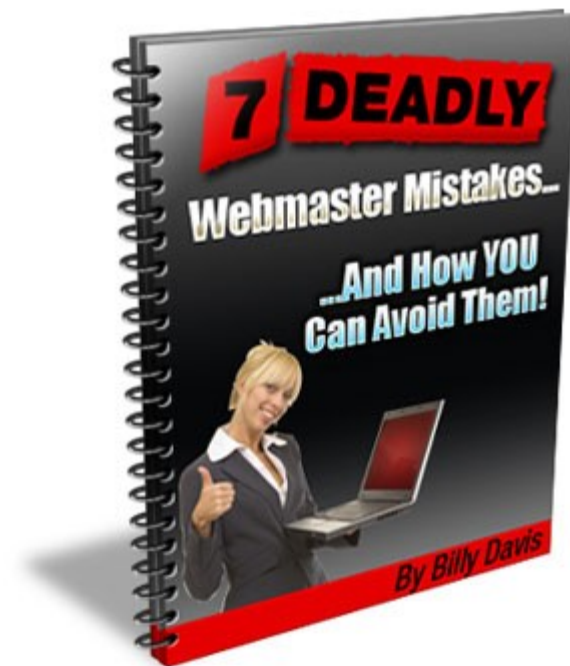


- **Special Report** -

# 7 DEADLY Mistakes Nearly ALL Webmasters Make And How YOU Can Avoid Them!



*By Billy Davis*  
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## Introduction

Hello, my name is Billy Davis and before we get started I have two things to share with you...

First, I want to thank you for taking the time to read this report. Building 'content-based' websites to generate passive income is one of the best ways to bank some SERIOUS coin online, **with virtually no overhead or previous marketing experience required.**

That being said, however, there's also some SERIOUS pitfalls you will want to avoid (one's you may or may not have known even existed) that could be detrimental to the existence of your life as a Webmaster.

The purpose of this report is to shed some light on the BIGGEST mistakes just about everyone I see out there is making, so you DON'T do the same.

Second, if you haven't already, be sure and pick up your copy of our exclusive 'content-building' software - especially if you're wanting an EASY way to avoid these same mistakes...

**==>> [Click Here To Learn More About ContentBuilderPro](#) <<==**

As a niche webmaster and full time Internet marketer myself, I'm \*fully aware\* of the effort required to build just ONE content-based website, and that's why I've PACKED this puppy with **everything needed** to build an ENTIRE EMPIRE of sites in no time flat!

Featuring a vast array of search engine optimization solutions and unique visitor-friendly features, this software is one tool you will NOT regret having in your web arsenal.

Okay, let's take a look at how YOU can instantly increase the results of your websites by avoiding...

# DEADLY Mistake #1: Making Your Website \*Too Complex\* For The Search Engines And Your Visitors

In order for the search engines to extract (*i.e. pick up*) keywords from the content of your page, it's **\*imperative\*** that your site's design is kept as simple as possible...

Search engines can only SEE words, so if your site design is "too complex" (using frames, image maps, databases, trailing cursors, animated GIFs, etc.) chances are the search engines will not be able to read your pages, rendering your site "invisible" to them.

Even if they happen to make it through a complex design, typically the deeper pages will not be read. If this happens, your site may as well not exist.

Too often times I see Webmasters who put WAY TOO MUCH emphasis on making their sites appear to be what they consider "cool", without once considering their LARGEST audience - **the all mighty search engines!**

Not to mention, a complex design will drive your "human" visitors NUTS!!!

Don't believe me, then click here and see what you think of the "World's WORST Website":

<http://www.angelfire.com/super/badwebs/main.htm>

Get design and layout right and you'll be well on your way to having a successful website.

Get it wrong and your site will fail. Period.

Okay, now that you know what NOT to do, let's take a look at what you SHOULD do...

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## **9 'Quick Tips' For Building NON Complex Websites:**

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### **1. Use the proper font, size, and color**

Go for a font such as Verdana, Arial, Tahoma or Georgia, as these view the best in most web browsers.

Ensure that your font size is not too small, or too large to read. Ideally you should use a 10 or 12 sized font.

It's best to stick with black or dark grey text on a white background for maximum contrast.

### **2. Make your pages easy to navigate**

Leave lots of white space and use links to help people easily find what they're looking for. The key word being "easy".

Keep your site tidy and uncluttered. There's simply no need to fill every inch with advertisements.

Don't try to reinvent the navigation wheel by using clever drop down menus or fancy flash bars. The simpler the better.

### **3. Use a \*universal\* design for each page**

It used to be common practice to have different colors, fonts and designs throughout different parts of the site. This tends to confuse the reader and makes navigation difficult.

Instead, keep the same common design, look, and feel across all your pages.

### 4. Content vs. Images

Never confuse eye-candy with content. Many site owners integrate as many graphics and images as they can on a page... only because they can.

They argue that images capture their visitor's attention, which is true, but they can also distract visitors from what you really want them to focus on, which is reading your content and clicking your links.

**Ask yourself:** "Does this graphic help the reader understand my site or is it an unnecessary distraction?"

### 5. Test your pages for "load time"

Studies have shown that if your page takes more than 4 seconds to load, then you're rapidly going to lose visitors.

Test your pages on a dial up network to ensure everyone who visits your site can view it in the quickest time possible.

To decrease load time, try reducing the number of files per page, along with the size and quality of your images.

### 6. Use a \*professionally designed\* header graphic, logo, and/or template

While it's true that nothing beats great content, why not have great content AND an excellent design?

I see too many sites that would have more readership if only they had a more appealing look to them. After all, no one likes a dismal site.

### 7. Make it crystal clear what your site/page is about

Web surfers are highly impatient people, and if they arrive at your page and don't immediately know what it's about or how it will benefit them to stay, guess what...

**THEY WON'T!**

In fact, they'll be clicking the "back" button quicker than they arrived unless you *immediately* capture their attention and spark their interest.

Best bet is to put all your important information, content, navigation links, etc. right up top where they're easily visible.

You wouldn't want to waste your time looking for your desired information, so don't make your site visitors waste their time either. They'll appreciate you for it and will surely come back to visit time and again.

### 8. Protect your virtual real estate

It's a shame, but well-meaning Webmasters and Internet entrepreneurs are under attack from those looking to take advantage of a "technicality" for their own selfish gain at other people's expense...

#### **...Don't let this happen to you!**

Always (and I mean ALWAYS) use a "legal disclaimer" such as a privacy policy on all your sites to protect yourself and your business.

You can view a sample by visiting the better business bureau's website here:

[http://www.bbbonline.org/Privacy/sample\\_privacy.asp](http://www.bbbonline.org/Privacy/sample_privacy.asp)

### 9. Include \*visitor-friendly\* features throughout your site

Wanna hold people at your sites longer?...

...Then provide them with an excellent "user experience" by implementing features such as:

- \* Language translation
- \* Automated search tools
- \* Web page personalization
- \* Navigation page / Sitemap
- \* Related niche videos

**Bottom line:** Put your visitors first and your income will reflect the effort!



## **To sum things up...**

Successful websites are pleasant on the eye, easy to read and navigate, with LOTS of information and resources available at your site visitors' fingertips.

Here's a really good example of a simple, SEO friendly, content-based \*niche\* website that meets and exceeds ALL the above criteria:

<http://poweryourhealth.info/dietandexercise>

Pretty nice, isn't it?... Would you believe it was built INSTANTLY (with no headaches) using nothing but the resources provided [here](#)?

And would you also believe that it was built by my wife, who at the time had ZERO site building experience to speak of? (No offense to my wife by all means, but if she can build [sites like this](#) then anyone can!)

If you've been looking for a simple way to launch one attention-grabbing niche website after another, I urge you to [give this program a try](#) \*risk free\* for the next 30 days. You'll be glad you did.

Alright, let's take a look at a mistake you better hope you're not making, but if so, how you can fix it for FREE!

It involves one of the most important (if not THE most important) aspects of your website - your "content" - so pay close attention as I'm about to shed some light on a highly overlooked pitfall...

## **DEADLY Mistake #2: Not Building Your Sites Around YOUR OWN \*Unique & Original\* Content**

Why is it that Webmasters will acquire the "private label rights" to a set of articles and anxiously publish them to their site without so much as even changing the titles?

Or worse yet they'll visit one of the "article directories" like ezinearticles.com, then proceed to fill up their site with all of their 'competitors' articles, thus driving traffic to THEM and making THEM money!

When you think about it this doesn't make a whole lot of sense, does it?

Now by all means, there's absolutely nothing wrong with publishing someone else's article because you like it and feel it will benefit your readers...

...And there's certainly no harm publishing a product owner's content if you're using it to promote one of their products as an affiliate, or posting a video that earns you X# of dollars per click, or Google AdSense, etc...

No, what I'm referring to is when the ENTIRE "meat" of your site centers around "other peoples" content instead of "your" content, **with YOUR name and resource box attached at the bottom** - NOT someone else's!

Look, regardless of the "niche" you market to, if you want to generate a SERIOUS passive income from multiple revenue sources, then you MUST build quality websites providing LOTS and LOTS of UNIQUE content!

You've no doubt heard that "content is king" - BUT - there's a little more to it than just slapping up a bunch of "off-the-shelf" articles that are already being published on every other site out there...

**Truth be told:** *"Building professional, \*information-rich\* websites centered around YOUR OWN exclusive content is TRULY KING!"*

If you've been online for any length of time then you realize this to be a FACT, especially with the high expectations of the "Web 2.0" generation we're marketing in - and most especially if you want your sites to be successful.

In fact, by building exclusive "content-based" websites you will:

- \***BOOST your search engine rank and listing,**
- \***Attract swarms of FREE, "targeted" traffic,**
- \***Generate loyal and repeat website visitors,**
- \***Build YOUR online credibility and trust,**
- \***Hold your visitors' attention longer,**
- \***Ultimately make more money!**

With so many benefits to publishing their own unique and exclusive content, why is it that more and more Webmasters are totally MISSING the boat!?...

I've come up with three possible scenarios why this mistake is being made by hopeful Webmasters all over the web:

1. *They don't know how to write their own articles*
2. *They don't have time to write their own articles*
3. *They don't have the money to outsource the work*

If you're not publishing your own unique content, then I'd be willing to bet you fall into one of the above categories.

You can see the benefits, you just don't have the knowledge, time and/or money. If you think that description fits you, then I've got GREAT NEWS...

### **Creating Your Own UNIQUE 'Content' Is Now One Of The EASIEST Things You Can Do...**

With the number of people out there offering "private label rights" (PLR) articles you can stamp your name on, edit as you wish and call your own, it's never been easier to create *highly unique* website content.

[**Side Note:** If you're not sure of where to find quality **UNRESTRICTED** \*private label\* articles, you can snag 10,000 of them FREE as part of the included 'bonus membership' you get as part of the program [here](#).]

The trick, however, is in "editing" the PLR articles - and this is where most Webmasters drop the ball.

Instead of using PLR content as their \*starting point\* or their "idea" and modifying slightly from there, they'll slap the articles up "as-is" then wonder why their paychecks are so pitiful.

**Remember:** You will ALWAYS get out of something EXACTLY what you are willing to put into it.

And the sad part is, taking a set of PLR articles and making them \*unique\* is really not that hard to do - IF you have a proven "formula" to follow - and that's where I come in...

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### **Your Simple '3 Step' Formula For Making PLR Articles Unique:**

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#### **Step 1: Change the Title/Headline**

This is an easy, yet CRUCIAL step toward making your PLR articles unique, and it's something you will want to do, specifically because everyone else is most likely going to be using the same headline and you want yours to be different.

Use any creativity you can think of to change it into your own words. For example, you could take the following title:

*"Tips To Increase Ranking and Website Traffic"*

...and quickly change it to:

*"Increase Your Page Rank And Traffic In 5 Easy Steps"*

Or how about...

*"5 Simple Steps To Increasing Your Page Rank and EXPLODING Your Traffic"*

Notice how I started with the "idea", took the general "parts" of the title, then modified it into a KILLER headline?...

## Step 2: Rework/Reword The Content

Using the same basic principles in the previous step above, rework your articles to make them natural flowing and easy to read, thus "engaging" your reader.

Do a spelling & grammar check, reword the content, turn statements into questions, change it up and make it different - just don't make it "too wordy" and get to the point.

Basically, just sound like yourself. Or in other words, reword it like YOU would say it, make it flow together and "connect the dots" so to speak.

One technique to get PLR articles modified and published quickly is to "wrap" the content, meaning add your own "opening and closing paragraphs" which may be no more than a \*keyword rich\* summary the search engines LOVE!

At this point you can literally go ahead and publish your content, feeling safe that it's "original" enough for the engines. BUT, if you want your articles to be LOVED by your readers, then don't leave out this final step...

## Step 3: Make The Articles Interesting, Helpful, and YOURS

At this point you want to elaborate on your articles by adding in your own experiences, including links to helpful, "related" information, mixing in sections from other "related" PLR articles, using content you've put together from your own research, etc.

The goal here is to really focus on turning the article into \*your own\* unique creation by adding a touch of your personality.

I've prepared a step-by-step video series that **really breaks down** this entire process and \*fully demonstrates\* how you can take PLR articles and turn them into your own exclusive web content, special reports, ebooks, audio articles, and more - and the best part is **it's yours for no cost** as part of the "MONSTER" membership bonus package offered [here](#).

This package is highly unique in the sense that not only does it give you THOUSANDS of private label articles at your disposal, but ALL of them have been bundled into complete "sets", averaging around 25-50 articles per set, then organized and categorized in a **private members area** where you can download them *individually* as needed...

...And with OVER 300 "sub-niche" article sets to choose from, **you can build MEGA-MONSTER content-sites stuffed with loads of content that your visitors and the search engines BOTH will love!**

Get more details about this package, along with how you can INSTANTLY turn all your new PLR articles into cold-hard cash [by clicking here](#).

...But hurry, I'm planning on offering the bonus PLR membership package as a \*paid for\* upgrade in the near future, so get in now while it's on the house!

### **Instantly & Automatically Generate Unique Web Pages, While You're Creating Exclusive Content...**

As we've discussed, the search engines are very fond of unique content, meaning if your web pages are different than everyone else's, you'll attract MORE free traffic to your sites.

The greatest benefit of building your sites with "private label" articles is that you can modify them in any creative way you'd like, making them as unique as possible.

It's not that hard to do, but modifying articles *does require* an investment of time and effort on your part...

Wouldn't it be nice if you could **instantly and automatically generate unique content for all your web pages and start getting some free traffic NOW**, while you're taking the time to rewrite your articles?

Well now you can - with zero extra effort - by using our brand new, special feature called "random snippets" that's \*built-in\* to [ContentBuilderPro V1.5](#)

With this nifty tool, you can easily make all your web pages completely different than everyone else's - even if you're using the exact same articles!

### **What is a "Snippet"?**

A "snippet" is a small section taken from an article with a typical length anywhere from 100 to 400 characters.

A "standard" snippet is taken from the front of an article, so basically just the first few sentences are used. These are generally used on article directories and do not have much of a benefit in terms of unique content.

A "random" snippet is taken from anywhere in the article - normally from somewhere in the middle.

### **How does this benefit you?**

By using random snippets, you can fill a section of each one of your web pages with content taken from the articles used to build your site...

Therefore, each web page of your site contains the "main article" for that page, plus a set of randomly selected snippets from your other articles...

Since the snippets are "randomly selected", the odds of anyone else having the same web pages as yours, even if they're using the same content, is practically none.

While this isn't meant to replace modifying your PLR articles, it is an excellent solution that can maximize your search engine traffic nonetheless!

**==>> [Click Here To Instantly Generate Unique Content](#) <<==**

And since we're on the subject, let's dive into some other search engine 'optimization' (SEO) mistakes and solutions...

## **DEADLY Mistake #3: Failing To Implement Basic SEO Strategies: 'Search Engines 101 & 202'**

One of the best ways to get more visitors to your website is to use some special 'search engine optimization' (SEO) techniques that will attract HOARDS of free "targeted" traffic to your pages.

The 'techniques' I'm referring to here are NOT sneaky, deceptive tricks that will do nothing more than get your site BANNED from the search engines...

(Click here for Google's list of "Things to Avoid":

<http://www.google.com/support/webmasters/bin/answer.py?answer=66355>)

...On the contrary, what I'm about to share with you are USEFUL tips that are sure to come in handy when 'optimizing' your websites.

Follow them and succeed. Ignore them and fail. It's that simple.

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### **Search Engines 101:**

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#### **1. Build your sites primarily for your visitors**

First and foremost, center your websites around your visitors and their experience. Don't build JUNK doorway pages just to get a ranking, but instead focus on creating REAL websites centered around REAL content, which again, is EXACTLY what the search engines LOVE!

#### **2. Identify your target market**

Know who you are targeting and identify the keywords and keyword phrases they would most likely use when searching for information. Not only will this help you better serve the engines, but the more you know about your site visitors the better you can "cater" your content to them, which also helps!



### 3. Use the proper 'keyword density' throughout your pages

Make sure your chosen keywords appear in your TITLE tag, your META tags, and minimally in the first few paragraphs and the last couple paragraphs of your content.

### 4. Keep your pages "focused"

Have each of your pages target one "main" topic or keyword. It's a lot easier to get your pages indexed properly if each page is centered around it's own topic.

### 5. Keep your site design simple

Make sure the search engines can "read" your site by keeping your design as simple as possible (...*we covered this at the beginning of the course*).

### 6. Publish unique content

Attract search engine bots like a magnet by publishing LOTS of quality, unique, \*original\* content that can't be found anywhere else (...*we've covered this too*).

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### Search Engines 202:

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### 7. Create a simple 'Sitemap'

Search engines use your Sitemap to learn about the structure of your site and to increase their coverage of your web pages.

Your Sitemap should be simple, using text links to help both human visitors and search engine spiders. Use a layout with HTML links, which include keyword descriptions of each of your pages.

Your site map should be linked to every page in your site, this way the engines can find and spider every page.

Click here to see a good example of a simple, SEO friendly Sitemap:

<http://poweryourhealth.info/dietandexercise/sitemap.html>

## **8. Keep your site freshly updated**

Building your website with valuable, relevant and appealing content is a key element for success, but if your content is left static or is rarely updated, you will lose search engine ranking faster than you can get it!

Ideally, you want to update your sites EVERY DAY...

...which is a challenge for most Webmasters, especially if they have \*numerous\* sites to keep up with.

One solution I've found is to use a "random home page" script which shows your sites "home page" as a different article every 24 hours.

By using this script, your site will appear to be manually updated every day, which is something the search engines look favorably on.

This simple solution has been shown to improve search engine ranking WITHOUT the need for continual updates and also provides "deeper spidering" of your sites, ensuring that ALL your pages get indexed.

I've yet to find a script such as this anywhere on the web, [other than here](#).

## **9. Include ALL your pages in the Search Engine listings**

Did you know that by linking every page of your website to all the others "*in sequence*" can result in some search engines failing to "spider" some of your pages - and thus NOT include them in their search listings?...

Most Webmasters aren't aware of this, but by using a "random cross link" script each of your article pages will contain links to all your other article pages - but selected at RANDOM!

This provides an incredible solution to the search engine spider problem, especially when used in conjunction with the random home page feature above.

I'm not sure where to find this script either, other than [ContentBuilderPro](#).

## 10. Get other relevant sites linking to yours.

Search engines measure the "value" of your website by the number and quality of "links" from other websites pointing to your site.

Getting a link to your site is like getting a "vote" for your site - the more votes you get, the higher you will rank in the search engines.

To have a decent search engine listing, you should focus some of your time on finding *\*quality\** link partners within your niche to help raise your "page rank".

If you're not familiar with how 'page rank and linking strategies' work, go ahead and take a moment to [read the page here](#). Once there, you'll also discover how a simple website went from 726 unique visitors in the month of January, to 5,427 in February - **a 700% increase in ONE month** - and how YOU can apply the same *winning system* to YOUR websites!

## Final thoughts...

While these are all excellent tips, still the BEST way to optimize for the search engines is to take a look at who's already successful so you can duplicate their efforts and BEAT THEM in the rankings!

You will get better rankings more often by evaluating what your top competitors have already done, **which frees up your time to create more websites, while THEY spend all of THEIR time doing YOUR research!**

So if you're ready, I'm about to reveal a little-known but HIGHLY EFFECTIVE *\*underground\** shortcut that gives you an unfair advantage in ANY niche, allowing you to easily DOMINATE your competition by [legally] stealing their rankings and traffic using information gathered from THEIR OWN websites!

## **DEADLY Mistake #4: Not Properly Evaluating Your Top Competitors Websites To Gain Valuable Info You Can Use To DOMINATE The Rankings**

Most Webmasters run their sites in the dark. They make decisions without having all of the facts, and this is a HUGE mistake.

Prime among these *under-used* information goldmines are the search engine results. By studying the search rankings you can uncover two vital elements:

**1. Who your top competitors are for any given search term**

**2. The best keywords and phrases to base your content around**

Picking the right keywords can make or break your website. The best ones give you profitable rankings that pour in cash, while the bad ones leave your pages lost amongst millions of others.

That's why doing keyword research is so important. The problem is that it often takes a lot of work...

...and when it's all said and done, you never truly know whether or not you've picked the right keywords.

But, there's one technique that stands out to quickly find the best (and most profitable) keywords...

**Uncover the 'hidden gems' your competitors are already using so you can duplicate their efforts and BEAT THEM in the rankings!**

I've said it before, but it's worth repeating: **You will get better rankings more often by evaluating what your top competitors have already done, which frees up your time to create more websites, while THEY spend all of THEIR time doing YOUR research!**

Of course, the biggest reason most Webmasters don't do this is because sorting through all of the results for the keywords in your market could *literally* take you days, or even weeks of effort!

Instead, what you need is a 'shortcut' that reveals the results you're looking for at a *lightning fast* pace...

...So allow me to introduce a pair of easy-to-use software tools that will have you kicking yourself wishing you'd found them sooner:

*"Google Rank Analyzer", and her counterpart "The Site Searcher"*

Simply stated, these are your secret \*underground\* weapons to rapidly uncover the valuable search engine data your business needs to thrive with click-button ease!

With these two AWESOME programs directly at your fingertips, you'll now be able to **make smart business decisions, achieve top search engine rankings, and ultimately put more money in YOUR pockets!**

**Here's the full range of benefits both tools have to offer:**

- \* Quickly and easily discover the absolute best terms to base your content around so you can claim prized rankings and rake-in gobs more free traffic!
- \* Evaluate the level of competition for any given search term, thus increasing the percentage of terms you'll be ranked for!
- \* Uncover \*quality\* link partners with the potential to send your search rankings through the roof!
- \* Locate all instances of a specific phrase within all the pages of a website, then use this information to gain an upper-hand over your competitors!
- \* Build your sites around profitable keywords by spying on your competitors to see what they have already done and the tactics they're using to be successful!
- \* Evaluate potential partners, affiliates, and competitors to get an *inside look* as to what they bring to the table, so you know what you're up against when competing for the top rankings!

## 7 DEADLY Webmaster Mistakes... And How YOU Can Avoid Them!

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- \* Save time by accessing a complete run-down of any site with the ability to input \*multiple keywords\* for every site you want to look-up!
- \* Determine the speed and depth you spider others' websites, ensuring you get ALL the data you need!
- \* Pop-out results quickly so you can get your work done faster, without having to wait forever for the information you need! It would take hours on end if you looked-up this data manually.
- \* Separate the final results into the keywords or search phrases used in your query, the position and exact page that appears on Google, the titles/descriptions of the pages, URL's listed on Google, how deep in the website your keyword appears, and more!

As you can surely see, with these automated tools in your web arsenal, you no longer have to labor hours on end to find the best keywords for all of your websites!

And the best part is, they're BOTH yours for absolutely ZERO cost with your [one-time investment in ContentBuilderPro](#) -- a **\*real world\*** \$50 savings, as that's about what they would sell for separately.

Look, I hate to sound like a broken record here, but I really have PACKED this puppy with everything needed to generate unlimited niche websites, attract free traffic from the search engines, and easily turbcharge your online profits!

The risk is entirely on me, so [give it a whirl for the next 30 days](#) and prove to yourself that it works just like I've promised. You'll be glad you did.

## **DEADLY Mistake #5: Thinking 'AdSense' Is The Only One Game In Town, Thus NOT Capitalizing On ALL Your \*Premium\* Virtual Real Estate**

When considering how you will make money with your website, don't get stuck on just one income model.

It is far better to have \*many\* streams of revenue, rather than putting all your eggs in one basket.

While AdSense is surely an excellent way to earn passive income, (and one I HIGHLY recommend using) it's not your only option...

Now in case you're not familiar, AdSense is a program run by the search engine giant Google, where they display 'relevant' ads on your content pages and pay YOU every time your site visitors 'click' one of the ads.

They don't have to buy anything - there's no 'memberships' they have to join... all they have to do is CLICK the ad and YOU get paid!

As you can imagine, AdSense has become wildly popular with Webmasters who run niche sites, not only because of the HUGE profit potential, but also because of how easy it is to get started...

...You sign up for free at <http://google.com/adsense>, carve out some space on your pages for the ads, paste a few lines of code from Google into the HTML for your site, and Google \*automatically\* fills in your pages with color-coordinated text / image ads.

It's that easy.

...In fact it might be TOO easy, because I see a lot of Webmasters who have chosen to monetize their web pages with just this ONE source of income, which is a HUGE mistake!

I know this may come as a shock, but it's true...

**There are other (more lucrative) ways to monetize your website besides AdSense -- and if you're not implementing them, then you're leaving LOADS of money on the table!**

Look, if you wanna double, or even triple your income from multiple revenue sources, then you need to take advantage of ALL your virtual real estate by placing ads and links on your sites for related products you can promote as an "affiliate marketer"...

In case you're not familiar, an affiliate's role is to refer visitors to the "sales page" or website of the product using your "personalized" affiliate link that is provided to you. Each order that is placed through your link earns you a commission.

Affiliate programs are attractive because you don't have to concern yourself with product development, processing payments, handling customer service issues, etc., and most often times you can even get started for free.

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**Where to find quality affiliate products to promote:**

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You can find affiliate program directories (where you can browse through various affiliate programs) by doing a search for "affiliate program directory", "associate program directory", etc. on Google.

A good directory to start with is the one at:

<http://associateprograms.com/directory>

Another great resource for finding products to promote is at:

<http://clickbank.com>

Clickbank is one of the oldest, most trusted affiliate marketing networks available, providing a *hassle-free* way to monetize your sites with little effort.

If you're not familiar with this service, you can sign up as an affiliate for free and promote THOUSANDS of digital products in just about every niche you can imagine (just do a search in the Clickbank marketplace for your keywords to narrow it down -- i.e. *health, fitness, dog care, golf, Internet marketing, etc.*).

With bi-weekly commission payouts as high as 75%, it really is a *much better* opportunity than just getting paid a few cents per click!



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Another excellent opportunity for affiliates is the program offered through Amazon.com at: <https://affiliate-program.amazon.com>

With their wide array of products and trusted brand, this one's sure to be a winner in any Webmaster's arsenal!

What I like most about this program is how you can feature any Amazon products in a self-contained online store embedded directly within your website.

My wife set up one of these e-stores recently for her new health blog and it was quite simple to do. You can view it here to get an idea of what I'm talking about: <http://poweryourhealth.info/store.php>

I also like how you can include *individual* product photos and "buy now" buttons embedded in your site as well. You can see a good example of that by scrolling down the page here: <http://poweryourhealth.info/dietandexercise>

The percentages you earn with Amazon are far less than with Clickbank, but the chances of making multiple sales from the same customer are far greater, meaning the commissions can really add up!

You've also got to consider the fact that commission percentages will be higher for "digital" products (like those offered with Clickbank) than with physical one's because the product owner doesn't have any inventory costs, shipping expenses, etc.

\*\*\*\*\*

**Incorporate ALL THREE Income Methods  
\*Automatically\* At The Push Of A Button:**

\*\*\*\*\*

Ideally you want to feature all of the above mentioned income streams on your websites...

- \* Google Adsense
- \* Clickbank products
- \* Amazon products

...but researching individual products, then manually adding them to all of your web pages can become a real burden, consuming the vast majority of your time and effort!

Plus when it comes to proper "placement" of Adsense ads, testing and tweaking can drive you nuts!!!

Wouldn't it be easier if you could just click a few buttons and have profit-pulling ads placed on your web pages in PREMIUM positions, all in a matter of minutes?

How is this possible?...

...By using [ContentBuilderPro](#), of course. =)

With this software you can instantly and automatically build professional, content-rich websites that include:

- \* Multiple Google Adsense "ad units" featuring YOUR Adsense ID!
- \* A Google "search box" using YOUR Adsense ID in all the results!
- \* Multiple, automatically generated Amazon ads complete with product photos and "buy now" buttons, all featuring YOUR Amazon affiliate ID!
- \* A Clickbank (ebook and download) "search button" using YOUR Clickbank affiliate ID in all the results!
- \* Links and/or ads for YOUR OWN products and services!

Not only that, but the [new version](#) now includes an "*Affiliate Link Injector*" feature that turns selected keywords and phrases throughout your entire site into "**clickable advertising links**" that help BOOST the income from your websites automatically!

This is the same sort of process used by popular sites such as the hugely successful Wikipedia.com.

On sites like this, when there is additional information available for a specific word or phrase, that word or phrase is turned into a "clickable link". When someone clicks the link, a new window opens with related information.

Now with our **\*built-in\*** Affiliate Link Injector tool, you can use the same *highly successful strategy* to boost the profits from YOUR sites!

Simply find some related affiliate products from Clickbank (or any other source), then enter suitable keywords or phrases into the software...

...In just seconds, ALL of your selected keywords and phrases appearing throughout the ENTIRE site will automatically be turned into clickable links promoting your affiliate products!

**This builds additional profit streams directly inside your articles, boosting your income on auto-pilot!**

**==>> [Click here to get started now and save yourself \\$100 bucks in the process!](#) <<==**

### **Final Thoughts:**

Building websites with numerous money-making features is a great strategy in it's own right...

But unless people STAY at your site long enough to see what you have to offer, it doesn't matter one bit!

What I'm referring to is known as the "Click Back Factor", and unfortunately many sites suffer from it.

...Meaning just because someone clicks the link to visit your site, unless what they see is immediately relevant to their search, they will simply "click away", taking with them YOUR chances for making profits.

**I DON'T WANT THIS TO HAPPEN TO YOU** -- that's why I've also included our exclusive "*Search Phrase Customizer*" software with the package [here](#).

This unique software will keep visitors on your sites longer by taking the exact same search phrase they entered into the search engine and displaying it wherever you want to on your web page!

By "personalizing" your web pages in this manner, you can help convince visitors to stay with your site a little longer, thus giving you a better chance of making money.

## **DEADLY Mistake #6: Having The Unfortunate Misconception That "If You Build It, They Will Come"**

Allow me to be brutally honest here:

Just because you build quality sites optimized for the search engines and monetized for profit, **DOES NOT guarantee you will make even one single red cent from them!**

After all, [getting a decent ranking](#) with the search engines does take time -- and if you want to see a paycheck NOW, then you will need to do a little "promotion" work.

Relying **\*solely\*** on the search engines is an *extremely* GIGANTIC mistake...

...Especially when there are so many **\*low & no cost\*** promotion strategies you can implement today, so you can start seeing traffic, clicks, and sales immediately.

Let's have a look at the **\*most effective\*** one's now...

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### **Low & No Cost Promotion Strategies For Your Websites That Actually Do Work And Will Brand You As An Expert In Your Field:**

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#### **1. Submit Articles**

An excellent FREE promotion strategy I personally use is to write quality articles related to the topic of your site, then submit them to ezine publishers, site/blog owners, and article directories.

It's a "win-win" situation as the publisher gets original content to send to their subscribers and/or visitors, and you get some free exposure for your site.

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Just be sure to include your "resource box" and require that the article is published "as-is" with your credentials attached. Any reputable marketer will adhere to your policies.

Here's a couple good examples of resource boxes you can model after:

\*\*\*\*\*

Billy Davis is a full time Internet marketer and software developer who's committed to helping others succeed online by providing the 'tools' necessary to make their business a success.

To learn more about how he can help 'centralize' your online business ventures please visit:

==>> <http://eToolCentral.com>

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"Here's How YOU Can Make Serious Money Right Away By Instantly Turning \*Private Label\* Articles Into UNIQUE, Fully Optimized, Profit-Pulling Websites Featuring YOUR Adsense, Amazon, and Clickbank Ads...  
...All In a Matter Of Minutes!" For more details visit:

==>> <http://ContentBuilderPro.com>

\*\*\*\*\*

With a little research, you can find a list of potential ezine publishers and article directories by searching Google:

<http://www.google.com/search?hl=en&q=ezine+directories>

<http://www.google.com/search?hl=en&q=article+directories>

**Hint:** Search Google for your keywords to discover who the top websites are in your niche (they'll be on the first page), then submit your articles for them to publish on their sites. This will not only give you an excellent stream of traffic for years to come, but the link pointing back to your site is nice to have too -- especially if they hold the first few spots!

## 2. Participate In Forums

Another great promotion strategy that's been \*proven\* to work and that you can implement right away is to post on 'forums and message boards' related to your niche.

Most will let you include a "sig file" or resource box at the end of your post where you can put a brief description of your site and the web address.

The more time you spend participating in the forums, the more exposure you'll receive. Certain topics and posts will generate more exposure than others. After a while you'll get a feel for what topics attract the most attention.

The trick is not to blatantly advertise in your posts, but to provide the reader with **\*real help and value\*** -- do this and you'll be surprised how much traffic you can get!

A quick search on Google will return tons of forums you can participate in. Just search for the main topic or niche plus the word "forums" attached. For instance...

..."marketing forums", "health forums", "golf forums", etc.

### 3. Create A BLOG

Wanna get WILDLY known as the "go to guy or gal" in YOUR niche?...

...Then without a doubt -- Publish a BLOG!

If you're following my advice and building numerous, content-based websites then you're going to need a place to **\*centralize\*** your activities, and that's where a BLOG comes into play!

Not only that, but BLOGGING is one of the BEST ways to become really popular on the Internet, branding YOU as an expert.

Smart Webmasters are using BLOGS to promote their websites, review products, establish better customer relations, and ultimately make more money!

Unfortunately 'BLOG creation' is a little beyond the realm of this mini-course, but here's a step-by-step video that will walk you through how to set one up for free: <http://etoolcentral.com/create-a-blog>

(You can access the entire video series which includes 19 videos + our exclusive 'Bloggers Power Pack' [by clicking here.](#))

#### 4. Syndicate Your Content

Unless you've been living under a virtual rock, you've no doubt heard about the AWESOME POWER of "RSS", and how by publishing your own RSS feeds, you can [literally] send your traffic through the roof OVERNIGHT!

RSS is ideal for collecting and sharing "frequently updated" information and is literally taking over the web in terms of how we communicate.

In the midst of this "blogging craze", Webmasters are forgetting all about the goldmine of content they've either already created, or are planning on creating for their websites, and are leaving it to collect digital cyber dust...

**...But what if they could convert their static HTML content into profitable RSS feeds that can be imported into ANY website and syndicated across the globe just like the BIGGEST, multi-million dollar media companies do?**

This, of course, would mean MORE exposure, MORE incoming links, and MORE traffic... with no additional effort!

So how is it possible to convert your EXISTING content into RSS format?

Well, you could do it manually by editing your site's code, but what if you have dozens and dozens of articles published? That would take a lot of time, and time is your most treasured asset online.

...Not to mention it's quite complicated.

Instead, [why not purchase ContentBuilderPro?](#)...

With this software, not only can you build content-rich websites in no time flat, but you can then turn around and thrust them into high gear using our bonus "add on" desktop program called *"My RSS Converter"*.

This simple tool allows you to take any HTML webpage and convert it into RSS with a few clicks of a button. Plus it's perfect for both beginner and advanced users, as it takes you through the process step by step.

To learn more about this handy Webmaster solution, along with a host of others, be sure to [check this out today](#).

## **5. Join Social Networking Sites**

Another promotion strategy that goes hand in hand with blogging is Social Networking.

Sites like MySpace, Facebook, MyBlogLog, Digg, StumbleUpon and more are popping up everywhere, allowing users the opportunity to build groups of "friends" they can network with and communicate to.

I've found this to be a pretty quick way to generate traffic and sales, and I must say it's FUN too!

## **6. Get Free Publicity**

This promotion strategy has more potential than ALL the others I've mentioned so far - combined.

It involves submitting \*worthy\* articles and information to related media outlets such as:

- \*Magazines
- \*Newspapers
- \*Radio stations
- \*TV stations

This type of media is ALWAYS looking for exciting news or content, so why not YOU provide it to them?

Just imagine having one of your articles published in a major magazine? Countless millionaires have been created overnight using this method.

Fortunately there is a ton of free information available on how to get media publicity by searching Google for 'how to get free publicity', 'get free publicity for my website', 'free TV publicity', etc.

## **7. Publish An E-Report or E-book**

I've saved the best for last!

By publishing your own digital reports and ebooks (like the one you're reading now), you really become the *noted authority* on your chosen subject.



Not to mention, this is a simple, **well-proven formula** for promoting almost ANYTHING online, with minimal cost and effort required on your part!

Creating your report isn't as hard as you might think either, and can be as easy as taking 5-10 private label articles, rewriting them a bit, then compiling them one by one into a readable format inside your word processor.

The trick is then turning them into a "PDF document" that can be distributed all over the web. Most programs are rather expensive and "techie", leaving many folks out of the game...

...And that's why I created "[MONSTER PDF Publisher](#)", an easy-to-use desktop tool that makes light work of creating and compiling your own professional e-products.

MONSTER PDF Publisher comes with a download link and instructions for POWERFUL software that will turn ANY [.doc .txt or .rtf] file into a PDF file instantly and automatically!

Simply create your ebook using any text editor or word processor, then load it into this software to produce your own 100% complete, ready to use PDF document!

Alternatively, this program also offers **\*built-in\*** fully functional publishing features, so you can actually create and edit your ebook from directly inside the software if you wish.

**Wanna create \*brandable\* reports and give others an amazing incentive to pass them on to others by including THEIR website address inside YOUR report?!**

This is what's known as VIRAL marketing, a simple but highly effective strategy that's already been used and proven to work countless times to generate massive traffic and sales for all sorts of products and services online.

Here's how it works...

- \* Create (or aquire the private label rights to) a high quality ebook or special report that promotes your products, websites, and offers

- \* Allow others to EASILY \*brand it\* with THEIR website url, autoresponder address, affiliate link(s), etc.

\* Give it away or SELL IT with "Resale/Branding Rights" included, then hold on tight... your new, customized ebook is about to spread like a MAD VIRUS!

The key obviously is being able to create quality material AND convert it into a "brandable" format that others can easily customize with their affiliate IDs and/or links.

There are a few tools around for creating brandable files, but none as easy to use as [the one featured here](#), I assure you.

Regardless of whether or not you offer your products with "branding rights", DO publish your own e-reports, as this is a SURE-FIRE method for attracting UNLIMITED HOARDS of \*highly targeted\* visitors for ANY niche market.

### Final thoughts...

At this point you may be feeling a little overwhelmed, but don't sweat it. You can go at your own pace.

Best thing I can recommend is to work on mastering ONE of these promotion strategies, then move on to the second and so forth.

My friend Eileen [who's websites I feature at the page here](#), has been seeing REAL results from nothing more than building niche content-sites with PLR articles, then submitting her articles to a variety of article directories with a link back to the related niche site.

See, **it's NOT about quantity as much as it is about quality**. Learn everything you can about one or two strategies and MASTER them -- you'd be surprised at the results.

One more thing along the lines of "promotion" is how you can start with a set of private label articles and expand them into \*multiple\* promo tools like short reports or ebooks...

...Then audio articles, audio ebooks, VIDEO...

Your imagination's the only limit!

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By the way, I've included with the [private label membership bonus here](#) a complete, step-by-step video series that walks you through the **entire process** of making ALL forms of PLR content unique (*articles, ebooks, audio, video, and even software*) so you can learn to create KILLER marketing materials for all your websites!

Not only that, but I recently added my 'Traffic Explosion' combo pack which includes software that will automatically submit your articles to the article directories AND your feeds to the RSS directories FOR YOU, along with a POWERFUL traffic generation script and two \*Web 2.0\* traffic courses as well! You can [check it all out here](#).

Okay, let's move forward to the final DEADLY mistake...

## **DEADLY Mistake #7: Not Capturing Visitor Information, Thus Failing To Profit From 'Repeat' Visitors And \*Lucrative\* Backend Sales**

Okay, so you've got some websites built, they're optimized & monetized and you're \*actively\* promoting them to get traffic...

...Excellent formula, but let's not forget about the REAL money on the Internet and where's it's made:

### **...ON THE BACKEND!**

See, once you've done the work to bring people to your site, now's the time to capitalize on that effort.

The REAL money in Internet marketing is made on the backend - **AFTER the web visitor has LEFT your website!**

Just think about that for a moment from your site visitors' perspective...

They're searching for some information with NO intention whatsoever of pulling out there wallet and buying anything, then all of a sudden they stumble upon YOUR website.

One of three things is going to happen here:

1. They find the information they're looking for so they stick around a while. Eventually they leave, most likely NEVER to return. (honestly, the chances aren't good they'll ever find your site again.)
2. They don't see anything they like and they leave, almost assuredly NEVER to return again.

Granted you can somewhat control how long your visitors hang around your site by publishing QUALITY content and providing an excellent visitor experience, but did you notice how the \*end result\* of both scenarios is the same regardless?...

It makes no difference how long your visitors hang out on your website, ALL of them will inevitably click away, and chances are they won't be back again - UNLESS you implement this third alternative:

3. They find the information they're looking for so they stick around a while (this one's a gimme). While they're at your site they REQUEST for you to email them more information and GIVE YOU their email address so you can keep in touch with them - then they leave - **BUT you've "captured" their contact info, so you can get them back to visit in the future!**

No doubt this third scenario has to make more sense, but why would your site visitors give you their name and email address in the first place, along with permission to contact them?

'Cause you're going to ethically BRIBE them with something they WANT and are LOOKING FOR - "more information" related to the topic of the site they're visiting...

...But instead of just articles, you offer them something of greater value, like an ebook or a special report.

For instance, if your site is about "dieting", you could compile a set of private label articles into a small report like "Dieting Dos and Don'ts", get a nice ecover designed for it then give it away as an \*incentive\* to join your list.

Then you could start your own digital newsletter or "ezine" and offer a free subscription as a "follow up" to your report.

The point is to offer something of value for free, capture your visitors' details, then follow up with them by sending **\*valuable and beneficial\*** information. Let them get to know and trust you, then make "recommendations" for products related to the topic of your list.

Believe me when I say: **This very process is the KEY to your online success, regardless what niche you're in, because most people WON'T buy on their first visit to ANY website -- so if you want them to "return", you've gotta keep in touch!**

Let's take a look at each individual part of this 'system'...

\*\*\*\*\*

**Your Simple '4 Step' System For  
Generating Lucrative \*Backend\*  
Profits From Your Site Visitors:**

\*\*\*\*\*

Here it is in a nutshell:

1. Offer a valuable incentive
2. Capture your visitors' details
3. Follow up with quality content
4. Make recommendations/offers

Let's break this down a bit...

**Step #1: Create or acquire a \*quality\* incentive that has people scrambling to get on your list!**

Using some good 'ol fashioned private label content and a program such as the one I previously mentioned [here](#), you could easily create a special report or ebook related to the topic of your site.

The trick is to offer something people would actually WANT to read - because if noone's looking at your material, it might as well not exist.

So put some thought into it and really strive to provide good content. Also the more **\*unique and original\*** you can make it the better.

A good rule of thumb is NEVER give away something you couldn't charge money for. If people are willing to pay you for it anyway, then typically they will not have a problem exchanging their name and email to get it.

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**Step #2: Make it possible for people to \*automatically\* sign up for your email list and receive your freebie!**

In this step what you want to do (if you don't have one already) is set up an "autoresponder" account.

In case you're not familiar, autoresponders perform three key functions for you:

- \* They allow you to "capture" the names and email addresses of people who visit your site(s), thus building your own profitable database of subscribers & customers within your target market.

- \* They provide an *easy way* for you to follow up with your subscribers, which is very [critically] important since most people don't buy on their first visit.

The neat thing about autoresponders is how you can "set and forget" the messages to be sent out AUTOMATICALLY at the specific intervals you choose - with NO involvement on your part whatsoever!

- \* They make "broadcasting" a special offer or important announcement to your list as easy as clicking a button! (...IF you use a quality service.)

I personally recommend using a 3rd party service like [Aweber.com](http://Aweber.com) or [Getresponse.com](http://Getresponse.com), as they will both allow you to have UNLIMITED autoresponders for one low monthly fee, without all the hassles that come along with hosting your own script.

Why "unlimited" autoresponders? Very simple. The trick isn't necessarily to build ONE giant list, it's building several smaller, \*targeted\* sub-lists within a variety of niches.

And since your goal should be to launch MULTIPLE websites, you're going to need MULTIPLE lists - so you might as well get started off in the right direction from the beginning.

-----

### **Step #3: Follow up and educate your subscribers to cultivate a relationship and BRAND yourself in their minds, thus creating a steady stream of REPEAT visitors and customers**

**Read my lips:** The BEST way to "sell" your subscribers something is to first "educate" them. Don't just slam them with advertisements every day, instead send them \*valuable\* content related to your topic, such as:

- \* Informative articles
- \* Special reports
- \* Expert interviews

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- \* Audio reports
- \* Product reviews
- \* Demo videos

In other words, give them information they'll find useful and they'll be more apt to listen to your offers / recommendations.

Where do you find content such as this to offer your subscribers? Well that's easy...

You "create" it, or find an affiliate program that offers you \*customizable\* promo tools you can \*brand\* with your affiliate link.

If you're going to create your own, then the videos I mentioned before as part of the [bonus membership here](#) will show you how easy it can be to transform PLR material into YOUR OWN unique creations - articles, ebooks, audio, and more!

In fact, by creating your own marketing materials you can use the 'content' itself to \*plug\* products you earn commissions on, say as an affiliate for instance.

Obviously you'll want the information and products to be \*related\* to the overall subject, this way your message is \*targeted\*...

### Here's what I mean:

Let's say someone signs up to receive your report *"Dieting Dos and Don'ts"*. It's pretty safe to assume this person is reading the information because they are interested in learning more about the subject of "dieting"...

Because they're interested in "dieting", you can also assume they would be interested in \*other\* information related to the topic, like "weight loss", "exercising", etc.

What you wanna do is "recommend" a PAID product from within your FREE product, but only if it's related to the same topic, so you KNOW the reader will be more likely to buy it. (So if your report is on dieting, then tell your readers about an ebook from Clickbank like "Fat Loss 4 Idiots" or "The Diet Solution")

By "targeting" your market with "content" in this manner, you'll be guaranteeing yourself **QUALITY, \*pre-qualified\* visitors** to ALL your sites and offers!



To see this exact system in action, be sure to [check out what my wife's doing](#) on her health site with her new report titled *"How to lose weight WITHOUT starving yourself"...*

Now, you could go even further by offering your report with "Giveaway" rights so others can pass it along to their friends and associates. Do this and watch what happens, it can be pretty exciting! (*more details about this POWER marketing strategy can be found by [reading the page here](#).*)

So to sum this up, once you've got someone on your email list, follow up with QUALITY CONTENT - but every so often make them related offers they would most likely be interested in buying.

Which brings me to the fourth and final step...

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**Step #4: Make recommendations for products you've either created yourself, or one's you're marketing as an affiliate - but do so in a way that gives the user MORE value than what they are paying for**

I learned some time ago: **If you make no offers, you make no money.** Simple as that.

Again, I'm not referring to blasting out ads every day. I'm saying to make an offer in your signature when you send out an article...

Mention a product from inside your reports and ebooks that fills a certain related "need"...

Introduce people to your products in this fashion, then send an email making them an offer.

If you're offering true value and you're providing good content, then you've earned the right to ask for their business.

Why not? If you don't, someone else is going to.

**So what types of "offers" am I referring to here?**

Well for instance, let's say you're an affiliate for "Fat Loss 4 Idiots" ebook. You could compile a set of 4 reports all centered around the topics of "Health,

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Dieting, Exercise, etc.", then give it away for free to anyone who purchases the ebook through YOUR affiliate link.

All they do is email you the receipt after they purchase through your link, then you email them back the details of how they can download their bonus.

Or you could make an offer that if they buy the ebook from you, you'll give them the 4 reports PLUS a "video ebook" on the subject - then just compile related videos from YouTube (that you can make money on, by the way) and link them inside a PDF document using [MONSTER PDF Publisher](#).

Give it a unique title like: "Helpful, Healthy 'Health' Videos" or something, then use it to build VALUE in your bonus offer.

...Or SELL this video ebook at a "special discount" to your readers and use the 4 reports as the bonus! It's up to you because it will be YOUR product and you can do what you want with it!

Keep in mind that a lot of times people will buy what you're offering JUST to get the bonuses. I know I have, and I'm sure you have too.

The point is here to make a **\*no brainer\* offer** that gives your customers MORE value than they would otherwise get if they just bought the product separately without going through your link...

...But FIRST make certain you've earned the right to by offering solid content (get the feeling it all boils down to the \*quality\* of your information? hmmm...).

If you've followed this formula and are "educating" your subscribers with information they're interested in (which is why they visited your site in the first place, remember?), then they'd be disappointed if you DIDN'T offer a product that compliments and enhances the information they're looking for - I know I would be.

Look, I don't know about you, but I love a good deal - and so won't YOUR subscribers!

Okay, so "how" do you craft an email that actually gets people to BUY what you're offering? Let's find out...

\*\*\*\*\*

## How To Write KILLER Email Promotions That Get Results:

\*\*\*\*\*

You could have the biggest email list on the planet, but if you don't know how to convert your subscribers into BUYERS, you won't get very far.

You've heard the phrase "the money is in the list", and if you've been paying attention then that's precisely what I'm suggesting you do is build a list...

...But don't let anyone fool you, the REAL money is in your CUSTOMER list - and that's why you want to put some \*real effort\* into your email promotions.

You see, anyone can write an email promo, but not everyone can write a promo that actually makes money. **Your success as a marketer is almost always determined by how well you can "work your list".**

Imagine being able to send out an email, then sit back and watch the sales pour in!

If that sounds exciting, then you're gonna LOVE this...

Well known Internet marketer, Michael Rasmussen, launched a set of videos a little while back called '[Email Promos Exposed](#)' that I mistakenly let sit on my hard drive collecting digital dust.

### **BIG MISTAKE!!!**

Finally, after an entire year of putting it off, I logged in and began watching. Let me tell ya, for a set of free videos I learned WAY more from them than ANY product I EVER bought on the subject of email promotion!

Needless to say, I wish I'd watched them sooner...

...But things work out the way they work out, and I ended up applying Michael's strategies this past summer for the launch of '[Promo Dashboard](#)' (which walks you step-by-step through the "promotion strategy" I'm teaching here by the way) and the results were simply amazing:

2 days after launch and I'm sitting on 43 sales with a total commission of \$1,958.71 and I'm still getting sales for it to this day!

### What was the secret?

Well, there were THREE of them actually:

1. I had a few lists with just over 5,000 people I'd been 'cultivating' for a couple years... (this is the part most "gurus" don't tell you)
2. I made them an **\*utterly irresistible offer\*** that was hard to refuse (I'll show you what I offered in a minute)
3. I followed both the advice of Michael Rasmussen's '[Email Promos Exposed](#)' videos, and also the strategy laid out in the '[Promo Dashboard](#)'

### Wanna get the same or BETTER results than I did?...

If so, follow my advice and [build websites centered around quality content](#), get some traffic coming in, then snag yourself a copy of the 'Promo Dashboard', as it picks up right where traffic leaves off by showing you \*exactly\* how to:

==> Create a highly attractive freebie that COMPELS people to join your list

==> Get people to CONFIRM their email (very important)

==> Take these folks FROM emails to PDF's to podcasts, videos, and other tools that get 'em to BUY

==> Exactly, \*specifically\* HOW to create these tools

Again, the same strategy I'm teaching here, but a whole lot more focused on the "promotion" side of things. [I highly recommend it.](#)

Then, go ahead and [sign up for a free membership to 'Email Promos Exposed'](#), WATCH the videos (don't make my mistake by letting 'em sit =) and apply what you learn to craft AWESOME emails you can use to make repeat sales over and over again to your list - then duplicate the process in another niche.

## **Wanna see the email that raked in two grand in two days?...**

Here's what I'll do:

Not only will I show you this email, but I will let you have it for free with PLR rights so you can use it as a template for YOUR OWN email promotions. Plus it also serves as an excellent example of a 'bonus offer' like one that you could do...

For your convenience, you can copy and paste the email from [this link here](#).

## **Let's wrap things up...**

To recap, let's look at the \*highlights\* you've learned throughout this course so you can "put it all together"...

First, we covered how you should [build \\*simple\\* websites](#) that are pleasant on the eye, easy to read and navigate, with LOTS of information and resources available at your site visitors' fingertips. We even looked at an [example](#) of a quality, niche website.

Then we discussed how it's best to build your sites around YOUR OWN unique content instead of articles from article directories or UNmodified PLR content.

We also determined that it's easiest (and most beneficial) to start with PLR articles as your idea and outline, but eventually turn them into your own \*original\* content.

After that we moved into [SEO strategies](#) and solutions, covering a variety of optimization tips.

We've talked about spying on your competitors sites so you can learn what works and duplicate their efforts...

How to "monetize" your sites with AdSense and affiliate income, thus taking advantage of ALL your premium virtual real estate...

How to [get completely FREE traffic NOW](#), while building a solid reputation for yourself in the process...

And finally how you can [get people on your email list](#) and then [convert them into buyers](#)!

### **What's next?...**

Well, that my friend is up to YOU! All I can do is give you the guidance, but you're the one who has to put it into action and make things happen.

Most people will do nothing, as this is human nature.

But some will take the information and system laid out before them here and run with it, launching MULTIPLE websites and building MONSTER lists across a TON of profitable niches!

**Can you just imagine for a sec' how absolutely COOL it would be to have 50 niche websites all working aimlessly for you 24 hours every day bringing in leads and profits?...**

Too many Webmasters want to build one massive site in hopes of "making it", but this is a GARGANTUAN mistake (and could be DEADLY mistake #8, but I have to end this at some point =)...

Why not instead [build LOTS of passive income streams](#) so you don't worry about the success of just one?...

...This way if one or two don't make it, who cares?

### **You've got a WHOLE BUNCH MORE that do!**

And when you have \*multiple\* websites, then they each only need to make a few dollars every day for you to quit your job and go at this full time.

For instance, if you have one site set up that's making a measly \$10 per day in Adsense and affiliate income, that doesn't sound like much...

...But what if you had FIFTY sites making you \$10 per day?

That's now five hundred dollars EACH DAY - do the math on those numbers!...

...And to think, that's ONLY basing it on your sites earning \$10 bucks, what if you got them cranked up to \$20 per day each? Heck, that's only ONE ebook sale each day from Clickbank, get my drift?

**The trick, however, is of course being able to launch  
MULTIPLE sites, and for most Webmasters this is  
where the challenge begins...**

If you've ever tried to create and update a "content-filled" site, then you're well aware of the overwhelming tasks that are involved.

In fact, using a conventional HTML editor to do this will literally take you days and days of solid SLAVING effort...

Wouldn't it be easier if you could just click a few buttons and build multiple, MASSIVE sites in minutes?...

...Your own UNIQUE, fully automated, 'set and forget' passive income generators that allow for your work load to decrease daily, as your income rises!

Sound like your cup of tea?... Then [head on over to ContentBuilderPro](#) and get started today.

Then just focus on building your first site. Get it up and running with a "lead capture" system as described in this course, then move on to your second, then your third, and so on.

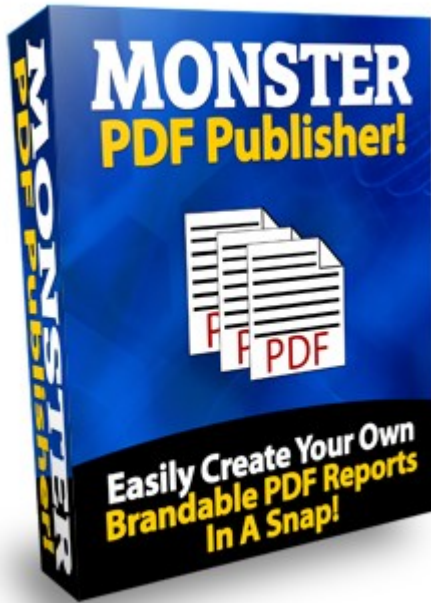
If you do nothing you'll get nothing, but [if you'll just get started and follow my lead, I GUARANTEE you will see results](#), and one day wake up to a MASSIVE niche empire of your very own that you can be proud of!

**To your content building success,**

**Billy Davis**

PS: Wanna create YOUR OWN \*viral\* ebooks like this one?...

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