place to put them up. It's best to do them at night since it's not really illegal (usually) but you don't want everyone seeing you as they put them up.

It'd be a good idea to put them in a place you pass by frequently so you can check up on them and carry a few with you to replace those that are taken down or fall down and get damaged.

Start with say five or ten, see how it goes and keep it growing and growing. You can't underestimate the amount of people that will see these. You could sit there all day and night and count how many people pass by and you'd be amazed.

So far so good right? That's just two ways of using Guerilla Marketing for your business and you should already

see there is no limit to creativity and you'll always be spending little or no money. Put the time in and you'll get great results. Now it's time for the next GM tactic.

3. Buzz Marketing

Buzz Marketing is best defined as word of mouth. Much like Viral Marketing where the objective is to get people talking to other people about their experience you provided as a marketer, the big difference is the part where you get people talking is generally done off line.



If you're standing outside a movie theater and shouting about your product and maybe dressed up as your product guess what is going to happen? People are going to start talking to one another. Regardless if you tell another person there is some crazy man or woman outside shouting about something the goal has been met once one person tells another.

The best BM (Buzz Marketing) campaigns are those that do not come off as marketing campaigns. Ambient Marketing is loosely based on BM where you are simply there and making your presence known. Every GM tactic contains elements of another GM tactic but each is different and used in a different way.

If you're thinking BM may not be the best approach to get traffic to your website or offline store, then you are really underestimating the power of BM. By nature, people are curious and gossipy. Why not let the most basic of human instincts do your marketing for you?

One of the draw backs to this particular GM tactic is that if you are a shy or quiet person then this may not be best for you as it generally involves making a mockery of yourself or at least being in a public place and doing something that will get people talking.

That is okay though. With the Internet you don't have to be seen by anyone.

You just have to do something to get people talking. Since VM (viral marketing) and BM are so close to each other on a principle level, you can start a VM campaign and reap the benefits of word of mouth. Refer to the VM section for a great way to get people talking about whatever it is you want them to.

Of course most BM campaigns don't require you to make a mockery of yourself. A great BM tactic is to place fliers, business cards and or signs all around your town, city and or state. When one person sees the message you have 1% better chances of them telling another person.

When a hundred people see your message, grab your card or whatever you want them to do you have a 100% better chance of them telling just one other person which would be 100 people telling 100 people.

Are you starting to see how this could be great for your business? I thought so. Even if they don't tell anyone, someone is still finding out about you. Buzz is best but just being is fine too.

Thus far, not one of these Guerilla Marketing tactics is going to cost you more than \$20, often, it'll be much less than that and the results will linger for a long while.

The key to GM is to combine tactics since even when you combine five or ten GM tactics you're still nowhere near the cost of say a tv or newspaper commercial that just blends the surroundings (not to be confused with Ambient Marketing although it contains AM elements).

People for the most part have grown to ignore commercials. How often do you actually leave the TV on the same channel when a commercial that doesn't interest you comes on?

Not very often.

The people making the commercial you are ignoring could have just as easily and for way less money (if any money) could have used a GM tactic that was sure to get your attention and at least get you to check out what they are promoting.

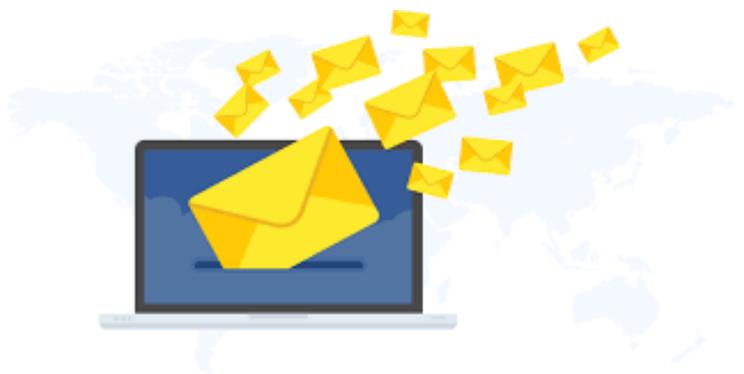
What's the fuss all about with the list? Do you even need it?

The truth is, there are many ways to make money online. Some make money through blogging, which involves getting readers hooked onto your blog content and wanting to come back everyday to read new stuff. While others dabble with e-commerce or drop-shipping.

However, if you are in the business of information marketing, it is highly recommended that you build an email list.

Why is that?

With an email list, not only can you continuously build rapport with your subscribers, you can also offer them products of interest. Traffic that comes and is not captured is a waste. People are looking for specific information and they will leave forever once they have found out. However, if you manage to capture their emails, you



can continue to provide value and turn them into your loyal customers or followers.

One more good reason – With an email autoresponder, you can automate emails so that new subscribers will automatically be funneled through a series of emails which will lead to a sale eventually.

Can you say *passive income*?

So how do you start building a list, exactly?

You will first need to set up your list funnel. It typically consists of 3 components:

- 1) Landing page or Squeeze Page
- 2) Free Gift or “Bribe”
- 3) Opt in box

The landing page is a simple one page website which consists of a headline, sub headline, pitch & benefits and call to action.

"Home Business Expert *Labeled An Insane FREAK* For Giving Away His Jealously Guarded '6 Figure Blueprint' Manuscript (Worth \$97)... FREE OF CHARGE!"



Contains Sizzling Information On Making Maximum Revenue From Home Businesses & MLM Industries With Virtually ZERO Competition!



Your Name
Primary E-Mail

YES! I Want My Free Download!

If you do not check out our site at kai.com, you will miss out on a lot of information that we have to offer. We will never be sold to anyone!

WARNING: This Massive 100 Page Manuscript Contains Rock Solid Information On To Monetizing Your Home Business. Limited Copies Normally Sold For \$97 - Download NOW Before It Is Taken Off!

The headline has to be eye-catching and bolded to immediately get your reader's attention. The sub headline will reinforce the message of the headline.

The purpose of the page is to “bribe” a visitor to enter his name and email in exchange for a free gift. This could be

an e-book, e-course or weekly newsletter.

The benefits are meant to explain what the reader would get from this free gift and to improve sign up rates.

Finally, in the call to action, you inform the reader that they must enter their name and email to get the free gift.

The place where the reader enters his contact information is known as the “opt in box”, which can be obtained from an email autoresponder host website. Autoresponders like Getresponse offer easy customizations for opt-in boxes to make boxes suit your site layout easier.

Alternatively, you can choose to put your opt in box in your blog or website to collect subscribers. The choice is entirely yours but landing pages often have higher opt in rates because visitors only have less choices – Opt in or don't as compared to blogs.

Voila! You've just set up your list building system!

Now that you've set up for list building funnel, the next important part of building a huge email list is **traffic generation**.

You see, list building is pretty much a math game. The more people you send to your website or landing page, the more probability someone would opt into your list to get your free gift.

Now that we've agreed on that, let's have a look at some nifty traffic generation techniques 😊

First up we have article submission. This is the bread and butter of drawing traffic. By submitting articles to article directories such as EzineArticles (www.ezinearticles.com) and GoArticles (www.goarticles.com), you can draw a steady stream of readers into your website.

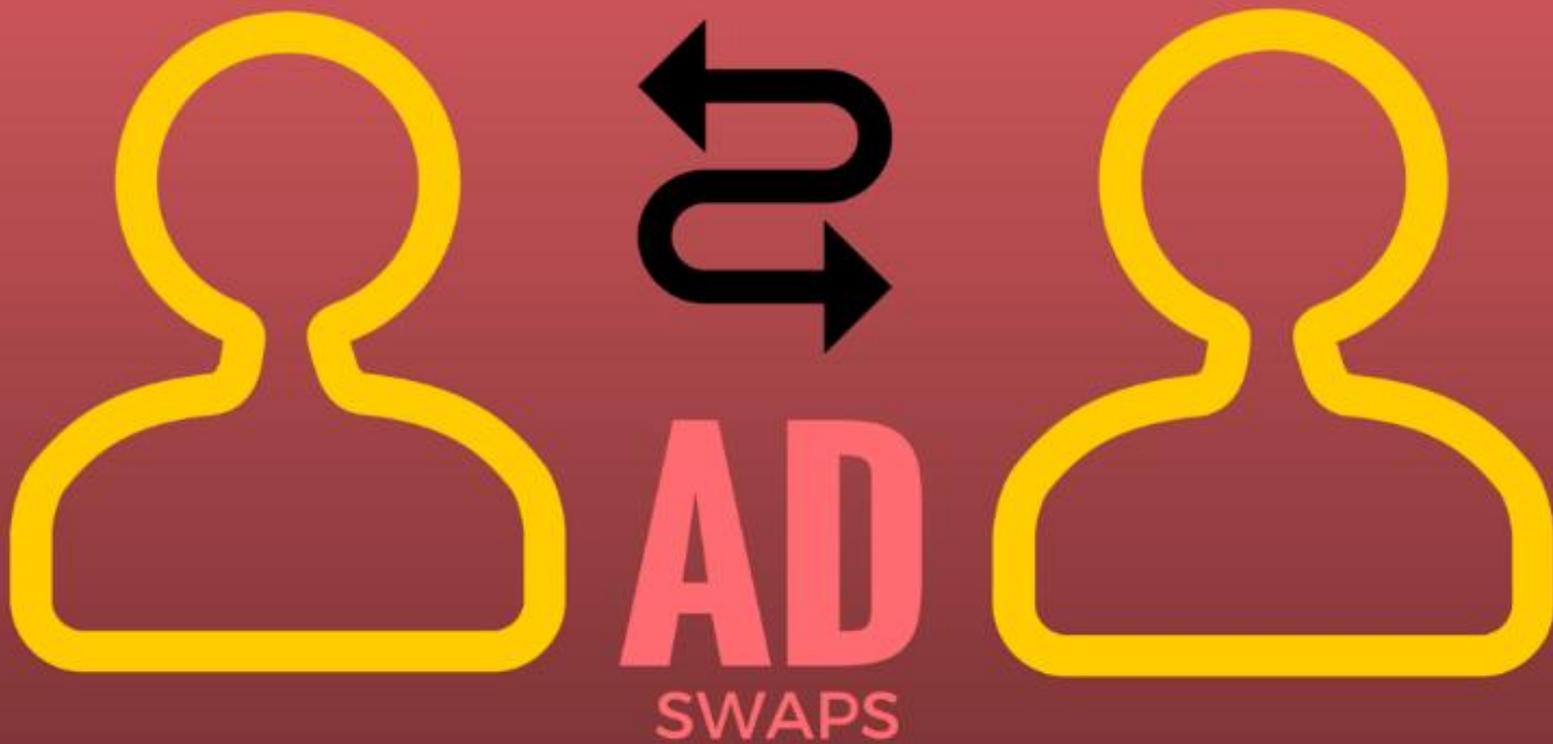
You can also consider starting a blog to gain readership. Post articles of value related to your niche and at the end of blog posts, link to your landing page, offering them a free gift as a kind gesture for following your blog. If you are good at SEO, you can draw massive organic search traffic to your blog or landing page as well.

Google advertising is difficult for landing pages, and it won't get approved easily. Here's a better way – use Facebook advertising to get followers to “Like” your fan page. The fan page can serve as a platform for your followers to interact and from there the possibilities are endless. You can either send them to your opt in page or put an opt in box on your fan page if you are web programming savvy.

Here's another way to draw traffic fast. Post interesting YouTube videos on topics related to your niche. Make it as interesting as possible for it to go viral. In the description of your videos, provide a brief description and include a link to your landing page to download a free gift such as an e-book.

That way, you can leverage on the power of word of mouth to reach out to a wider target audience.

The key is, pick one traffic generation technique, get good at it and move on to the next one. That way, in no time you'll be swimming in a sea of subscribers!



Ad swaps is by far one of the fastest ways to build your list fast. Basically, it involves exchanging promo emails between 2 different marketers of a similar niche.

Remember, the two people doing the ad swap must be in a similar niche for it to be effective. List size and quality is also very important so make sure you know your swap partner well.

There are also several ad swapping membership sites where you can find many like-minded people to exchange lists with each other such as SafeSwaps (www.safe-swaps.com).

You might have to pay a monthly fee for it but since you'll be able to build a

huge list through swaps it's quite worth it. **Here's a few tips for an effective ad swap:**

-Try to find out more about your swap partner's business. Understanding his niche and his teachings will help give you a better idea as to whether his products will improve the quality of your list or degrade it.

-If possible, get your partner to verify his list size and do the same for him. Trust is an important factor in successful networking. Once you've broken the barriers between both parties there will be more room for future collaboration.

-Keep the fire burning. After a successful swap, find other ways for

collaboration such as doing JV launches or promoting each other's paid products.

Remember, when used correctly, ad swaps can help you achieve much more in less time!

BONUS!: Create giveaway events to build list



Giveaway events are great places to build your list fast. A giveaway event is a place where various contributors will contribute a free gift such as an e-book or video course and people who are looking for these goodies can come and get them for free, all they have to do is opt in to the respective lists.

You can either choose to be a contributor or you can be the organizer. If you wish to be a contributor, you will have to contribute a gift and promote the launch to your list in order to get a

better ad space for your free gift. The more people you refer to the giveaway, the more eyeballs your free gift will get and hence more opt ins.

If you choose to be the organizer, you will have to invite contributors and coordinate the whole event launch. You will have to set up the giveaway website either by purchasing a giveaway manager program or create the website yourself.

One of the common giveaway managers used is Giveaway Manager 2 (www.giveawaymanager2.com)

In short, a giveaway event can not only help you generate a big list fast, but can also help you network and connect with other like-minded marketers for future joint venture opportunities.

Do you want to build your list at lightning speed?

If you are on a **shoestring budget**, organically building your list from free traffic methods are the way to go. However, if you have some spare cash or have set a marketing budget for yourself, consider speeding up your list building process by leveraging on systems, which will help you grow it faster.

That is the only way you can truly bring your business to the next level.

Here's a few great ideas for speeding up your list building process.

-Consider buying leads from reputable sources.

Places like GetResponse sell qualified leads which are automatically opted into your autoresponder and if you have a good email series to funnel them through, you can definitely turn them into your long term customers.

-Pay for solo mailings.

Consider paying other marketers a fee to mail your landing page to their list. It can save you hundreds of hours trying to get subscribers the normal way.

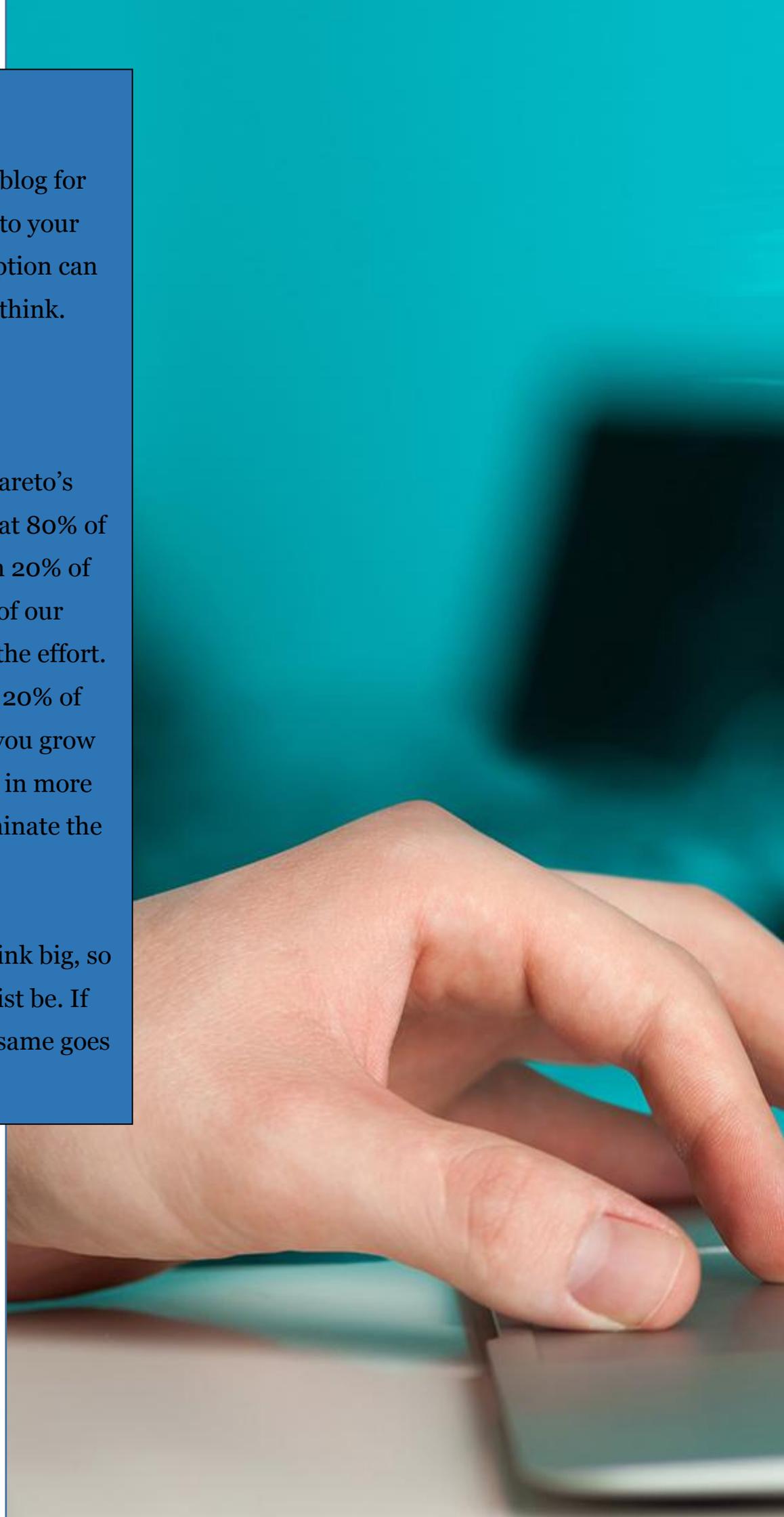
-Outsource traffic generation.

Hire ghostwriters to blog for you and draw traffic to your landing page. This option can be cheaper than you think.

-Adopt the 80/20 principle.

Also known as the Pareto's Principle, it states that 80% of our results spur from 20% of our efforts and 20% of our results from 80% of the effort. Thus, identify which 20% of the effort is helping you grow your list fast and put in more steam into that. Eliminate the useless stuff!

Remember, if you think big, so will the size of your list be. If you think small, the same goes for your list size.



What the fudge? Tissue Pack Marketing?



Pretty self-explanatory right? Yes, you're right. But it's more than putting your message on Tissue Packs and giving them out. It's not much more but since all I mean is putting your message out on items and products besides Tissue Packs.

TPM (Tissue Pack Marketing) was first made popular in Japan. It was started by a company not in the tissue business. They realized that Japanese people use tissues on a daily basis. Most people in most countries do the same thing which is

why this spread like a virus (I just had to say it one more time, and don't be surprised if you see me mention it again) throughout the entire civilized world.

Any way's, back to what I was saying, the company that first started doing this in Japan didn't make tissues. They realized people are used to getting tissues for free so they realized they could take advantage of this while advertising and marketing to the people at the same time.

You don't see it as much now as you used to but when you get a pen, pad of paper, match book, etc... with an ad on it, you are the "victim" of tissue pack marketing. With the advent of the Internet anyone can have a variety of products custom made or labeled with their message on them.



But then again some may and probably will so it's worth a shot and it'll be a bull's eye for your marketing. If you don't do something at first there is a chance you will at some point so let's apply this to TPM

Google 'private label products' and you'll be swamped with sites and products you can customize and give away. It'll take some time to get a response but it will be slow and steady.



You don't have to be a genius to see that this is perhaps one of the best and cost effective ways of targeting a large amount of people for a large amount of time. The idea also behind TPM is repeated exposure.

The consumer may never use your product or even research it further.