



My Advertising Secrets

"The Ultimate A-Z System To Advertising Your Business On The Web For Massive Traffic, Sales And Profits!"

Your Reprint Rights :

By owning a copy of this eBook, you have full rights to sell or give it away to others. You may sell it as a standalone product (it was designed to sell well this way), offer it as a bonus, bundle it in a membership site, sell it on eBay, or even simply give it away. You may distribute this eBook however you wish - BUT - you may not alter this eBook in any way or claim it as your work.

You MAY sell it offline if you wish, on CD or printed out, however you like.

The suggested retail price of this e-book is \$19.00

CUSTOMISE this ebook with Your **Own Affiliate links** for Massive Viral Profits!

[Click Here Now to CUSTOMISE](#)

[Visit my web site Now](#)

Introduction

Dear valued reader,

Every successful marketer knows that web traffic is the life blood of any online business...

Let us face facts, even if you have the best darn product ever to be created, you won't be able to sell one of it if you don't tell someone about it and generate interest from your potential customers.

That is the main objective of the process of creating continuous streaming web site traffic:

To Advertise And Promote Your Products For Consistent And Long-Term Profits.

Without this, you are sunk *before* you even begin.

I don't say this to discourage you from attaining your goals of being a successful online marketer. No! In fact, I want you to prosper.

But I want you to do so with a level head. The only way you can become a success is to know what you need to do to get the sales to earn the income you are striving towards.

Having a dream alone won't accomplish this. You *must* have a concrete battle-plan. By using the tried and tested techniques throughout this A-Z system, you will get that much closer to reaching your online goals.

With "*Web Advertising Secrets*", you have total control over the amount of traffic, sales and profits you want to get from your web business.

This home study course is divided into **THREE** volumes each complementing and synergizing to produce maximum results for you:

Volume #1: A-Z Web Advertising Blueprint (what you are reading now)

Volume #2: Web Ad Copy Secrets

Volume #3: The Web Advertising Action Guide

Now you have to understand this before we begin examining each of these proven advertising and promotional tactics...

[Visit my web site Now](#)

If you do nothing with the information I'm providing you with, you'll **NOT** see any results. You must take positive action with what I'm handing you.

So, I suggest you clear out your schedule for the next few hours and carefully digest each of these tactics. Once you've done that, set aside another few hours to **implement** them.

If that's too much time, then break the system apart. Each one is designed to not only explain what the individual tactic does and how it does it, but they will also explain how to use them more efficiently and effectively.

All right then, I'm ready to begin teaching - are you ready to learn? If you are, then let's do it...

First You Must Learn What NOT To Do.

This may seem a bit silly to you at this point, but believe me, knowing what not to do will greatly shave time off your busy schedule. It will allow you to manage your time more effectively and place you on the right road towards profits as quickly as humanly possible.

What I'm going to tell you about here are what I like to refer to as "time wasters".

They do nothing positive except waste your precious time. Time is a commodity you simply cannot afford to dwindle, especially in the internet marketing business.

There's always someone else out there that will have the available time required to build their online empire through applying useful advertising and promotional techniques that work, beating you to the punch, earning the profits you feel you should have earned.

All because you wasted your time on using things that don't work. Therefore, you have to rid yourself of all the "garbage tactics" so you know for a fact you're using the most effective ones properly and quickly.

If you are currently using any of the following you need to stop immediately.

They're doing nothing for you whatsoever. Here's a quick list of time wasters you should try to avoid:

Safelist Mailings:

Do you honestly believe that people who are on this type of mailing list are going to take the time to read your email? They're only there for the same reason you are - to promote their own sites.

They don't care if you're giving them something fantastic for free. All they care about is getting their ad in front of you and generating their own traffic and sales. It's a serious waste of time, so avoid this as best as you can.

Paying For Site Submission To Search Engines:

How do you even know whether or not these “site submission” companies are submitting your site to the most popular search engines? Or if they are even placing you in the correct category for your site to be accepted?

Put your money where it will be of most use to you, and investing it here isn't the place. Besides, you can do it on your own for free anyway without having to place a bunch of ugly banners onto your site giving them free advertising.

FFA Sites:

Are you serious? These are total junk at this internet age. They do nothing successfully for you except waste your time at the very least. The worst thing you can do is ever think about posting your site URL on one of these.

They don't work at all. And if you don't know what an FFA site is, then consider yourself a very lucky person. All these are sites that list a huge amount of site links from lots of other hopefuls trying to send prospects to their site.

It isn't targeted to any one specific group of people either. All the links are usually just jumbled together in one huge link list. Now, honestly, how effective do you think this is going to be if you are the 2,145 link on that list?

These are just a few of serial “time wasters”. While there are more, these are the most common types. My advice is to stay away from them if you can.

Let's get to the good stuff now. Everything you need to learn is right here, all in one convenient A to Z blueprint featuring the most effective, affordable and results-oriented advertising and promotion tactics.

This blueprint was written with the intermediately experienced business owner in mind, but you'll find some unique, highly creative tactics in this guide no matter what your level of skill and experience may be.

So kick up your feet and get ready to explode your online business to immense proportions with the information you are about to take in!

How To Use This Blueprint

I've designed this blueprint for use as a 'quick reference'. The first section contains a *clickable* topic index which will take you to the exact point in the document where your topic of interest resides.

Each topic contains four sections:

1. *Traffic Type*
2. *Cost*
3. *Method*
4. *Related URLs*

Traffic Type: This is my own means of defining the nature of the traffic. In other words, does the method yield primary new traffic or repeat traffic?

I've classified the **Advertising** tactics as “new traffic generators”, and the **Promotional** tactics as “repeat traffic generators”. In cases where a given tactic contains the potential to serve in both capacities, the traffic type will be labeled as “A/P”.

Cost: Here, I provide a very crude estimate of cost involved in implementing the tool or strategy.

Method: This section is the meat of each topic. You'll find all the information you need on how to implement the method in question, what it is, what benefit or result can you expect, and so on.

Related URLs: When applicable, I provide URLs to websites that can provide you with additional information and/or specific tools necessary to using the method in question.

Finally, make note of the **Symbol Legend** in the box below.

I hope you enjoy the A-Z Web Advertising Blueprint. It is packed full of tips and tactics to help you advertise and promote your business under almost any circumstance, and I'm positive you'll find more than a few ideas to suit your needs here!

Symbol Legend:

A = Advertising (primarily new traffic)

P = Promotion (primarily repeat traffic)

Cost: **X** (free); **\$**(cheap); **\$\$**(modest); **\$\$\$** (pricey)

[Visit my web site Now](#)

Affiliates

Traffic Type: A

Cost: \$

Method:

Affiliate programs (also known as **referral programs** or **partnership programs**) provide a flood of traffic to your site for next to nothing.

When you implement an affiliate program on your site, you establish a 'pay for performance' relationship with those who sign up as your *affiliate*. The affiliate runs his or her own separate marketing campaign in order to advertise his unique *affiliate url* which tracks the visitors he sends to your site.

If a visitor makes a purchase, the affiliate is credited for the sale and receives a *commission* (a percentage of the sale).

You can see the power of this method immediately when you recognize that your affiliates essentially provide you with *free* advertising. You only pay when a sale is made. True, you do pay out a portion of your profits – but what you make back is *far more than what you're spending*.

Why? Because affiliates increase your site's visibility.

Even long after you've moved on to another project, another site...all of those affiliate links pointing to your site are still 'out there', spread across the web in articles, emails, e-books and affiliate web pages.

Broad exposure such as this brings you a steady stream of traffic and sales for months to come.

Think of it this way: you can sell 1,000 copies of a \$79 product and keep the profits to yourself to the tune of \$79,000 **or** you can enlist an army of affiliates who sell 3,000 copies of the same product for a 50% (\$39.50) commission, and you net \$118,500!

Setting up an affiliate program is not difficult. One of the easiest places to do it is over at Clickbank.net. Clickbank has an affiliate system built in and ready to go the moment your product is approved for sale.

Also, an added benefit of Clickbank is the "marketplace directory" model employed on site. All products sold through Clickbank appear in the marketplace organized by category. Active affiliate marketers know this and seek out new merchants in the marketplace on a regular basis.

If you're using a different payment processor, like Paypal for instance, you will

[Visit my web site Now](#)

need to purchase server-side scripts to run your own affiliate program and host it on your site.

Alternatively, you can try some of the newer solutions on the market such as 1shoppingcart.com, payloadz.com, tradebit.com, or paydotcom.com.

The above services are “all in one” automation solutions for selling and delivering digital goods like e-books.

Easy Affiliate Recruiting Tips:

1. Keep your site simple and uncluttered

Your visitors and your affiliates want to see a simple, easy to navigate layout.

Make the link to your affiliate information page **visible and prominent**. You don't want this buried. Potential affiliates will click away from your site if they don't see an obvious affiliate program within the first 10 seconds on your site.

Make sure you link to your affiliate information or sign up page on *every page* of your site.

2. Create an Affiliate Information Page

You need to give your potential affiliates access to more than just your sign-up form.

Create an informative page which details at least the following:

- *Your product/service*
- *Your commission structure and payment method*
- *Terms and conditions of your affiliate program*
- *Your privacy policy and other legal statements*

Also, let your affiliates know what type of resources you provide for them. Banners? Text links? Pre-written copy? A list of keywords to target?

If you've got conversion data, share that as well. Let your affiliates know how many visitors to your sales page actually convert into customers.

3. Submit to Affiliate Directories

The easiest and least time consuming way to announce the arrival of your affiliate program is to use an announcement service like Affiliate Announce: <http://www.affiliate-announce.com>

Affiliate Announce will submit your affiliate program to all of the major affiliate directories. Have a look at their list of clients.

If for some reason you need to do this on the cheap (read: free), you'll have to do it manually by looking each directory up in a search engine and submitting one by one.

4. Recruit Webmasters

Look for sites with content that is relevant to yours. Contact the webmaster to find out if they are in need of additional advertising revenue and invite them to your affiliate program.

This can net you some super-affiliates. You'll also get extra recruits coming in via the webmaster's affiliate link.

5. Go to Affiliate's Hangouts

Visit message boards, forums or chatrooms devoted to affiliate marketers. You don't want to spam or blatantly recruit people, but you can take part in the discussion and have your affiliate program URL in your signature file at the bottom of every post.

Related URL(s):

<http://www.armyofaffiliates.com>

[Clickbank.net](http://www.clickbank.net)

<http://www.paydotcom.com>

<http://www.1shoppingcart.com>

<http://www.payloadz.com>

<http://www.affiliatefirst.com>

<http://www.cj.com>

<http://www.abestweb.com>

<http://www.associateprograms.com/search/howto.shtml>

<http://www.webmasterworld.com>

Alexa

Traffic Type: P

Cost: X

Method:

Not a traffic powerhouse, but worth a look if you're involved in internet marketing as a niche.

Traffic generated via Alexa will come from the Alexa Toolbar. The Alexa Toolbar sits within the browser and provides information on each visited site.

Our interest here is the “**related links**” feature. Website owners manually list their urls with Alexa. Part of the listing process includes the option of specifying “related links” to other sites similar to your own.

But here's the trick:

you can visit Alexa as an anonymous user and look up data on any site you want, *and* you can specify links you believe should be added to that site's “related links” information.

This allows you to associate your url with that of, say, a higher traffic site in your niche – which may be owned by a jv partner or a competitor.

Provided there aren't dozens of other urls already specified in the related links database for a given site, visitors who have the Alexa Toolbar installed should see *your* link listed as a related site.

Related URL(s):

<http://www.alex.com>

Amazon

Traffic Type: P

Cost: X

Method:

Amazon offers some unique promotional opportunities.

Here is one well-kept secret of many information publishers: exploitation of the **book reviews** feature.

All they do is write a thoughtful and intelligent review. Then, somewhere in the (appropriate place) of the copy, they drop a mention of their url.

The easiest and least obnoxious way of doing this is by employing a 'credibility' statement. For example:

“As a long-time gardening enthusiast, as well as an author of my own gardening e-book (“The Green Thumb's Guide to Perfect Tomatoes” www.goodtomato.com), I thought I knew everything there is to know about tomato gardening...”

If you encounter any trouble from Amazon's editorial staff about the insertion of your web link, you can still get away with dropping the title. This should be enough to allow interested readers to find you in the search engines, provided you've been indexed and/or you're running a PPC campaign on your title keywords.

An even better option (and one not subject to editorial review) is to fill out a profile for your Amazon member name, paying special attention to the portion to include your reading list. This is referred to on site as “*So, you'd like to...*”

You can link to your own products with impunity there.

The next step: find some titles of interest to your niche market and, on the main information page, add your member profile to the “*So, you'd like to...*” recommendations group.

This will pull your profile in under the “*So, you'd like to...*” section of the page. When visitors click your profile, they'll be taken straight to your recommended reading list.

Related URL(s):

<http://www.amazon.com>

[Visit my web site Now](#)

Articles

Traffic Type: A/P

Cost: x

Method:

If you aren't producing and distributing your own branded re-print articles right now, what are you waiting for? Articles meet a number of important business objectives, and they do it for free.

The concept of using articles is similar to that of creating a free product.

The main difference is that you're not giving away a pre-built product. Rather, you're creating a free information source through an article on a particular subject that should directly relate to the content found within your site.

The beauty part of using articles is that you can generate and submit as many of them as you can to as many different article directories as you can find that offer free submission.

A well-written article earns you major credibility points.

It enhances your expertise in the eyes of potential customers. Articles give you a chance to shine and really show off the fact that you know your stuff.

Articles are also super traffic building tools. Each article that you write and distribute, while granting others the right to re-print it, has a viral effect on your traffic. Your reach is expanded into corners of the web you may never have discovered on your own.

Articles have a *cumulative effect* on your link popularity, and on the number of keywords that pull up your site in the search engine listings.

If you can't write a complete sentence to save your life, or if you're simply too busy to write, don't worry. You can hire a ghostwriter to produce your content on the cheap. There are plenty of hungry freelancers to be found at places like Elance (<http://www.elance.com>).

You can also get a FREE copy of [Ghostwriter's Inside & Out](#) that explains in great detail the who's, what's, when's, why's, and how's of hiring a ghostwriter.

Beyond that, you can use private label articles and content to make the process even easier. A word of caution though, some article directories are now putting actions in place that will stop duplicate article submissions, which is a bad thing for private label articles.

[Visit my web site Now](#)

Although, it doesn't have to be. You could do some minimal changes to them and have a somewhat different article.

My advice, make some major changes to the articles before you even think about submitting them. And by major I mean adding to them, rearranging the information in them, combining a couple of articles on the same subject matter, or even removing some of the content. The best way to be sure your private label article, if you decide to make use of them, is to add more content to them that is relevant to the overall article itself.

A few wonderful places to pick up some high quality private label articles are:

[InfoGoRound](#)
[PushButtonHealth](#)
[Niche Empire](#)
[Content Goldmine](#)

Understand that the private label articles will require a bit of work on your part to turn them into original works. Take this small snippet of text as an example of a private label article:

“The quick brown fox jumped over the lazy dog.”

Seems fine, but what if you have 35 people submitting the exact same thing into the exact same article directory? Then you have a problem. To be sure that your articles are going to be accepted within each article directory, you will need to make some changes to the bulk of the articles. Like this:

“The sly tan fox hurriedly leaped over the sleeping dog.”

See, not that difficult, right?

The story being conveyed in both of the above examples is the same. It is the way in which it is conveyed that makes them different. You want to make your article as different as you possibly can using your own style of writing so that acceptance into the article directories is ensured.

In fact, you could even add more to the article itself to really make it stand apart. Maybe you have a different angle of looking at things than the original author did. Put it to use and put it in the article!

Be sure though that if you're adding more to an already written article that you keep the natural flow going. Place your additions in the appropriate places.

For instance:

“The sly tan fox hurriedly leaped over the sleeping dog. He was searching for secure shelter inside the barn from the ferocious beast.”

In contrast, this wouldn't make much sense:

[**Visit my web site Now**](#)

“The sly tan fox hurriedly leaped over the sleeping dog. He was hunting for some food.”

That second example should leave you scratching your head. It doesn't really tell you anything that would tie in with the natural flow of the sentence before it. That's what you should be shooting for when you are adding more content to a private label article.

When you submit an article to a directory it's important that it have some specific meaning to the content provided by your own web site. Then you can slip your link into it seamlessly and have a better chance of generating more traffic.

And the more articles you submit to different article directory databases, the more chances you have of getting higher rates of traffic into your web site.

One last thing to really be sure your articles get placed inside the directories you submit them to is to write up your own original articles. Not only that, you could also post them directly onto your web site, and offer your site visitors the opportunity to reprint them for free on their own web sites.

Don't forget to include a link back to your own site inside the “Resource Box” that is placed directly at the end of the article which I'll be explaining to you in just a few moments.

You can also include a link from your name in the “written by: Your Name” area that goes right to your web site too. Don't be afraid to use all the available advertising space you can from within your articles. The more you use, the better chance you have of getting that traffic to your web site.

One crucial element:

There is one thing you *must* include with every article you release, and that is: **a byline.**

Go take a quick peek at any of the articles at ezinearticles.com and you'll see each author's byline at the bottom of the page.

You'll sometimes hear people refer to the byline as a “resource box”. They're both the same thing, but I think the phrase “resource box” describes the content with more accuracy.

Your resource box contains a very brief summary of your business history and areas of expertise, along with *related resources* like a link to your site or your autoresponder address.

This resource box is your ace card. You grant other web publishers the right to reprint and distribute your article at will on the condition that your resource box remains intact and unchanged.

[Visit my web site Now](#)

So, your link travels with your article everywhere it goes. Here is a quick example of a good resource box:

About The Author (Resource Box)

John Doe is an accomplished publisher of original recipes for easy dinner ideas. He has been successfully tempting the palates of many discriminant tastes for more than 10 years. John has a delectable site set up where you can find more of his delicious recipes at <http://www.johndoesrecieps.com> . You can contact John directly if you have been searching in vain for just the perfect recipe at: johndoe@johndoesrecipes.com

Remember, the above is just an example. You should write your “Resource Box” up as if you were writing it about someone else and not yourself. As in the *third person* perspective.

One last thing to really be sure your articles get placed inside the directories you submit them to is to write up your own original articles.

The only limitation to using articles as promotional tools is how many topics you can dream up. If you're prolific, you can write an article to suit most every need – be it preselling your product, building your credibility, or even promoting an affiliate product.

One of the easiest and most effective ways to market your articles is by using the services of article submission sites like <http://www.submyourarticles.com> and <http://www.ArticleMarketer.com>.

These submit your articles for you to thousands of article directories and sites so you can free up your time to concentrate on your business.

Related URL(s):

<http://www.elance.com>
<http://www.ezinearticles.com>
<http://www.marketingseek.com>
<http://www.submyourarticle.com>
<http://www.articlemarketer.com>
<http://www.ideamarketers.com>
<http://www.sitepronews.com>

Banners

Traffic Type: A

Cost: \$\$

Method:

Banner advertising fell into disfavor in the past few years due to overuse and poor performance. Text links replaced them as the preferred ad-linking method in most cases, and this still holds true today.

However, banners aren't totally dead...

In fact, they're alive and well on quite a few high-traffic niche sites, sometimes at bargain basement prices.

Sites to target for banner advertising:

- *Online editions of local newspapers or your local news station's website.*
- *Websites of talk radio or other niche related radio programs.*
- *Niche blogs or targeted, independent news sites*
- *Any targeted website that makes use of banners while strictly limiting the amount of banners in place*

Are Banners Making A Comeback?

In a sense: Yes, banners are making a comeback, but in a much more *targeted* fashion.

What killed the effectiveness of banners in the past:

1. **Overuse:** Webmasters went “banner crazy” during the early days of Internet advertising. Visitors began ignoring banners due to overexposure and poor targeting on the part of advertisers.
2. **Over-Reliance:** Over-reliance on banners as the primary source of monetization for content-driven sites. The dot-com graveyard is littered with sites that attempted to drive revenue solely through banner advertising. The idea of free content was a noble one, but it didn't hold up economically.

Today, the most effective banner advertising takes a cue from Google Adwords. In other words, it's all about ***contextual advertising***.

Banners targeted to the content and to the audience of a given website perform, from an ROI standpoint, on par with text-link advertising.

But, again, you've got to *target* the placement.

[Visit my web site Now](#)

Proven Performers:

Banner advertising works best when you follow the rules of niche marketing.

Niche products ->Niche Advertising ->Niche Web Sites.

Here's a hot tip: some of the best sites for banner placement are radio program websites. In particular, the official websites for talk radio programs, especially on the AM frequencies.

Why?

Well, if you'll tune in to a program on any given day, you'll *hear* the reason. There are literally dozens of small businesses advertising on these programs.

You'll notice, too, that the nature of the products they advertise are the kind you'd expect to find in mail-order catalogs or other direct-marketing mediums:

- ✓ Nutritional supplements
- ✓ Investment courses
- ✓ Specialty products

You'll find the same types of products advertised on the program's website as you do on-air.

But that's not the best part...

The best part is that talk radio programs cull a select, pre-targeted audience.

Let's say you have an e-book related to automotive repair. Where should you advertise?

Well, Car Talk (<http://www.cartalk.com>) would be a great place to start. This show has been on the air for *years*, and boasts a loyal audience – not in the thousands – but in the *millions*.

News Portals:

News portals and sites focused on alternative media are proving to be great investments for both banner and text-link advertising.

Though these sites aren't always laser-targeted from a content standpoint, the demographics of their readership makes them very attractive.

Let's look at what News Max (<http://www.newsmax.com>) has to say about their demographics:

- **Highly Educated:** 63% have a college degree

[Visit my web site Now](#)

- **Highly Affluent:** 70% have a household income over \$50,000
- **Loyal Readers:** 81% visit the site daily
- **Online Spenders:** 70% have purchased something online in the last year.

Sounds like any marketer's dream come true, right? But what makes this type of audience so responsive?

Think about the visitor's frame of mind for a moment.

They're open, curious and in "information gathering" mode. The news content itself may have them actively thinking about their own problems – and wondering where they might find a solution.

Oh, and notice, too, that they're already 'awash' in attention-grabbing headlines?

Use Your Own:

Right now there are thousands of sites which rely on auto-generated content (and auto generated advertising).

Some of these sites are 'blogs' – featuring a mix of both auto-generated content and manually entered content. But there are also sites created with 'page generator' programs, and these rely on content syndication to pull in fresh articles and fresh advertising.

If you aren't familiar with page generator software, here a few example products to check out:

<http://www.the-article-system.com>
<http://www.directorygenerator.com>
<http://www.trafficequalizer.com>

Sites built with these types of programs tend to get search engines traffic if done right.

Most marketers build them for the sole purpose of monetizing the traffic that comes in. The primary method of earning revenue on these sites is **Google AdSense**. AdSense advertisements are sprinkled across every single page of targeted content.

If you own one of these types of sites, here's an idea:

Why not place banner advertisements on select pages? Take advantage of the opportunity to direct those visitors to one of your affiliate programs, where the payout is likely equal to or greater than the amount you earn per click with AdSense.

Now you might be thinking: why would I want to do this? I'm guaranteed to earn *something* when a visitor clicks away from my site on an AdSense link,

[Visit my web site Now](#)

but I'm not guaranteed anything if they click on an affiliate banner!

This is true, but it also is going to depend on the niche you are targeting and what types of affiliate programs you're involved in.

Let's say you have a highly trafficked page that is performing well for you in terms of generating AdSense revenue. This is a sign that the mix of content and advertising is very highly targeted - in other words, it's optimized contextual advertising.

If you have a related affiliate program that meets these criteria:

- *High pay-out*
- *Commission earned as 'pay per lead' (e.g. Visitor fills out a form or takes some other simple action)*

Then I'd say it's worth the risk of adding that banner to the page to see what type of response you get. You've got a much greater chance of nailing that commission since the visitor isn't having to decide whether to buy anything.

As for programs that do require a purchase for you to earn a commission, I'd recommend placing banners for those products on your under-performing pages.

In other words, check your stats and find out which pages get fair traffic but only so-so conversion on AdSense clicks. Slap your banners there and see what you get. You won't be risking as much revenue this way, and you also up your chances of squeezing more revenue out of that page.

Related URL(s):

<http://www.bannersonline.com>

<http://www.wowbanners.com>

<http://www.newsmax.com>

Blogs

Traffic Type: A/P

Cost: X - \$

Method:

You don't have a 'blog' yet? What are you waiting for?

Blogs (short for 'weblogs') aren't just online diaries for teenagers. While it's true that the youth market was the first to popularize this technology, more and more businesses have caught on to the value of blogs as dynamic content management tools.

A blog can be used to post announcements, updates, articles and more.

A large number of marketers use blogs as:

1. *An additional newsletter format*
2. *A branding and relationship building tool*

You can post your usual articles on a blog if you like, but there's also a better option: using the blog to write on an even more personal and detailed level.

You can use your to blog to *reach out* to your subscribers.

Offer them your personal opinions on the latest traffic tactics, or a new information product. Give them a 'sneak' peak into the average day in the life of an internet marketer.

Anything you would like to share with your subscribers, but normally don't due to space limitations in your newsletter, can go onto a blog. This includes any links, affiliate or otherwise, to which you'd like to direct traffic.

In fact, using your personal opinions is a terrific way to get others interested in seeing your site just by reading what you are writing in your blog.

Unlike most business oriented sites, blogs allow for personality. And people like connecting with other people, even if it is mostly anonymous through the internet.

Again, you need to capture the interest of your blog readers in such a manner that they want to see what else it is you're doing online, a la your web site. Whether they are upset about what you wrote, or really excited by it, both types of people will take a chance and travel on over to your main site, or wherever it is you are re-directing them.

[Visit my web site Now](#)

Blogs fare well in the search engines, too, because they're content heavy (although you do have to be careful about dynamic links – you can use built in link re-write functions in your blog software if you're worried about your rankings getting penalized for this).

You can also pair up with other business blogger's and create your own little mini-net for traffic exchange.

If you're still new to the concept of blogs or simply don't see how to employ one for a business purpose, I recommend you visit Jason Cain's site at <http://www.goldblogger.com>. Jason has blogging-for-profit down to a science.

After you explore the world of blogs for a bit, you'll notice a lot of overlap between this publishing technology and others like RSS.

A majority of the available blogging software has a content syndication tool (based on the RSS standard) built in. This works on the same principle as press releases: you publish an online press release and it gets syndicated across thousands of sites in the newsfeed network.

Bloggers have implemented this trick as well, but with a lot more freedom in terms of content.

Every new post made to a blog can be syndicated instantaneously, and it doesn't have to follow someone else's content guidelines. Other web site owners will either add your feed to their site or they won't. There's no 'hoop jumping' or pay-for-play here.

There is another little “secret weapon” tucked away to make the most of your blog. It's a little thing called pinging.

The process of pinging is one in which there is a program that devises a “send” request to existing servers to try and drum up a response from them.

In other words, the program is trying to determine whether or not the servers they are sending out requests to are actually functioning properly and have existing sites within them.

Originally, this was a process solely used by search engines to index web sites on their databases. Now, though, you can use this same “pinging” technique to let people know about your blog.

Blogs also prove especially suited to affiliate marketers. If you've thought about setting up a product review site, for example, the blog format is ideal for product and link promotion.

If you're eager to get started after reading this, then visit the related URLs below. You'll find several excellent content management solutions, as well as useful 'how tos' and examples.

Also, make sure you read the section on **RSS & Content Syndication**.

You'll learn a bit more there on the importance this trend and its implications for traffic generation.

Related URL(s):

<http://www.blogger.com>

<http://www.wordpress.org>

<http://www.goldblogger.com>

<http://www.typepad.com>

<http://googleblog.blogspot.com>

<http://en.wikipedia.org/wiki/blog>

Branding

Traffic Type: A/P

Cost: X

Method:

Branding is all about *raising awareness of your name and product* in the online marketplace. You should strive to make branding one of your daily, business-related 'habits'.

How to brand?

Ensure your name and URL are on every piece of media you send out.

This includes: all email correspondence, all site and product graphics, all bylines of articles and testimonials you've written. Essentially anything else that has room on it for your name and website address.

Not only these, but also through the creation of **viral products**. A product that is considered "viral" is one that is not only spread throughout the internet among those interested in what you are offering, but it also incorporates the "brand" technique as a standard flat across the board.

Additionally, you might consider coming up with a *unique slogan* or purpose statement to add under your site logo, in your emails and on business cards.

Why brand? Familiarity breeds trust. When people are exposed to your name time and again in reference to a subject, they begin to view you as someone of importance and expertise.

Your prospect might see your name in an article byline a dozen times before winding up on your website. Perhaps they've clicked on a Google ad for a product they didn't even know you offered. What happens when they get to your page? They say "oh, yeah, this guy. I think I read a couple of his articles last week."

This is a good thing. Your branding has paid off by greasing this prospect's wheels in advance, and you've already won a significant portion of the battle for conversion. So, be mindful of branding in everything you do. It should play a large part in your marketing strategy, and really isn't optional.

Related URL(s):

<http://www.ries.com>

<http://www.thinktwoproductsahead.com>

[Visit my web site Now](#)

Buzz Generation

Traffic Type: A/P

Cost: x - \$\$\$

Method:

If you've ever seen a movie preview, then you already know what Buzz Generation marketing is.

This tactic uses *anticipation* build up to generate massive interest in your web site before it is “officially” available to the general public. The trick with this tactic is to tell everyone you can about your site. But you need to do it in such a way that it creates an aura of mystery thereby generating a huge curiosity to know more.

Speaking of movies, how about The Blair Witch Project for example? That was a low budget student film made by three college kids. This would have been something that was placed directly onto the back burner and virtually unknown by anyone outside their classmates. But, they did something ingenious.

Before their movie was scheduled to be shown, they dropped out of site for about a year. This created a serious buzz about their whereabouts. Were they alive? Were their lives taken by the Blair Witch? What happened to them? No one really knew for sure. And thus began the gigantic buzz.

All sorts of “official” and “unofficial” message boards and forums started cropping up. People from all over the country wanted to know what had happened to them. And most importantly, was the film an account of actual events? Could it have possibly been true? And, was there such a person as the Blair Witch?

Well, even though most folks should have known that showing a film containing an actual death in it was against the law, they still wondered, were the three college kids dead? I mean, no one had heard from them in almost a year. And the film was liken to a “home movie”. It looked pretty real.

It made the movie studio who purchased it from the college students a ton of money. And of course, after the “official” public release, the three students came out of hiding so the world would now know that it was all just a movie.

But boy, did all this publicity make people flock to go see it! It was a stroke of marketing genius to say the very least. And, before people knew it was just another horror movie, it scared the crap out of them not knowing.

[Visit my web site Now](#)

It played on their fears of the unknown. And it raked in the cash by generating serious curiosity through the mysterious disappearance of the three college kids and the circumstances surrounding it.

Buzz Marketing kicks your promotional efforts into high gear when done properly. Just like the Blair Witch kids. But, lets look at a few examples from internet marketers.

Someone who is extremely experienced in this type of marketing is a man by the name of Mike Filsaime. He actually introduced most of the marketing world to this concept through a product called ["Butterfly Marketing"](#).

But Mike had been using Buzz Marketing long before this. Mike has created plenty of marketing products and they have all done well and made him plenty of cash. He's not the only marketer that uses this tactic though. Plenty of other marketers use the Buzz tactic. The reason is simple. It works.

To successfully create a "buzz" about your site, you have to actually start talking about it to other people interested in the subject matter that's found on your site. Get them excited about the concept. Build anticipation. And they'll show up when you finally "open up shop". Some marketers will even talk about their own site as if it doesn't belong to them and they just happened to mistakenly stumble across this fantastic site that will help with X-Y-Z.

There are a couple of different ways you can use the Buzz Generation Marketing tactic to your advantage.

The first is through your email list. Send out a group of emails, one at a time, and spaced out just enough to start generating curiosity. At first, just start with "running your site idea" by your subscribers. Such as:

"Hi there [FirstName]. I wanted to write to you today because I just had this killer idea. Although, I'm not sure if I want to really do something with it at this point because it's such a controversial topic. It may get some people hopping mad. That's why I wanted to run it by you first and get your personal opinion on it. . ."

Or something similar. Remember, you are trying to create curiosity through being mysterious about the details you offer. Don't overdo it. Just give them a crumb trail to put them on the path you want them to be on.

Then each email thereafter should build upon that first one like a stack of Lego blocks until your official site launch.

By the time you "officially" launch your web site, you should have plenty of your subscribers, and maybe those people they tell about it too, flocking to your site just to see what it's all about.

One of the greatest and most ingenious uses of this "buzz" tactic must be one

[**Visit my web site Now**](#)

that was done masterfully by Dr. Joe Vitale and his [What Is The Secret?](#) promotion. It is simply amazing. If you have not seen this, or do not know why Dr. Vitale is, you must go and see this shining example.

Dr. Vitale never really tells you what the secret is. But he most definitely generates undeniable curiosity in whoever visits his video portion of the site.

By using a visually stimulating video, and I'll explain how you can do this a bit later on, coupled with never really 'revealing' what the secret is, Dr. Vitale has effectively piqued every single visitors curiosity to learn more and find out what the 'secret' is.

He has made it darn near impossible for you not to want to know what his 'secret' is. And guess how you find out? You pay him! Then, and only then, can you find out what this life changing secret is. Again, I say to you, masterfully done.

But, how did he get people flocking to see his video in the first place?

Through his mailing lists of course. He recruited his own subscribers to spread the word - and did they ever. I mean honestly, after watching his free video, who wouldn't want to? Plus his subscribers should know better than anyone else why Dr. Vitale is so amazing, right? They trust him. Therefore it stands to reason that these people would be his best 'word of mouth' advertising.

Here are a few samples of what Joe sent off to his subscribers to give you a better idea of how he generated such a 'buzz':

*"The greatest film event in history is *finally* ready for your viewing.*

Please go to -

<http://whatisthesecond.tv>

Expect miracles."

Joe

*"I *just* learned that the long-awaited movie "The Secret" will air next week, on Thursday, March 23rd.*

See my blog for details.

Just go to <http://www.mrfire.com> and click on the blog link on the left.

Expect Miracles."

Joe

[Visit my web site Now](#)

The movie "The Secret" was supposed to air on Feb. 15th.

It didn't -- yet some people have seen it, anyway.

If you want to hear what happened to it, go to <http://www.mrfire.com> and look for the blog link on the left. Click on it.

Then read my latest blog entry.

But whatever you do, don't tell anyone what's there.

After all, it's still a secret.

Joe

Joe is doing just what I am telling you to do. He is generating interest in the movie by creating an undeniable curiosity through being mysterious and limited in how much information he provides to his subscribers.

And he continues to build this piqued curiosity by offering a few more tidbits of information with every successive email he sends out.

But Joe isn't the only person who can do this. YOU can also do it.

Another way, if you don't have an email list, is to use online forums. They're absolutely phenomenal for creating a "buzz" about anything really.

You just have to know how to do it. Similar to the example given above for your email list, be sketchy about the details. Or you can even use this little humdinger of a trick...

"DO NOT View This Site, PLEASE" as a forum topic title. And of course there is the ever popular "THIS IS TOP SECRET - View At Your Own Risk!"

A lot of times, when you tell people not to do something, or that it could be potentially dangerous for one odd reason or another, they'll do it anyway just because you told/warned them not to. Again, this is human nature. But you've also piqued their curiosity by telling them not to look at the web site. So, those are pretty much the steps to using the Buzz Marketing tactic.

Another super way to use the Buzz Marketing tactic is through using "private invitations".

I've seen this used a lot online. This also works to create a positive response by making people feel they are in a specially designated group. Or a select few that have received an exclusive invitation to go to your private site.

And then once they arrive there, as a reward for signing up for whatever offer to become a member can then acquire permission to tell their friends.

So to successfully use the Buzz Marketing tactic you need to do three things:

1. *Create A Bit Of Mystery By Talking About Your Site To Others*
2. *Keep Building Upon The Discussion In Spaced Intervals Always Providing Just A Few Tidbits More To Keep The Curiosity Growing*
3. *Then Tell Them How To Go See What You've Been Talking About Firsthand For Themselves Once You Have "Officially" Opened Up The Site To The General Public, Or To Those Invited.*

Related URL(s):

<http://www.buzzmarketing.com>

Classifieds

Traffic Type: A/P

Cost: x - \$

Method:

Online classified may be used to build one-way link popularity. In some cases, they may net you actual traffic.

You need to be really choosy with classifieds, though. Many of the free sites are junk, and your ad won't be read.

Instead, I'd recommend placing classifieds in online versions of newsletters/eazines any targeted, content heavy sites that are set up to resemble a magazine. Double check, though, that their classifieds section (if any) appears well-organized and up-to-date.

It's also better if they charge a fee for placement, as this limits the freebie advertisers from cluttering up the listings.

Remember: any classified you place should be a "teaser" - in other words, when you write your ad copy, think of it as an extended version of, say, the type of ad you might write for Google Adwords.

You're not making the pitch here, just compelling people to click on your link.

Related URL(s):

<http://classifieds.yahoo.com>

<http://www.craigslist.com>

<http://inventory.overture.com>

(To learn what types of classifieds people are searching for. Re-enter their search terms into Google and investigate the offerings.)

Contests

Traffic Type: P

Cost: x - \$

Method:

Need to motivate your affiliates? Are your subscribers not visiting your site as often as you'd like?

A contest might be the solution.

It's easy to underestimate the potential benefits of holding a contest, because it almost seems too simple.

Make no mistake about it though, when you combine real incentive with an entertaining challenge, the response is mind-blowing.

Two case studies serve to illustrate this fact clearly:

Ebay's 2005 President's Day Cash Giveaway:

Ebay ran an enormously successful contest this year for the week leading up to President's Day (a U.S. Holiday).

Instant cash awards of \$1,000 and \$2,000 were given to the first person to locate an instant-win, fake auction listing. In order to find the auction, you had to determine the auction's title keywords. Keyword clues, posted on site, were in the form of riddles, puns and lateral reasoning problems tied into American history.

This *not* an easy challenge at all. All "tricks and cheat", like searching for the phrase "instant winner", were disabled. You had to find the exact matching set of keywords (or stumble across it quite by accident, as some ebay users suspected).

Ebayers spent hours at a time glued to their screens in the hope that a new prize, with an easier clue, would be posted – and just maybe they could be the first one to find it. Discussion in the contest forums indicated that more than a few people stayed up, and online, for more than 24 hours.

What did Ebay get out of this?

Lots and lots of money from corporate sponsors. A flood of traffic. Hundreds of thousands of additional searches and auction views, increasing the likelihood that bored contestants would pause on an auction of interest and make a bid.

By any standard, the contest was a huge success, and a very clever way for a huge site to drive traffic to pages buried dozens of levels deep.

Dave Vallieres' Marketing Puzzle Challenge:

Dave Vallieres presented his list with a marketing puzzle. It was a story about an entrepreneurial attorney, in Vallieres' hometown, who purchased an abandoned building (scheduled for demolition by the city) in a bad part of town.

It was going to cost the city more money to demolish the building than it was worth. The man purchased the building for a mere \$300,000.

He turned around and made *millions* off that old building. But he didn't do it by 'flipping' the property. There were no antique fixtures in the building to be resold. The value of the land the building sat on was also nearly worthless. The only real clue about the building's construction was that it was built prior to World War I.

So, how did he do it?

This was the question Vallieres posed to his list. Subscribers had until midnight of the following day to solve the puzzle and email their answer to him. Anyone who sent in the correct answer by the deadline received their choice of any of Vallieres' products for free.

By mid-morning the following day, Dave sent out another e-mail with additional clues and a progress report. Some people had already solved the puzzle. Others, he noted, were very close, but they needed to use one, *very specific* word in their answer.

But he prefaced all of this with an expression of amazement at the list's response. He was absolutely deluged with entries!

The purpose of the contest in this case was to create a memorable learning moment for his subscribers. He had a business lesson to teach them, but only after he snared their anticipation via the contest.

That lesson: In order to spot million dollar opportunities in your industry that other people miss, you need in depth *knowledge* of the industry.

The answer Vallieres was looking, by the way, was "Wood".

The wooden planks used in the construction of the building's floor were made from a rare, high-priced wood imported from China.

When World War I began, the material was simply too expensive to import, so it disappeared from use, and it never regained popularity.

One more example...

[Visit my web site Now](#)

Check out Rebecca Fine's "The Certain Way" newsletter sometime. Rebecca gives away a hot new product, relevant to her course material, each month to one lucky subscriber.

Her contest guidelines:

Subscribers must send in the answer to a question posed at the beginning of the newsletter. The answer is always somewhere within the text of that issue's feature article.

Are you beginning to see the powerful possibilities of using contests as promotional tools?

Ebay generated additional traffic and auction views. David Vallieres captured his subscribers' full attention. Rebecca Fine provides an incentive to read her newsletter the entire way through, word for word, every month.

I bet you never guessed contests could achieve so much!

Related URL(s): n/a

Ebay

Traffic Type: A/P

Cost: \$

Method:

There are three really neat tricks for promoting and advertising your business on Ebay.

First Ebay auctions can be used as a test-bed for a new product prior to official launch.

You put your product up for auction and open bidding to start out. The idea is to sell x number of copies until you determine the highest average price that customers are willing to give you for the product.

This isn't necessarily your final price. It's the starting price you'll use on your site's sales page as a control for split testing.

So you get some important data, but you also get something else: exposure.

Although you'll pay a small fee to Ebay and Paypal when someone purchases your product, your listing may receive many more hits than you actually paid for if you compared the cost of the auction listing to the cost of getting the same number of clicks via a PPC campaign.

Another promotional tool within Ebay resides on your **About me** page.

While Ebay forbids linking out to other sites in your auctions, you can link to several outside URLs of your choice in your profile. Thankfully, Ebay does allow you to link to your **About me** page within your auction.

Even though your link is an extra hop away here, you can still lead your visitors straight to it.

Third, you can use Ebay for **list building**.

You'll have your customer's email address automatically when he pays you. So send him a follow up email or create a custom winning bidder receipt that pitches your newsletter. Or you can even put up products that are pure lead generators for auction at a low price. Make sure you put up a link to your lead capture page in the **About me** section as well.

Related URL(s):

<http://www.ebay.com>

[Visit my web site Now](#)

E-Mail

Traffic Type: A/P

Cost: X - \$

Method:

Take note of this statistic: it can cost you triple (or more) to attract a new customer than it costs you to retain an existing one.

This is why businesses build lists in the first place. It's a proven fact that repeat sales will make up the bulk of your profits.

It's also proven that the average prospect needs to see your message somewhere between 7 to 11 times before deciding to buy. You *must* get your visitor's email address when he visits your site, so you can follow up with him. Otherwise, he's probably gone for good.

Email remains the number one method of communication between subscriber and merchant because it is versatile, it is cheap and it is ridiculously simple to use.

When you own your own opt-in list, you can promote your business in whatever way works best – whether it's through a special offer, an email course, or a steady flow of quality news. It's up to you.

The point I really want you to get, though, is that you *can not* reach through your screen and compel that lost visitor to come back to your site. You *can* compel your subscribers to make repeat visits and repeat purchase by reaching out through e-mail.

In order to squeeze the most out of your list, you need a good autoresponder system – one which allows you to track open rates and click through, and to split test your mailings (e.g., one version of copy goes to 100 members, the second version goes to another 100 members).

Once you've run tests on a batch of copy through your list, you've got another valuable promotional tool at your disposal: ready-made, pre-optimized copy to funnel to all new subscribers.

Considering the low overhead cost of both third-party (remotely hosted) autoresponder solutions and flat fee autoresponder scripts, this is dirt cheap traffic, testing and tracking all rolled up into one.

Armed with this data, you can roll out your promotions with confidence because you've zeroed in on the exact mix of copy and call to action that gets the most sales.

[Visit my web site Now](#)

If you aren't running your own e-mail list yet, you're leaving embarrassing amounts of money on the table. It's not just the conversion data you get from email that's valuable. It's the lifeline between you and people with open pocketbooks.

Think about it. Outside of email, what else is available to you for serious product promotion?

Articles, perhaps – but you're still at a loss when the visitor leaves your site. There are lots of great tactics out there for traffic generation, and advertising for URL and brand awareness.

But do any of those outlets offer you *unlimited* space for preselling, setting up your pitch, making your offer? Certainly not Adwords. There's not enough space.

Plenty of space on your website but, again, what can you do if your prospect's browser crashes or she has to answer the phone and forgets about your site? Nothing.

So heed these final words: unless you've got Amazon-sized traffic coming to your site, you pretty much have to have a list of potential prospects in order to survive.

Oh, and by the way, even Amazon collects email addresses ;-)

Related URL(s):

<http://www.aweber.com>

<http://www.ultimatemarketingcenter.com>

<http://www.email-marketing-reports.com>

Expired Domain Traffic

Traffic Type: A/P

Cost: X- \$, \$\$, \$\$\$

Method:

This used to be a somewhat secret method for pulling in good amounts of traffic on the cheap. It can still be effective today, but there're more "gotchas" to take into consideration before you buy that expired domain name. I'll explain why this is so a little further on.

First let's talk about the method itself...

Webmasters allow their domains to expire for a variety of different reasons – what's important for you is just how much work that webmaster already did to get his site ranked in the search engines, build up incoming links, etc.

What happens is this:

Someone starts a site and begins getting traffic based on the keywords they've ranked on, the incoming link relationships they've built, any articles they've written with their domain in the byline, etc.

But if the domain is allowed to expire – *and no one else snatches it up* – there's going to be a window of time where the site is still receiving traffic from those old links and listings.

The traffic that arrives via outdated links will click away unless someone takes over that domain and puts something there worthy of looking at.

But, if you take over that domain, that traffic is yours to direct as you wish.

I should mention now that this isn't quite as easy to do as it used to be. A company based out of China called Ultsearch capitalized in a huge way on expired domain traffic by buying up literally thousands upon thousands of expired names, and replacing the home page with sponsor links that earned them a profit on every click (to the tune of about 80 million USD).

My point in bringing this up is twofold:

a) You need to be fast on the draw in order to snatch up really good expired domains, and...

b) You need to put some quality content on the site, rather than just redirecting or slapping up some irrelevant links.

You want to capitalize on the existing targeted traffic rather than send them clicking away again.

If you *do* intend to use this method for redirecting pages (to an affiliate program, for example), just make sure what you're redirecting to is relevant and targeted.

Making the Most of Expired Domains:

If you manage to grab a domain with decent ranking in one of the search engines, particularly Google, you might want to see if there is a cached version of the page available.

You'll be able to take that page and analyze it to determine some of the ranking factors and possibly expand or build on them in order to maintain or even boost your search engine ranking.

Mostly, you need to work as quickly as possible, and understand that the domain might lose some of its value as the search engines and other webmasters discover a brand new site has taken its place.

The ideal tactic here, in my experience, is to use the domain to feed traffic into your opt-in list, and then redirect those new subscribers to your primary site once you've captured their address.

No matter what you decide to put on one of these domains, it's crucial that you have lead capture in place; otherwise, you won't be making the most of your new traffic.

Finding and Buying Expired Domains:

There's a time consuming way to do this, and there's any easier way to do this. The time consuming method involves searching through search engine listings and clicking on links to see if you get any 'page not found' errors.

When you see this error, it *might* mean the domain is expired – or it might not. The site could just be down temporarily due to technical difficulties. What you have to do once you find one of these pages is run an additional search through a domain registrar to see if the domain is available.

As you can imagine, this is tedious and not the most efficient way to go about things.

Luckily, there are software programs out there to do this work for you, as well as live auction sites where webmasters put their expiring domains up for sale.

Did you know you can also *backorder* domains?

When you backorder a domain, you're putting your hat into the ring for a

domain that has a pending expiration date. There's a window of time where, unless the webmaster renews quickly or has his domain 'locked', the domain will be released by Verisign and available for you to snatch up.

This can be hit or miss, but when it works, you can come away with some real gems.

Related URLs:

<http://www.tdnam.com>

<http://www.snapnames.com>

<http://www.enom.com>

<http://www.pool.com>

<http://www.expireddomainsleuth.com>

<http://www.expireddomainexpress.com>

<https://www.godaddy.com/gdshop/dna/landing.asp?se=%2B&ci=3676>

E-Zines

Traffic Type: A/P

Cost: X - \$, \$\$, \$\$\$

Method:

The rumor of the death of e-zine advertising has been greatly exaggerated.

There are ample opportunities out there, but the new reality is that most of them come in the form of joint ventures.

Some list owners still run free ad-swaps as well as traditional sponsor placement for fees ranging in cost from dirt cheap to premium. The practice remains much more common in larger (and usually HTML based) newsletters as well. You just have to search a little harder for the opportunities.

Joint venture ad-swaps, on the other hand, are very popular now. They're more exclusive and require more incentive to set up, but they also tend to be *much* more profitable for everyone involved.

This is because jv'd e-zine advertising typically takes the form of endorsements and special offers, rather than one-time solo ads dropped on subscribers without warning.

Better yet, you get a lot more leeway in defining the parameters and 'slant' of the presentation because your jv partner stands to benefit from the campaign, too.

In today's climate, I would suggest you seek out jv opportunities *first*, while using the "old method" as a back up plan or testing ground for your copywriting skills.

Related URL(s):

<http://www.directoryofezines.com>

<http://www.ezineadauction.com>

Freeware

Traffic Type: A/P

Cost: x

Method:

This method isn't employed all that frequently, but the first time I heard about it I thought it was quite clever. It takes the concept of "demo software" and/or 'freeware' and applies it to e-books.

Take any of your viral, lead-generating reports and upload it to places like Tucows and Downloads.com - making sure to place it in the appropriate category, of course.

It's really no different than submitting your report to a free e-book directory, but your report will stand out amidst all the software, raising curiosity. You also enjoy the benefit of reaching a slightly larger demographic.

Even better is that those visitors are searching for a solution. If your report is good enough, you just might convert them from freebie-seeker to paying customer.

Most freeware and shareware sites accept reports. If you're unsure, just e-mail the webmaster and inquire whether it's ok to submit reports for inclusion. If you run a search on the site first, you might find some reports are there already as well.

Related URL(s):

<http://www.tucows.com>

<http://www.downloads.com>

<http://www.freewarefiles.com>

<http://www.nonags.com>

<http://www.snapfiles.com>

Google Groups

Traffic Type: A/P

Cost: X

Method:

(note: see *Yahoo! Groups*)

At this time of writing, Yahoo finally receives some competition to Yahoo groups.

It all began when Google announced their plans to index and archive all of **Usenet** (the original newsgroup system of the Internet), and make it available for web-based browsing.

Google didn't stop there, though. The past year brought even more changes as Google set out to remake itself into a search *portal*, adding on the free Gmail service and its own set of user-created newsgroups.

Google Groups (<http://groups-beta.google.com>) share some features in common with Yahoo Groups, but the service also differs in a few key ways:

- *Users can create invite-only, private groups which are not listed in the Groups directory and will not be indexed into regular search results.*
- *Google Groups' interface is sparse compared to Yahoo. Currently there is no way to.*
- *A group search pulls in both Google-user created groups as well as Usenet newsgroups (eg, *alt.ebay*).*

Rest assured, though, you can still build your own virtual newsletter via Google Groups, and use the same list-building and niche research tactics as outlined in the **Yahoo Groups** section of this report.

In fact, one of the benefits Google plays up on its main groups page is the ability to center discussions around niche topics.

How is this different from Yahoo or any other service employing topic directories for classification? It's not.

I suspect Google is just overstating the case here to encourage 'Joe Surfer' to put some thought into where he lists his new Google Group.

The *real* benefits of Google Groups, in my opinion, are as follows:

[Visit my web site Now](#)

- *The service is new. You have a window of opportunity to jump in now and create a very visible, high-traffic group before things get too cluttered.*
- *High traffic. The potential is there. You need to patient. You need to recruit members to your group. Average web surfers haven't fully adopted Google Groups as their number one choice yet.*
- *Potential indexing opportunities – both in regular Google listings as well as the main Google Directory.*
- *Very useful media integration tools likely coming some point in the future. I can't see any reason why Google wouldn't implement some type of cross-linking between its groups and other tools like Picasa – or surprise us all with a 'killer app'.*

Final Verdict:

Google Groups is worth pursuing now as both a traffic tool and niche research tool. Lots of potential. Not quite ready to clobber Yahoo Groups though. I'd recommend using both, even if it means you create duplicate groups.

Definitely split-test between the two for performance data. As far as I know, no one has done this yet (there's a nice little niche report idea there for you, by the way).

Related URL(s):

<http://groups-beta.google.com>

Joint Ventures

Traffic Type: P

Cost: X

Method:

One of the most effective ways to generate 'free' web site traffic is through participating in what is known as a joint venture (JV).

A joint venture is simply a partnership between two or more people, web sites, or companies that are working towards a common goal. And your main goal is to get some targeted traffic.

Joint ventures are *agreements*. The term sounds fancy, but that's really all it's about. When two or more businesses form a partnership, and agree to work together for a certain period of time on a project, that's a joint venture.

The benefits of joint venture marketing are almost too numerous to list. The relationships you build and the resources you gain access to can skyrocket your business from ground zero to wildly profitable in record time.

JVs typically don't require a lot of up front investment of hard cash. That's the beauty of the method. If you're stuck in your business due to lack of capital, a JV can give you the leverage you need to move ahead.

This is because JVs hold *shared, future profit* as their focus. It is to the benefit of both parties to contribute the resources they have available.

Let's say you have a great product, but no list and no experience generating traffic. You can find a JV partner who *has* a list and plenty of traffic-pulling know how that would love to endorse and promote your product for a share of the sales.

Both parties win in that scenario. The list owner generates extra profits for himself without the hassle of creating a product, and you generate profit without paying for traffic or spending months building a list.

The scenario I just described to you is one of the most common types of joint ventures among information product marketers. You aren't limited to endorsement based JV's, though. Anything of value can be exchanged in a joint venture.

Here's a quick list to get you thinking about creative JV scenarios and how they can benefit your business:

[Visit my web site Now](#)

- *partner up to reach new markets*
- *partner up to crush your competition*
- *gain new leads and subscribers*
- *sell off excess inventory*
- *test out new ideas and special offers*
- *reduce overhead expenses*
- *start a new business with little up front investment*
- *outsource your work or find a partner who can “fill in the gaps” in your areas of weakness (e.g., copywriting, site design)*
- *Improve your offers (more products, more bonuses via your jv partner)*
- *JV partners can be counted as 'super-affiliates' and resellers*
- *create long-term relationships (business relationships, or 'network', are one of the major keys to truly profiting online)*

Several ways in which you can utilize joint ventures to your advantage of achieving your main goals are to send out personal requests to web site owners of similar sites and through ezine ad swaps.

In both scenarios, you will need to personally contact either the web site or ezine owner. This is the best way to receive a reply. However, I must warn you now, be prepared for rejection. But don't take it personally. Lots of internet marketers are extremely busy and may take up to an entire week to check their email messages. Some might get back to you, and some might not. It's nothing personal against you.

Here are a couple of sample email “templates” you can use when requesting a joint venture:

Dear [First Name],

I have a wonderful proposition that I believe you would be very interested in. I am in the process of promoting [Your Site] and would like very much if you would consider joining me in a lucrative partnership that will earn us both steady stream of web site traffic. [Your Site] is experiencing a high rate of incoming traffic at the moment and I am certain yours is as well. If we pool our sites together through some type of reciprocal link this would successfully funnel my site traffic to yours and vice-versa.

I have a plan that we could each write up a special article pertaining to the resources available from our sites respectively by endorsing one another's web sites including a link for our current site visitors to use. If you are interested, shoot me an e-mail and I will send you a copy of my personal endorsement I plan to post prominently on my web site so you can examine the quality of the content for yourself and send any revisions you would like to see implemented.

I look forward to hearing back from you at your earliest convenience. Please do take a moment to review [Your Site] to familiarize yourself with the excellent content I offer there.

To Our Mutual Success,

[Your Name]
[Your Email]
[Your Site URL]

Dear [First Name],

I just stumbled across your web site [Site URL]. I just had to write you to let you know how much I enjoyed it! It is full of fantastic content and I have certainly bookmarked it. I run a web site, [Your Site URL], that provides very similar content. I believe my site would compliment yours very nicely and would like to suggest that we partner up to increase our traffic rate to generate more profits.

All that would be required on your part would be to list a link back to my web site and recommend it to your visitors. I in turn would do the same for your site from my own. I believe that by combining our sites in this fashion would mutually benefit the both of us.

If you would like to participate in this with me, please do send me an email as soon as you get the chance. I am very excited about the possibilities this joint venture could produce for the both of us!

Sincerely,

[Your Name]
[Your Email]
[Your Site URL]

Now before you start sending off emails to ezine owners, it's a really good idea to be a subscriber first. This way, they'll know that you are an active subscriber to their mailing list.

[Visit my web site Now](#)

Also, be sure that the ezine discusses a topic that relates to what you have on your web site.

It wouldn't make too much sense to send a request to someone that has an ezine about pet care when your site is dealing with health products. Unless of course your health products are for pets. Then you've got a good combination. It could mean the difference between having your proposal accepted or rejected.

Here are a couple more sample email templates to use when requesting a solo ad swap:

Dear [Ezine Owner],

I just wanted to send you a quick note to let you know that I really enjoyed your last email. It was very informative and covered a topic that I am extremely interested in learning more about since I also run my own ezine that discusses this very thing! Thank goodness you decided to write about it! I cannot tell you how much it has helped me gain a clearer understanding of [Topic].

In fact, it inspired me so much that I have a proposal for you. I would be willing to swap solo ads with you inside my [Your Ezine Name] that currently has [Number Of Subscribers] subscribers. I believe that a joint venture such as this would be of great benefit to us both.

Please take a few moments to consider my free offer. I hope to hear back from you very soon!

Your Loyal Subscriber,

[Your Name]

[Your Email]

[Your URL]

Dear [Ezine Owner],

Hi. My name is [Your Name] and I have been a loyal subscriber of yours since [Date]. I wanted to send you this email to let you know how much I respect your writings and learn so much from the outstanding information you send out each [Time Frame].

[Visit my web site Now](#)

I too run an ezine that covers some of the same subjects as yours. I would like to propose a mutually beneficial solo ad swap to you. I will happily run any solo ad to my subscriber list of [Number of Subscribers] that you wish to run in exchange for the same within your ezine. I am ready to run the solo ad on any date you would like to, so please do get back with me as soon as you can. This is sure to benefit both of us!

Sincerely,

[Your Name]

[Your Email]

When you write up a proposal, you have to finesse your prospect as much as possible. In other words, butter them up. People love it when you take time to write giving them unsolicited praise about something they've done. It's human nature.

Everyone always wants to hear how great they are. And being nice is certainly the best way to go when sending out proposals to people. Especially those that don't know you from Adam. And, before you send anything off, be sure you have the correct contact email address for your potential JV partner.

You wouldn't want to send off your proposal to the wrong person. You'll also want to be sure you tell them who you are, not just what you're doing. Including your full name when writing to others for the purpose of joint venture proposals is hugely important.

The best course of action when it comes to participating in a joint venture is not to focus in the beginning on your main goal of getting the free traffic.

That will simply follow. Let me explain. If you were to send out a request to do a free ezine solo ad swap with another ezine owner, you would want to create an add that would get the subscribers of that particular ezine to click on the link leading to your "target" page. Or the page you want them to go to. That's how you will achieve your target goal of generating the free traffic.

So write up your ad very, very carefully. You want to create as much interest as you can so that people reading it will want to visit your web site.

Related URL(s):

<http://www.jvanatomy.com>

[Visit my web site Now](#)

Link Exchanges

Traffic Type: P

Cost: X

Method:

You may think you know what a link exchange is, but I'm here to tell you, there is quite a difference in the type I'm talking about here.

A "normal" link exchange is one where you place a bunch of cruddy banners or extra coding on your site. This will detract from the professionalism you're striving to preserve. There's nothing worse than having a big old ugly banner plastered across your web site. And if you have several, well, that just makes it that much more unprofessional looking.

A "real" traffic-pulling link exchange is one in which you solicit linking partners on an individual and personal basis to place their link on your web site if they will do the same for you on their own site. Or, simply asking webmasters to post a link to your site on theirs as both sites content will compliment each other.

The wonderful, crazy place we call "The Internet" really was built on the power of the link.

When you think about it, almost everything we strive for as online business owners hinges on the link. We want our link to appear in the top results of the search engines, in the prime spot on sponsored listings and in that huge newsletter. Our link is the 'funnel' that sends visitors to our site. No link, no click. No click, no visitor.

Web masters have always exchanged links with one another. In the days before search engines, this was done as a matter of course; and, most web masters would simply link to sites they found relevant and interesting without asking permission first.

Just posting up a bunch of links found at random on your web site providing more information about the subject matter discussed on your site isn't really doing anything that beneficial for you in retrospect.

It is, however, for those site owners who's links you're putting on your site though. This is why asking them to post up your link in return for you doing so from your site is a better course of action to generate more targeted traffic to your own site.

That's why today, business-minded website owners focus on two kinds of link exchanges: reciprocal links and one-way links.

[Visit my web site Now](#)

Reciprocal links = two websites link to one another

One-way links = one website links to another

Reciprocal linking became popular in the past few years due to its influence on Google's "Page Rank" algorithm, which calculates the popularity of a site based on how many other sites link to it. The quality of these links has an impact on overall Google ranking.

In 2005, however, marketers are starting to move away from reciprocal linking (much of its original power has waned), and towards one-way links.

There's a catch, though. It's not like the old days when you linked to another site from your own. The focus now is on getting one-way links from other sites to *your* web site. In other words, getting the benefit of a link without returning the favor.

Again, a lot of this is about Google. Each time someone discovers a new loophole or method to higher rankings, everyone rushes to implement it, and they often do so incorrectly at that. Eventually, the combined effect of all these sites trying to skew the results..well, skews the results. Google closes the loophole and it's back to square one.

This is what happened with reciprocal linking. Now, this *does not* mean that reciprocal links have no value. You want reciprocal links. They add to the mix. However, they simply aren't as powerful as they once were.

As of 2005, one-way links now weight more heavily in calculating site popularity. The best advice I can give you is to implement a strategic mix of both types of links. Also, keep in mind that links are not the main variable influencing your search engine ranking.

The *real traffic power* behind links come from increased visibility across multiple traffic sources. If you can get a link to your web site from a site with more traffic than yours, then traffic to your site will go up accordingly. Best of all, that traffic is free.

The first step in participating in either type of link exchange is to do a basic search for web sites that would be complimentary to your own through any search engine you like.

Then, from those results, choose the closest matches to your own site content, find the site owner's contact email address, and simply contact them about doing a link exchange with you. You'll post their link if they will post yours. Feel free to use the email templates inside the Joint Venture section for this.

To build as much traffic to your site as possible, find as many relevant quality sites as you can and ask them to exchange link-for-link with you as described

[Visit my web site Now](#)

above as the “reciprocal” link. And, if you don't get an answer from some of them, that's all right. At least you made an attempt.

You took positive action to get the results you desired.

Related URL(s):

<http://www.seochat.com/seo-tools/link-popularity>

<http://www.power-linking-profits.com>

Message Boards

Traffic Type: A/P

Cost: X- \$

Method:

Active participation on message boards related to your niche can be a great way to build traffic, promote your site, gather marketing intelligence and much more.

Here's the time-honored approach:

Step one: Search for message boards related to your niche and sign up as a registered user.

Step two: Don't go into "marketing mode" right away or make sales pitches. Introduce yourself first. Find interesting threads and contribute to the discussion.

Step three: Once you've established your sincerity and credibility, you can post a message asking group members for their feedback. This could range from a "what do you think about my site or product?", to taking a survey of the groups concerns and using that data to *create* your product.

Step four: Place a short bit of teaser copy along with your URL into the *signature* area of your message. Your signature can be edited at will via your member profile, and will appear at the bottom of every message you post.

The message board tactic is all about building trust, credibility and solid relationships. It's one of the best ways to find out, in real time, what your potential customers are thinking.

Related URL(s):

http://directory.google.com/Top/Computers/Internet/On_the_Web/Message_Boards/By_Topic/

Offline Methods

Traffic Type: A/P

Cost: \$,\$\$,\$\$\$

Method:

There is much to be said for the benefits of offline promotion and advertising.

You'll hear me talk a lot about “tunnel vision” and the impact it has on your business strategy. The neglect of offline advertising methods falls squarely under my definition of 'tunnel vision'.

It's easy to see why people succumb to this. You've got an online business, so you advertise online. It's only logical.

The problem with that logic is that it rests on a faulty assumption: the assumption that you don't advertise locally unless you're operating a business with local appeal.

In reality, it doesn't matter if you're selling to a universal audience. That's actually *the point*. Even the guy down the street from you is part of that universal audience as far as the Internet is concerned!

So, why struggle to reach him online if you could just as easily *induce* him to *go online* by advertising to him where he lives?

The Case for Offline Marketing:

Your proximity to offline customers is going to give you an instant boost in terms of both intrigue and trust.

Why?

First, the Internet *and* the world at large continue to grow a little more anonymous, and a little more isolating, every day. Ironically, the Internet can actually *relieve* that sense of isolation when used properly.

For example: think of a local business in your area. Maybe a restaurant? Now visit their website if they have one. How does this make you feel?

It's nice to check out the full menu at leisure, in the comfort of your own home, isn't it? You might even find pictures of the waiters or your favorite table to bring back pleasant memories from your last dining experience there.

If your favorite restaurant really knows their stuff, they've probably got some printable coupons, recipes, an online reservation tool or customer feedback

[Visit my web site Now](#)

options in place.

So, know this: these same psychological principles work in reverse, too.

Even if you're selling an e-book, there's a market for it in your own backyard. You should advertise offline and *make a point of emphasizing that you're locally based*.

In fact, you might want to create a separate entry page for your local customers. Let them get to know you. Offer them some deals that the rest of your visitors aren't privy to, and really play up the 'next door neighbor' theme.

Expense:

There's a common misconception that offline advertising is prohibitively expensive. After all, part the great leveling influence of the Internet is that it makes it super-cheap for the average person to start their own business.

Overhead costs are generally under \$1,000. In fact, you can get away with less than \$100 in up-front investment as long as you aren't trying to start "the next Ebay".

Well, somehow, people have confused offline *overhead* costs with offline *advertising costs*. There *are* barriers to entry when it comes to starting an offline business; but, *advertising any business offline* is far more affordable than most people realize...

The truth:

If you can afford to place a classified ad to sell your barbecue grill, you can afford to place an ad for your business.

I'm not saying it's as cheap to advertise offline as it is online. If you're strapped for capital, you probably won't be able to afford online advertising, either.

You need a minimum of at least \$50 to invest somewhere, and you need to turn around and *re-invest* your profits into additional advertising.

Offline methods and their average costs:

Let's take a look at some offline advertising opportunities, and then we'll lay out some cost analysis:

- *Flyers*
- *Bumper stickers*
- *T-shirts*
- *Business Cards*
- *Brochures*
- *Newspaper classifieds*

[Visit my web site Now](#)

- *Local newscast segments*
- *Local websites*
- *Joint ventures with local businesses*
- *Public television and radio sponsorship*
- *Charity sponsorships*
- *Billboards*

We've got a mix of price ranges here, and a lot of the cost is dependent on print-quality, volume, pre-existing standards and demand vs. supply.

I'll take you now through each method, one-by-one, and discuss when, where and how to use a particular method in a cost-effective way.

Flyers:

Your costs here depend on things like: paperweight, black & white versus color printing, page size, and number of copies. A short run of small, black and white flyers shouldn't run you more than about .03 -.05 cents per page at most commercial printers.

Online, you can get 5,000 4x6 flyers for \$145 at www.miamiflyers.com.

If you've already got your own printer, you can print out as many flyers as you need for the cost of paper and printer ink.

As far as distribution, you'll need to look for outlets in high traffic areas. This could be a bulletin board at a local coffeeshop, a community kiosk, library, etc. Just make sure you have permission to flyer first.

Bumper Stickers:

Another super cheap method for promoting your website address. Print up about 50 full-color stickers for you, your family and friends for only \$64.95 online (see related url).

Just get yourself a good quantity and slap these onto your vehicle. If you're so inclined, make some extra trips when you can. You'll get noticed in parking lots, in rush hour traffic, and on the highway when you're taking road trips.

It's important to have a memorable URL so that people on the road can memorize it or write it down quickly. You might want to get a redirect domain expressly for this purpose, and use that on your sticker rather than your usual (longer) URL.

Lastly, make sure you've got some sort of slogan or curiosity-boosting quote on the sticker as well. Something to grab the attention of drivers in your target market.

For example, let's say you're selling an e-book or online course about "day trading". A good lead generating sticker for that could be something like:

[Visit my web site Now](#)

Are you set for life? I am!
WWW.DAYTRADERS.COM

Finally, don't rule out the possibility of spreading your offline efforts into other cities. If you have access to your customer's real billing address information, consider sending them a free sticker via snail mail.

You could even incentivize this by telling them about your affiliate program. This would work pretty easily as long as your affiliate backend software creates subdomain style tracking links: e.g., affiliateID.yourmerchantsite.com

Just imagine if all of your affiliates (or customers-turned-affiliates) had their own unique bumper stickers sporting an easy to remember affiliate url?

You'd have a virtual army of offline advertisers driving around with your website address all across the country.

T-Shirts:

T-Shirts are good for URL display and as conversation starters. This is especially true if you find yourself standing in line a lot at places like the bank, the grocery store, the post office, etc..

You're almost guaranteed to get curious inquiries, especially if you employ this time-tested call to action: "Ask me about 'fill in the blank here'."

Examples:

Ask me how I made \$50,000 last year working at home!
www.work-at-home.com

Migraine headaches? Ask me about the secret cure!
www.nomorepain.com

Get the idea? This sets you up with a chance to pre-sell in person, *and* pass out your business card so that your prospect won't forget your URL on the way home.

As far as cost is concerned: if you want to work on the cheap, you need to stick to plain, light-weight cotton t-shirts. They should be white in color, and you should use a one-color printing process.

Basically, the higher quality your cotton and the more colors you have in your design, the more expensive it will be. Some people prefer black t-shirts.

If that's true for you also, you can probably get a good deal as long as you stick to white ink. Anything else on black will be more expensive because you have to lay down an extra color (white) in order to get your other colors to show up.

[Visit my web site Now](#)

Another thing to keep in mind:

Printers typically don't (and won't) do small orders. You're looking at a minimum of about 10 t-shirts with most offline print shops. One of the cheapest online quotes I've been able to find is \$9.57 per shirt *when* you order 250 or more shirts. Even at a 36% discount, you're looking at over two-grand.

You might be able to cut costs if you can work out a deal with one of your local printers. You can also buy some cheap shirts at craft stores, then iron a design yourself. Most home offices printers today can print onto special t-shirt transfer paper for just these types of projects.

One last alternative is to set up your own CafePress.com shop. They will supply you with all that you need to create your own 'branded' product line and enable you to purchase one-at-a-time type products such as tee-shirts mentioned previously.

Plus they also grant you a way to create a slew of other 'hand-out' products such as mouse pads, baseball caps, coffee mugs, etc. as you create them. It can be extremely cost effective for you.

Business Cards:

Business cards are a no-brainer. It's crazy how cheap they are these days.

In fact, you can grab 250 full-color business cards for free (you just pay shipping) at Vista Print (<http://www.vistaprint.com>), so there's no excuse to be without a stack of them at all times.

Hand out your cards when and wherever you can. Give some to your friends and family to pass around as well.

Be on the lookout for other places to stick them, too. Some restaurants allow customers to slip their cards under glass table tops. Some businesses will allow you to leave your cards by their cash registers (typically other locally owned businesses practice this).

Brochures:

Brochures can be printed on your home computer using MS Word or any editing/design software with the right templates.

You can also have them printed professionally. The costs will run about 5% than a standard, one-page print job.

Brochures are great for local mailings, as handouts at business meetings or seminars, in waiting rooms, and on community bulletin boards or free news

[Visit my web site Now](#)

racks.

Newspaper classifieds:

Newspaper classifieds come in two flavors: free and fee.

Many cities have free, alternative newspapers; and, sometimes these papers run weekly specials like “Fax Free Fridays”, allowing readers to fax in an ad for free publication.

Your local, well-established newspaper will charge you by the word – and costs can run upwards of \$300-\$400 per ad depending on how many words you use, any formatting on the text, graphics, ad size and how many weeks you want the ad to run.

Local newscast segments:

Have you watched any of your local newscasts lately?

More and more stations are adding technology and internet special features as part of their newscast. In fact, I've seen a few stations where viewers are encouraged to send in links to websites of interest.

If your link is chosen, an anchor will do a short segment reviewing the site. You'll need to have an angle that makes your site newsworthy or of local interest, though.

If you can't get in through one of these backdoor tricks, move on to the press release method. You might land yourself an interview or special feature segment on your business.

Local Websites:

High traffic, locally focused websites are another excellent choice for advertising. Costs will vary. You'll need to visit your target sites to gather up a cost estimate.

Typical high-traffic, locally focused sites include ones like:

- CitySearch: yourcity.citysearch.com
- Any of your local radio or tv station sites (*note, often banner advertising. Many sites now employ Google AdSense for the bulk of their sponsorships).
- Chamber of Commerce sites (you can usually get a link in their directory, if not advertising).
- Any other independently owned business site or local resources portal.

Offline Joint Ventures:

[Visit my web site Now](#)

Here is a super-charged (and often free) tactic you may not have considered. Why not set up a joint venture with another business owner in your own hometown?

For example: if you're selling beauty-related products, negotiate a deal with one of the locally owned hair salons.

Have them hand out your information and recommend your products in exchange for a percentage of any sales they refer. Sweeten up the deal by offering customers of that salon a discount on your products.

This can really work to your benefit. Many people don't think about forming a joint venture between their online business and a brick-n-mortar business.

But you can get lots of mileage out of that face-to-face referral. And that referral is coming from someone the customer already trusts, and already does business with.

Sponsorships (public tv, radio and charities):

Got some spare cash to donate? Consider giving it to charity or any other worthy local cause.

You usually have to invest \$500 or more to reach a certain “donor level” and its accompanying benefits.

But if you can afford to sign on as a business sponsor to, say, a public radio program, you can get your name and URL read *on air*.

Let's say you sponsor something like a “**10K Run for the Cure**”. Many cities have charity races like this. Your donation can get you listed on t-shirts, banners and other souvenirs.

Billboards:

Billboard advertising: it's high-impact, it gets you noticed, and it often carries with it a hint of “the big leagues” in your customer's mind.

They're stuck in traffic. They see your billboard day after day. They naturally make the assumption that you must be pretty serious and important if you're willing to run such a prominent ad.

And even though many people will claim that billboards are an eyesore, and that they ignore them, studies show this is simply not true.

You really *can't* avoid noticing at least a dozen of the billboards on the road each time you drive. It's just how the mind works. Your eyes are scanning the environment, and they have to land on something *other* than the road ahead at least part of the time or you'll wind up in a trance.

[Visit my web site Now](#)

Let's be honest here, too. Haven't you found at least one billboard advertisement that *completely annoys you* – and yet, every time you drive past it you can't help but look at it again? It's like trying not to look at a traffic accident.

Obviously, this is going to be one of the more expensive offline methods. You'll want to stick to very simple boards – the ones that have slot-lettering, rather than full-color banners.

You'll also find some price disparity since there's no one, central owner for all billboards. Some are actually owned and leased out by individuals.

There's an excellent resource in the related urls to help you choose the right type of outdoor advertising. You can get a free quote and consultation online.

Related URL(s):

<http://www.miamiflyers.com>
<http://www.psprint.com>
<http://www.lowpriceprint.com>
<http://www.makestickers.com>
<http://www.billboardsource.com>

Online Radio

Traffic Type: A/P

Cost: X - \$\$-\$\$\$

Method:

Have you ever considered an online radio advertising campaign?

It's easy to forget this option is available unless you listen to radio programs online regularly, but there's gold in those digital airwaves.

Think about the market demographics for a moment. Radio's online audience is more likely to be internet savvy, educated and in an open frame of mind.

They're listening either to gather information or to be entertained, and those two activities often spell out *attention* and *curiosity*.

Attention and curiosity are definitely two things you want in your prospects!

A radio campaign can take different forms:

- *On-air audio commercials recorded either by you or a commercial "voice over" professional.*
- *Media player screen advertisements. Your ad appears within the media browser window, which may refresh at periodic intervals*
- *Get booked as a guest interview on a relevant program.*

In order of effectiveness, the on-air interview should be your first choice, followed by an audio commercial and, lastly, the on-screen advertisement.

An on-air interview will afford you the most reach and attention-grabbing power. You'll be able to promote your business, not just advertise your link.

To top it off, your visitors are listening right there at their computers – they can open up a browser and type in your web address immediately.

Your audio and text ad options will vary by station. Online radio ad spots usually won't be as cost prohibitive as offline radio advertising.

This doesn't mean your ads will always come cheap though. You're still looking at a couple hundred bucks minimum on popular programs, and possibly stringent guidelines on how your "creativity" is structured.

[Visit my web site Now](#)

Best bet if you get stuck:

hire a media consultant who specializes in online media buys. A consultant can help you create an online radio campaign that meets your budget requirements while still delivering a good return on investment.

Related URL(s):

<http://www.mediassociates.com>

<http://www.blitzmedia.com>

<http://www.audiographics.com>

<http://www.smallbusinessheroes.com>

<http://www.netbizradio.com>

<http://www.yudkin.com/resources.htm>

Pay Per Click

Traffic Type: A/P

Cost: \$\$

Method:

Pay Per Click (or PPC) campaigns hold a special place in the world of online advertising and promotion.

I'm almost certain that the earth shifted off its' axis just a bit from marketers the world around jumping for joy when the PPC concept was introduced.

For the first time ever, online businesses had at their disposal a time-saving, affordable alternative to search engine optimization and banner advertising.

Even more compelling: a brand new web site could grab traffic in a matter of hours, not weeks or months. A spot in the top ten for your keywords? No problem. Just bid for it.

Today, PPC remains the frontrunner in traffic generation.

Even in the face of troubling problems like click-fraud and sky-rocketing bid prices, pay-per-click remains the ideal choice for small businesses in need of a quick, reliable source of traffic.

In fact, I really shouldn't even mention the potential trouble spots. Click fraud and high prices are *mostly* the product of the over-saturated, fiercely competitive markets. As a smart marketer aiming for the hidden niche, you'll be in much calmer pay-per-click waters.

An Overview of the PPC Engines

The two major players in the market for “pay for placement” advertising are **Google Adwords** and **Overture (Yahoo Search Marketing)** in that order.

Beyond the giants, you have options with smaller engines like: **Excite**, **7Search**, **Findwhat** and **Kanoodle**.

These smaller engines are useful if you're operating on an extremely tight budget, and a little bit of pre-launch testing.

However, there's just no substitute for Google Adwords and Overture when you're ready for real traffic.

Some marketers go so far as to say there is nothing else that matters more than Google Adwords. Period.

[Visit my web site Now](#)

It's easy to understand why when you look at the ratings:

- **Google: 47.3%** market share of all online searches
- **Yahoo: 20.9%** market share of all online searches
- **MSN: 13.6%** market share of all online searches
- **AOL 4.5%** market share of all online searches

Google's market share is *enormous*. It's easy and quick to set up an Adwords account. Sponsor ads get a considerably larger and more noticeable share of page real-estate than Overture results, which are text links, do on the Overture network of sites.

I'm not meaning to imply that you shouldn't bother with Overture. Quite the contrary. You'll need to run campaigns with Overture if you want to reach the 20.9% and 13.6% market shares of Yahoo and MSN, respectively.

It's important to note that Overture has been acquired by Yahoo.

This has led to significant improvements in a number of areas already, like the account management interface and reporting tools. Close competition with Google for those click profits will definitely spur on continued improvements.

Using PPC for Advertising and Promotion:

Here is a greatly simplified, 'reader's digest' version of how PPC campaigns work:

1. You need traffic for your site.
2. You conduct keyword research
3. You cull your keyword list and pick out laser-targeted search phrases appropriate for your site.
4. You open an account with Google or Overture
5. You load your keywords list into the account.
6. You indicate the *maximum* amount (bid) you are willing to spend *per click* for each of your keywords.
7. You create individual ads for each keyword/phrase, making sure to write an attention-grabbing headline and compelling body copy.
8. You fill in the url of your target page.
9. Save all, push a few buttons, and go live!

10. A searcher enters terms into the search engine matching ones you've bid on. Your ad appears in the sponsored listings. The searcher clicks your link, and you are charged the amount you bid for the referring keywords. or..the user doesn't click, and you're charged nothing.

Yes, there is way more to it than this, but these are the nuts-and-bolts of how a PPC campaign operates.

The details of campaign optimization could fill an entire book. We can't cover all of them here, but the following guidelines will give you a jumping off point:

- Track your clicks. This is very important. Tracking allows you to determine which keywords are performing as expected, and which ones are money wasters that need to be dropped.
- Create multiple versions of your ads for each separate keyword. You need to test out various headlines and body copy in as many combinations as you can before you discard any keywords, and definitely before you settle on “the best version of the ad”.
- Closely monitor your campaigns. You should log-in on a daily basis to check current bids and position.

Where to send the traffic?

You can send your visitor straight to your sales page from your ad, but most of the time I'd recommend against this.

Instead, you can get a lot more mileage out of your traffic by sending visitors to a lead capture page.

Lead capture pages add an additional layer of “pre-qualifying” your prospect.

He's already shown some curiosity by clicking on your ad to begin with, but the lead capture page presents him with more information and asks for a name and e-mail address.

If he provides this information, he pre-qualifies himself further and becomes a subscriber, ready to receive your pre-sales material and follow ups.

In addition to building your list, you can also use PPC traffic to *simultaneously* build a list *and* research your target market *before* you even create a product. This can be accomplished by setting up a survey, and 'bribing' visitors to respond by offering them a valuable freebie in exchange for their time.

You can also use PPC campaigns to build multiple lists and multiple income streams as an affiliate.

Additional PPC traffic possibilities:

[Visit my web site Now](#)

- *Promote your affiliate program*
- *Promote multi-level businesses or multi-tier affiliate programs*
- *Claim your “brand identity” by bidding on your own name.*
- *Promote special offers or contests*
- *If you offer reprint content at your site, you can add another layer of exposure. Do a search on Overture or Wordtrack for: “your niche + ‘articles’”. You might be surprised at the number of people searching for the type of content you provide.*

Pay-per-click campaigns are an absolutely indispensable tool for your business. Don't be afraid to jump in with both feet and learn how to play the game.

If you're a true newbie to PPC, just start off light with a dozen or so targeted phrases and keep your bids super cheap, like less than 10 cents per click cheap. This will enable you to test out the process without losing your shirt.

You'll soon see why this advertising method is so popular. Nothing else comes close to providing instant traffic on demand.

Related URL(s):

<http://adwords.google.com>

<http://www.overture.com>

<http://www.perrymarshall.com>

<http://www.payperclicksearchengines.com>

Podcasting

Traffic Type: A/P

Cost: x

Method:

Podcasting is a method of publishing audio broadcasts via the internet, and allowing users to subscribe to a feed of new files (usually MP3s). It became popular in late 2004, largely to automate downloading of audio onto portable players or personal computers. The word "podcasting" is a portmanteau that combines the words "broadcasting" and "iPod."

The term can be misleading since neither podcasting nor listening to podcasts requires an iPod or any portable music player. For that reason, since September 2004 various writers have suggested reinterpreting the letters POD to create "backronyms" such as "Personal On-Demand." However, the word is rarely presented as "PODcasting."

Podcasting is distinct from other types of online media delivery because of its subscription model, which uses the RSS 2.0 XML (or RDF XML) format to deliver an enclosed file.

Podcasting enables independent producers to create self-published, syndicated "radio shows," and gives broadcast radio programs a new distribution method. Listeners may subscribe to feeds using "podcatching" software (a type of aggregator), which periodically checks for and downloads new content automatically.

Some podcatching software is also able to synchronise (copy) podcasts to portable music players. Any digital audio player or computer with audio-playing software can play podcasts. The same technique can deliver video files, and by 2005 some aggregators could play video as well as audio.

Creating your own podcasts is a terrific way of advertising your business online for free. This is especially true because of its viral nature and if you tap on networks like iTunes, then your results can be very good.

Related URL(s):

<http://www.apple.com/podcasting>

<http://podcasts.yahoo.com>

<http://www.itunes.com>

<http://www.podcasting-tools.com>

<http://www.ipodder.org>

http://www.podcastingnews.com/topics/Podcast_Software.html

<http://www.podcastsecretsrevealed.com>

[Visit my web site Now](#)

Pop Windows

Traffic Type: P

Cost: X

Method:

True or false? Pop ups are universally hated by the online masses and going out of style like yesterday's plaid bell-bottoms.

Answer: False! ...Believe it or not.

The research team over at <http://www.marketingexperiments.com> recently conducted an in-depth study on the effectiveness of pop up windows.

The startling conclusion of this study?

1. *Pop ups still work.*
2. *In many cases they outperformed page-embedded subscription boxes on subscriber conversion.*

I know it seems counter-intuitive but it's true. This isn't unusual in the online world though. You'll often realize some startling things about "what really works" when you collect hard data.

Ready for another one? Here we go: True or False?

Pop ups and pop unders are effectively blocked at least half the time by end user software.

Answer: Trick question!

There *are* deliverability issues with pop ups and most of their permutations. Aside from the pop-up blocking software that many visitors have installed on their machines, there is also a built in blocking feature in Windows XP Service Pack 2.

So yes, if you're doing pop ups the old way, you're likely to see less than average results. However, there are dozens of ways to bypass both commercial pop up blockers and Windows XP pop up blocking.

The most promising techniques available currently are the "fly in" or "pop over" methods of "pop up" creation. These ads aren't really "pop ups" in the strictly technical, code-based sense of the term but, for marketing purposes, they both look like and behave like regular pop ups.

The trick to these is that they're generated as layer-elements of the parent page, as if they were a part of the overall *design* of the page.

This allows the ads to bypass any pop up blocking protection on the visitor's machine.

The blocking software looks for the usual signatures of pop up creation (e.g., embedded javascript in the HTML header), but it won't find any tell-tale signs. The *real* code is cloaked in code necessary to the page's design, and therefore totally ignored by the blocking algorithm. Pretty clever.

So far we've established the continued efficacy of "pop window" advertising, as well as a virtual guarantee on successful delivery. Now it's time to look at what you can *do* with this type of advertising.

Common uses of pop ups:

- *Collect newsletter subscribers*
- *Advertise affiliate products*
- *Advertise another one of your own products*
- *Make 'second chance' offers*
- *Collect visitor feedback on exit*

You can employ pop ups both on entry and on exit. Entry pop ups are good for collecting leads, making announcements and pitching special offers.

Exit pop ups can be used to redirect traffic to one of your affiliate links or another page on your site (thus keeping that visitor within your loop).

They're also ideal for hitting psychological triggers like fear of loss.

Example:

1. A visitor reads your sales copy and decides not to buy.
2. He hits the "Back" button on his browser to exit your site.
3. This triggers your exit pop up which contains an automatic follow-up offer like any of the following:

"Wait! Before you leave, there's something you should know. The price on this product will not remain as low as it is now for much longer. In fact, the price is going up from \$37 to \$97 one week from now. So, if you don't order today.....etc, etc"

"Hold up! I've got a deal for you, but you need to act quickly! If you order within the next 2 minutes, I'll drop a full 30% off the product price! Once your 2 minutes are up, this window will close and your chance to save 30% via the link below will be gone forever."

[Visit my web site Now](#)

Make no mistake, these tactics *do* work.

Getting traffic to your site is half the battle. The other half is *maximizing* that traffic for all it's worth...

And pop ups are your #1 tool for squeezing as much time on your site as possible out of every single visitor.

Related URL(s):

<http://www.accessify.com/tools-and-wizards/pop-up-window-generator.asp>

<http://www.marketingsource.com/articles/view/1294>

http://www.wilsonweb.com/wmtp8/popups_resources.htm

<http://www.flyinads.com>

<http://www.adimpact.com>

Press Releases

Traffic Type: P

Cost: X - \$\$

Method:

Now don't get frightened because of the title. This tactic will help you generate a fantastic buzz about your site, product, or whatever it is you're trying to attract attention to through online media sources. It isn't "rocket science" though. Pretty much anybody can write up an effective press release.

Press releases are not advertisements, but promotional tools.

The main reason for using them is to create "buzz", announce new product offerings and generate quick streams of traffic as I mentioned to you in the earlier paragraph.

The power of a press release rests on two things:

1. Press releases are *syndicated content*, which means wide distribution for your message.
2. Search engines love them.

Depending on which distribution service you use, and whether you pay the fee for premium distribution, your press release can end up on seriously high traffic sites. Think CNN, Google and Yahoo news, Wired.com, AOL, NBC...you get the idea.

So instead of you having to spread the word about your business alone, you are recruiting the help of media sources such as those listed previously, to do all the "grunt work" for you.

Even at the *free* level of distribution, you'll still reach the thousands of sites that subscribe to the pr service's newsfeed.

Search engines tend to be fond of press releases as well. If you optimize the release for your target keywords (provided those keywords are of the less competitive variety) you can sneak into the top ten on Google almost overnight.

You'll need to learn the art of writing a good press release though. It's not the same as writing an article or an advertisement.

There are certain journalistic standards you must adhere to, as well as a specific format you need to follow in order for your press release to be

[Visit my web site Now](#)

accepted by the media sources. Otherwise, your press release will be pitched right into the nearest virtual garbage can.

Think of it like writing up a news report. In essence, that's really what this is. An interesting news report that discusses your site or product release.

Here are some **Basic Press Release Guidelines**:

1. The information must be newsworthy. A new product launch or business deal would be considered newsworthy. You've got some wiggle room here. You don't want your press release to sound like an advertisement, but it's fine to announce your web presence or the launch of a new product.

A good press release should be informative only, and not a sales pitch. The object of the press release is to provide specific information regarding your particular business, product, or site.

2. Target your readers. The audience, when reading your release, should understand why this information is relevant to them. Give them a reason to keep reading.
3. Use the best possible lead-in headline you can come up with. Then, to keep it simple, incorporate the headline into the first sentence of the main body of the press release.
4. Immediately following this, make it clear who you are. Always lead with the announcement, and follow with the source.
5. Your copy should help the reader connect and relate. Explain "why", "how", "when" and "where". Include a benefit.
6. Write in an objective tone of voice. You can convey import or excitement, *but* avoid using too many adjectives or fancy language. Stay focused on *facts*.
7. Make sure you include as much contact information as possible. This means: The name of the person to contact regarding the press release, a phone number, fax, snail mail address if applicable, email address and website address.
8. Check your press release over several times. Have a friend or relative proof-read it as well. Correct spelling mistakes. Make sure your release offers something of substance.

Sample of these guidelines in action:

<http://www.press-release-writing.com/sample-press-release.htm>

To further illustrate how a press release should be formatted and appear visually when you submit them for approval, I will now share with you more specific details on each of the 7 parts to the standard, and more importantly acceptable, press release:

- 1. The Headline**
- 2. The Sub-Headline**
- 3. First Paragraph**
- 4. Second Paragraph**
- 5. Third Paragraph**
- 6. Summary Paragraph**
- 7. About And Contact Information**

Writing Up The Headline:

Just as when you create a headline for your sales pages, you should do your best to grab the readers attention without being too outrageous.

Remember too that you're not trying to sell them anything, only provide them with interesting information.

The ideal length of the headline should be no longer than 80 characters in all. Try your best not to go over. If you can, make it shorter than 80. A standard 18 size serif font will do nicely for this.

You can center it, or not, but some media sources will require you to center the headline, so keep that in mind. Always remember that the use of the headline is to grab your readers like a Pit Bull onto a chew toy. Lock 'em on and don't let 'em go. Make them want to keep on reading.

Writing Up The Sub-Headline:

Obviously, this will be placed directly underneath the main headline. It should be a smaller font, preferably Times New Roman, and should also be in bold.

Italicizing is all right, but try not to place quotation marks around it as you would with a normal sales page sub-headline. This can be centered also or left aligned, depending on the media source you're submitting it to.

As with writing up a web sales page, you'll need to continue the "interest" factor with the sub-headline, but without directly trying to sell something.

Writing Up The First Paragraph:

Within the very first paragraph, you will want to begin with this: City,

[Visit my web site Now](#)

State(YOURNAMEORCOMPANYNAME) Month, dd, yyyy. In that order.

Think of a press release as an article you would read in your local newspaper. Why do you read the newspaper? To be kept up to date with world events.

The first paragraph should be descriptive, but kept as short as possible. Your main goal is to keep the readers interest about your press release. Try to get across the who's, what's, where's, why's, and how's in this paragraph.

Writing Up The Second Paragraph:

Inside the second paragraph, you'll want to expand more on the purpose of your press release and why it should be considered “newsworthy” by the media. You should not use inappropriate punctuation such as exclamation points.

Be sure that you check for any and all grammatical errors. It's just not professional if you leave a bunch of mistakes that could have easily been corrected by running the “spell checker” tool.

Writing Up The Third Paragraph:

Use this third paragraph for explaining to the world why your company would be an excellent choice for anyone interested in what it is you specialize in. Explain how it is you help people with a particular problem.

Writing Up The Final or Summary Paragraph:

This paragraph is used for summarizing your press release in its entirety. Try to keep it as short and descriptive as possible.

Writing Up The About And Contact Information:

This is the very last part of your press release. Just as you do when you write up an article for reprinting, you will want to include an “about me” or “about the author” section.

Keep it short, but provide information about the person any interested parties who would like more information should be contacting.

After the basic “about” information, you should place all the ways in which this person can be contacted.

Remember to include the **three hash marks (###)** at the very end of your press release. This lets the media source know they have reached the end.

Here's a standard press release template you can use to help you “get it right” the first time to ensure your press release is accepted within the web media resources that you want to publish it to:

☞ This Is Where You Would Place Your Headline

This is where you'll want to place your sub-headline. Try to keep it short and concise.

City, State (YOURCOMPANY) Month 1, 2006 -- The first paragraph contains what you consider to be the most important information regarding what it is you're trying to publicize. It should be no longer than 25 words in length. Get straight to the point and describe what your release is all about. Remember too to include your city, state, company name, and the date of your press release.

The second paragraph should contain more in depth information on your company, product, or web site. Try to keep sentences as short as possible. Don't use too much "hype" about your subject. Stick strictly to the facts, but make it exciting to read at the same time. It is certainly acceptable to add more than the standard 3 paragraphs if you need to.

The third paragraph is used for expanding on your press release subject matter. Make sure that you put text explaining how your company or product will help people. If you can somehow tie in your press release subject matter with a current news story, that will make it all the better for you and your chances of getting your press release published.

The final paragraph should be a short summary of your entire press release. Try to make it as brief as possible but thoroughly explain what your objective of the press release is.

About ABC Corporation:

Include a short paragraph about you or the company. Something similar to an "About The Author" box would be appropriate here, but not in the same manner as what is included inside a normal article. No gratuitous advertising. Just tell briefly tell about the person who is to be contacted before providing that information directly below this area.

Contact:

John Doe, your specific "title"
ABC Corporation
111-111-1111
<http://www.your-web-site.com>

###

You can find more tips on the nuts and bolts of writing press releases in the

[Visit my web site Now](#)

related urls section.

You can even get help writing your press release, for a fee, from the pr service. PR Web is one such distributor that offers editorial services.

Related URL(s):

<http://www.prweb.com>

<http://www.press-release-writing.com>

<http://www.ereleases.com>

<http://www.publicityinsider.com/index.asp>

<http://www.submityourpressrelease.com>

Private Webrings

[Visit my web site Now](#)

Traffic Type: P

Cost: X

Method:

This tactic might seem unusual, but the potential for good returns is there - and it's free.

The creation of a private webring will require a multi-party joint venture, and possibly some salesmanship on your part to convince potential JV partners to participate.

In fact, you might want to reword the proposition entirely and avoid referring to “webrings” or at least minimize any associations with the history of that term. It's amusing, but true: many people still associate the concept of a webring with a series of poorly designed, Geocities hosted, ad-laden browser traps.

Yet, webrings weren't a *bad* idea. They were just implemented poorly, and eventually replaced by organized directories and portals.

I should make it clear that I'm not suggesting you set up a traffic exchange a la Traffic Swarm (www.trafficswarm.com) or any thing of that nature. Although based on the webring concept, those services run differently than what I'm suggesting here.

Now that all the standard disclaimers are done, I'd like to present you with the “*Ewen Chia's Webring Model*” (grin).

First things first:

this model *does* require you to go back to the “oldschool” way of doing things, minus the crummy web sites and bad hosting.

You'll need to acquire a webring script. You can get one that is fully customizable and easy to install for free from Bravenet at <http://www.bravenet.com>.

The basic idea here is to set up the webring and *market it* as if all the sites within the ring are part of an association or consortium.

For example, let's say your niche is in copywriting.

You create your webring and name it something like: “Association of Internet Marketing Copywriters”.

In order to keep this from looking cheap, you'll buy a dedicated domain just for this purpose. Your index page will include basic membership information and

[Visit my web site Now](#)

a purpose statement, along with an entry link into the webring itself.

Next, contact potential “associates” and invite them into the webring.

Need some incentives?

Present the invitation as an offer on a collaborative joint venture. Each member of the association, should he choose to join, is granted exclusive status in the eyes of every other member of the web ring.

In other words, associates will enjoy special automatic benefits. The benefit(s) should be simple, but valuable.

For example:

- *all associates receive one cross-list promotion opportunity per month, or..*
- *all associates receive an automatic discount on each other's products or receive those products for free, or..*
- *anything else you can dream up!*

You see, what you're doing is “automating” a long-term joint venture on traffic.

The main webring entry page can be promoted to lists, via PPC or indexed in search engines.

The *primary* traffic benefit, though, will come from the webring navigation links placed on each member's promo page.

One important point to heed:

You don't want to use this tactic on sales pages or lead capture pages. You don't want to give visitors the option of surfing away from you or your member's most important, profit-generating pages.

Instead, you'll create “dummy” pages for each member. These promo pages will be “member profile” pages designed to raise interest.

Each promo page contains a link to the associates main page, and should open in a new window to allow easy return to the webring.

This model is very simplistic and you may or may not feel it worth the effort to set up. It's not going to generate massive traffic, but it does provide a new and intriguing way to:

- *Influence search engine ranking by creating a “mini-net” of reciprocal and one-way links*
- *Put a unique slant on branding and credibility*

[Visit my web site Now](#)

- *Influence visitor's perception of individual members' primary pages via the cumulative impact of all other members promo and primary pages*

Put this idea to the test if it inspires you, and let me know how it works out...

Related URL(s):

<http://www.bravenet.com/webtools/exchange/index.php>

RSS & Content Syndication

Traffic Type: A/P

Cost: X

Method:

RSS stands for “Really Simple Syndication”. It's basically a “web standard” (on the computer code level) which defines an agreed upon method of syndicating content.

You can think of it like HTML. You don't need to know HTML in order to view a web page, but you do need a basic knowledge of HTML if you want to create your *own* web page.

Likewise, it's not necessary to know all the ins and outs of RSS in order to syndicate your content. You just need to know that one line of RSS code which, when pasted into your web page, makes automatic content syndication possible.

Let's talk about content syndication for a moment.

When you distribute articles to, say, www.freemarketingarticles.com, you're basically syndicating your content.

The catch is that this method is *manual*. Anyone who wants to reprint your content has to go to the “freemarketingarticles” site, copy your article, and then paste it onto their own web site.

It's a hassle. Any time you have static content that can only be changed by hand, you wind up with websites that aren't updated as often.

But the name of the game now is *fresh*, quality content which rotates frequently. This keeps visitors coming back to your site. This also appeals to the search engines (how often you update your site influences how often the search spiders come back for a visit, too!).

Content syndication is also a link building tool. Some sites will simply pull in a *link to your site*, which will send traffic in your direction.

Other sites actually pull in your content onto their own, dynamically generated pages. This allows them to display the content within their own “look and feel” (site template), as well as keep visitors from clicking away to another destination.

Getting Syndicated:

You have two options:

[Visit my web site Now](#)

1. *You can pull syndicated content onto your own site, so that you don't have to create all of your content on your own.*
2. *You can syndicate your content. This will allow other sites to display your articles and make up for their own content needs.*

It's a good idea to implement both tactics for maximum coverage.

By the way, you aren't limited to articles here. A lot of e-commerce sites syndicate their product catalogs (these are called "product feeds") for their affiliates.

In order to take advantage of syndication, you need to implement RSS on your site. You can do this easily with any blog or PHP content management software.

You can also set this up on your hosting account with a few tweaks.

Last but not least, you can use a third-party content syndication service.

The related resource URLs below will give you more information on how to accomplish either of these tasks.

Related URL(s):

<http://searchenginewatch.com/sereport/article.php/2175271>

<http://www.internetmarketingsecrets.com/r2b.html>

<http://www.phpnuke.org>

<http://weblogs.about.com/od/rssandcontentsyndication>

SEO

Traffic Type: A/P

[Visit my web site Now](#)

Cost: X - \$\$\$

Method:

SEO (search engine optimization) – no other single phrase strikes more fear and frustration into the hearts of profit-hungry business owners – and for good reason.

The effort involved in getting your web site up in the rankings, to maintain that ranking and to keep up with the latest search engine changes is almost too much for the average small business owner.

This blueprint wouldn't be complete without a discussion of SEO however.

First, the bad news (which you probably already know):

SEO can be confusing and complicated. It's "free" (in terms of cash) when you do the job yourself. It can cost you a princely sum if you hire a specialist to do the job.

Ok, ready for the good news? The good news: SEO is actually a breeze once you *laser-target the keywords relevant to your niche*.

The problem that most web sites face is competition. There are *billions* of pages indexed in Google, and millions indexed in other, competing search engines. Inexperienced marketers make the mistake of trying to rank on saturated keywords. They're battling a lost cause.

The basis behind using Search Engine Optimization, or SEO, is to get your web site ranked the highest in a specific category within search engines.

This is accomplished through the use of highly searched for keywords, multiple page content, and linking strategies. And the reason you'd want to use this technique is that by your site ranking in, say, the first page of your chosen subject, which is really good, you'll be gaining much more traffic than your competitors.

The best way to be sure your website is "optimized" for the search engines is to be sure you have plenty of useful content there. And of course, you'll want to provide this to your site visitors anyway.

But be sure it's content that has "meat". Not a bunch of junk. If you have access to private label articles, that's great, but be sure to personalize those articles you're using as page content on your web site.

Differentiating yourself is the key.

Not only is the content you place within your web pages important, so is regularly adding, or updating, your web site content too. If you frequently add usable content to your site, the search engines will rank your site higher in

[Visit my web site Now](#)

that specific category.

Again, it needs to be useful content. Let me also tell you that by adding lots of useful information to your web site that you will gain much more “out-links” to your web site through other similar sites. This also helps boost your search engine page rank.

Here is how you can maximize your site's search engine optima-bility:

1. Add Multiple Article Content Pages To Your Site

You can do this either through the use of private label articles that include your “About The Author” resource box where you input your own information, or through free reprint articles. Use your main index.html page as an article page “template” for this process. It will make it go a lot faster for you and keep your site looking uniform.

2. Use Popular Searched Keywords That Are Relavent To Each Of Your Site Pages

To find keywords that correlate directly to your web page content, use a free keyword search tool such as <http://www.keywordempire.com> or <http://www.nichebot.com>. Find the most searched for keywords and keyword combinations and insert those into your HTML code within META TAGS. This can be done by using any HTML editing software such as Dreamweaver or even the simple NotePad tool. You need to insert the META TAGS this way:

```
<head>
<title>This Is The Title Of Your Web Page</title>
<meta name="description" content="a short description about your web
site or page belongs in this area">
<meta name="keywords" content="your, keyword, list, belongs,
in, this, area">
</head>
```

Understand that the use of keywords within your web pages won't magically produce more traffic to your site, but it will definitely help. And be sure you are inserting the right keywords inside every single web page contained within your entire web site. It will make indexing your pages much more easy, and effective, for the search engines.

3. Add Links To More Information On A Particular Subject To Your Site

The more links you have that will retrieve more resources for more information will help your site, or page, rank higher in the search engines. Believe it or not, this is one of the things the search engines look for when adding web pages to their index. Adding “outsourc

links will help to boost your search engine rank.

A terrific resource that provides you with not only more information on search engine optimization but has available research tools is my friend's site at <http://www.bruceclay.com>.

With all the above said, it is important to note that experienced marketers know that their true 'salvation', as far as search engine ranking is concerned, lies within the uncommon keyword.

The Uncommon Keyword:

- Is **not** unusual, it is simply *less frequently searched on*
- Is **not** a single word term
- It *is* aptly described as a *keyphrase* and consists of two or more terms which narrow the search
- Ideally receives its fair share of traffic each month, but does not receive hundreds of thousands of searches per month
- Can accurately be described as "targeted" *

Note: *Don't make the mistake of thinking that low search volume = targeting. Likewise, don't discard what might be a highly targeted keyphrase just because the search volume is low. Even 3 searches per month could translate to an extra 36 sales per year.*

Proper keyword research is the key to beating the SEO game.

However keywords aren't the only factor. You also need to determine how many sites are competing with you on those terms.

You can do this through keyword research software or, in Google, simply enter in a term and check the upper-right corner for Google's "**results 1-10 out of..**" report. This will tell you how many sites Google has indexed with that term or phrase.

If the results are at or under 100,000, you've got it easy! It's like being back in the early days.

All you need to do then is set up properly constructed pages employing standard optimization tactics. Most of the time this will suffice, as many of your competitors have not optimized and basically ranked on accident.

However you don't want to make any assumptions. Take time to browse through the top 10 listings. Examine the referring page's keyword density and link popularity. What you want to do is beat *at least the second page of the top ten* in ranking.

I say this because it may take additional time to beat the number one spot. The #1 page may have a certain mix of incoming links from other sites adding to its ranking, and you'll need to build your link popularity in according and

[Visit my web site Now](#)

wait for the next “Google Dance” to update the listing.

Then, you can analyze whether your tactics influenced a change in ranking. It's really a process of elimination and deductive reasoning.

After you achieve your desired placement for your niche terms, keep an eye on them. This task can be simplified with SEO-specific web site monitoring software (see related urls for recommendation).

Factors to keep in mind:

1. SEO is much more difficult on one-page direct marketing sites

While it is not impossible to have your sales page ranked in the top 10, it's not something you should spend too much time trying to achieve.

2. 3-5 page “microsites” and 5+ page content-heavy sites

These are easier to work with in terms of SEO, and the odds of achieving a top ten ranking via SEO are higher.

I would suggest that you view SEO as a matter of “covering all your bases.”

You can get away with ignoring it entirely if you so desire. After all, you've got Adwords and Overture, along with Joint Ventures and a myriad other tools at your disposal.

But it's pretty silly to turn down *free* traffic. A dozen visitors here, twenty visitors there...it all adds up over time. Sometimes it adds up to an extra 1,000 visitors per year. So go ahead and toss page optimization into your arsenal. It can only help your bottom line.

Using effective SEO isn't really that difficult, and you can do this all on your own without too much trouble.

Related URL(s):

<http://www.seochat.com>

<http://www.searchenginewatch.com>

<http://www.digitalpoint.com/tools/keywords>

<http://www.wordtracker.com>

Special Offers

Traffic Type: P

Cost: X

Method:

[Visit my web site Now](#)

Special offers are all about generating “buzz”. They're a promotional tactic which will draw more repeat visitors than new visitors *depending on how widely you promote the special offer itself*.

Some types of special offers:

- *Limited-time discount on product*
- *Inclusion of “hot” bonus product (e.g. Software, additional books , complementary graphics packages or sales page copy for re-sale rights) or discount with flagship product purchase for a limited time*
- *Special services (like phone or email consultation, product set up, etc) offered for a limited time with product purchase*
- *Limited exclusive licensing of standard or master resell rights*
- *Third party products or services included free or at discount with purchase (arrange through joint venture)*

So, a very basic special offer would be the offer of a product discount to your list subscribers. The hotter the offer is, the bigger the response will be. This a great way to inject some life into an unresponsive list.

Special offers constructed via joint ventures are even more powerful. You'll get new traffic (not just repeat traffic) out of these, and you'll be able to offer a whole lot more value to the customer and improve your conversion rates.

Whenever you run a special offer, though, make sure it really is a *special* offer. You've got to provide value and you've got to emphasize the “limited-time only” nature of the event *and keep your word*.

If you run special offers too frequently, or go back on your promises of exclusivity, you'll lose major credibility points with your customers!

See the related url below for a great special offer management tool.

Related URL(s):

<http://www.specialoffermanager.com>

Teleconferences

Traffic Type: P

Cost: \$, \$\$

Method:

[Visit my web site Now](#)

The teleconference is a creative marketing strategy which is also very popular right now, and should remain so for a long time to come.

There's nothing new about sales calls, conference calls or group presentations.

It's just that this promotional method was overlooked by most online businesses for a long time because of a fixation on "doing everything online", and also because teleconferencing wasn't as affordable for the small business owner like it is now.

It's a very wise old trend made new again. So why hold a teleconference?

Here are just a few good reasons:

- 1. Make use of an offline communications medium to convey a message more effectively than you can online.*
- 2. Give your customers and subscribers a warmer, more personalized experience with you.*
- 3. Create more excitement and buzz around your business.*

..and there are dozens more!

But the primary benefit of a teleconference really boils down to the power of the human element, the human voice. It's all about the feeling of connectedness and excitement inherent in real-time conversation – and this is something the cold medium of the internet can never replace.

One of the best ways to learn how to do a successful teleconference is participate in one as a listener. "Watch", listen and learn. You'll pick up some stellar tactics.

In particular, pay attention to:

- The marketing and promotion of the call (as announced via e-mail)
- The length and format of the call
- The flow and feel of the call

Is the call a Q&A session? Is it pure information for the benefit of customers and subscribers? Is it a sales presentation?

How is the call structured? Are there multiple guest speakers? How do the speakers interact with each other and with the audience?

If the call is intended to promote a product, how do the speakers utilize the call time to set the stage for the offer, and when is the offer made?

Ok, I know you're getting the idea by now. There are unlimited, creative promotional possibilities available in teleconferences.

[Visit my web site Now](#)

There is also an inherent facet of warmth, which will allow you to create a more trusting and familiar relationship with your subscriber base.

Bottom line: Teleconferences mean more traffic and more sales for you, and greater long-term satisfaction to your clients.

Related URL(s):

<http://www.findconferencing.com>

Tell A Friend

Traffic Type: A/P

Cost: X - \$, \$\$

Method:

I'm sure you've already experienced this method first hand. And it can be a

[Visit my web site Now](#)

powerful tool for your online business to attracting “new blood”.

How this works is through the hook of “word of mouth”.

Take for instance a group of friends having lunch. Many subjects are certain to crop up. One of which could be “Hey, I just finished reading this fantastic book about [insert subject]. It was terrific! You should pick up a copy and check it out.”

Or, “Man, I bought this course the other day and it was a complete let down! I couldn't believe how shotty the quality was. You should stay away from [course name]. It's not worth the price.”

It's clear to see from the above two examples that “word of mouth” advertising can either make, or break, your business. Whether its focus is online or off.

Using this method can be just as effective for promoting your company or product. And there are a couple different ways you can start using the Tell A Friend method. Let's go over them here now.

Through publications:

Have you ever come across a newsletter or ezine that has a “pass this on” sentence in it towards the end? That is the Tell A Friend method hard at work.

Essentially, by giving your current subscribers permission to pass on your current newsletter issue that was mailed out to them, you are giving yourself the opportunity to gain more subscribers through their friend's recommendation by them receiving a “passed on” copy of your newsletter.

This will build your newsletter's credibility and your overall subscriber base. It's much easier to get your friend to check out something you recommend to them that it is to get a total stranger to.

So, if you run an ezine or newsletter, be sure that your current subscribers know that they can “tell a friend” and pass on your newsletter to them for free.

Through web sites:

Giving your web site visitors the ability to “get the word out” about your site can really boost not only the amount of people coming to your web site, but also the amount of money you are able to earn from it from the increased traffic coming through from the use of this method.

There are a couple of ways you can allow your site visitors to use the “Tell A Friend” function. But the best, and most highly recommended way is to make use of a “Tell A Friend” script.

While you could place up a simple Tell-A-Friend form on your web site that would also get the job done, it would more than likely take a huge chunk of time out of your day to get it set up and looking just the way you want it to.

Using a pre-made script is the best solution for you to save your time and still implement the use of the Tell A Friend function.

You can find 100% free versions of Tell A Friend scripts by visiting the related URLs below.

Related URL(s):

<http://www.hotscripts.com>

<http://www.tell-a-friend-wizard.com>

http://www.stadtaus.com/en/php_scripts/tell_a_friend_script

<http://www.codetoad.com>

Testimonials

Traffic Type: A/P

Cost: X

Method:

Testimonials generate “curiosity traffic”, as well as a bit of credibility by proxy for both you and the person you're praising.

[Visit my web site Now](#)

If you've been involved with information products for any length of time, you've already experienced this at least once.

Think of the last few sales letters you read that had good testimonials. You probably discovered a couple of new products and sites, right? You might also have seen the same individuals providing testimonials on more than one sales page.

I don't know about you, but I almost always:

1. Visit the sites of the individuals providing the testimonial.
2. Subconsciously place a note in mind that says "this person is well-established or important" when I see the same individual on a number of sites.

Some people are bothered by repeat testimonials, and claim it's evidence of an "insider's club". Erase that type of negative thinking from your mind as soon as you can - that's not what the game is all about.

What it *is* about is a very smart method of cross-promotion, as well as evidence of carefully constructed joint ventures.

But you don't have to be a joint venture partner to provide a testimonial. All you need to do is write a thoughtful, enthusiastic recommendation about a product you own, and submit it to the product owner with your name, url and permission to publish.

Keep in mind that testimonials are part of a cumulative strategy of link building and branding. They're one of the smaller drops filling the larger bucket, and you don't want to overdo it.

You also don't want to provide a testimonial for just any product.

It's important to provide your testimonial to sites which sell a product in a niche similar to your own.

You'll probably tread pretty close to the line of "too general" in some cases, but that's unavoidable.

Just make sure you're testifying to a market that has higher than average potential interest in *your* product offerings.

Don't provide a testimonial to a gardening site if you're in internet marketing.

Provide a testimonial for keyword building software, even if you're selling a "How to Promote an Online Business" e-book.

Related URL(s): N/A

[Visit my web site Now](#)

Traffic Exchanges

Traffic Type: A/P

Cost: X - \$

Method:

Traffic exchanges are 'hubs' where webmasters can receive free or very cheap traffic – either via paying for credits or 'clicking for credits'.

[Visit my web site Now](#)

When you sign up with a traffic exchange, you're assigned your own 'start page', where you are rotated through views of other webmaster's sites. Each time you view a site, you'll earn credits towards more page views for *your* site.

Another variation on this theme is the **exit exchange**: same principle, but you earn credits by displaying exit pop ups for other webmaster's sites.

Obviously, the majority of people viewing your site in this situation are also wanting traffic, and hoping to sell something. But you can still squeeze leads and maybe even a few sales out of the average traffic exchange.

This is especially true if you're in the internet marketing business, and if your site appeals to newbie marketers. Just getting your site in front of them will likely help you snare more opt-ins; but, better yet, it gets you exposure and builds name recognition.

So it's worth giving traffic exchanges a try if you're looking for marketing and B2B leads.

Related URLs:

<http://www.instantbuzz.com>
<http://www.trafficswarm.com>
<http://www.click4click.com>
<http://www.freehitsfast.com>
<http://www.trumptraffic.com>

Unique Tools

Traffic Type: P

Cost: X - \$

Method:

We're taking a page straight from Overture on this method. In case you haven't seen this tool before, go now to <http://inventory.overture.com> and check it out.

[Visit my web site Now](#)

It's a free keyword research tool, and thousands of marketers use it on a daily basis.

Putting a useful tool on your site does more than just draw in repeat visitors, it also gets you one-way links from other sites, references in newsletters and (sometimes) added ranking in the search engines on less competitive keywords receiving a fair amount of traffic.

You'll notice in the cost legend that I classified this tactic as ranging in cost from "free" to "cheap".

The cost of implementation depends on what you want, and what resources you have available. I don't recommend cutting and pasting a pre-made tool that's already out there on hundreds of other sites.

You need something original or custom-made. If you're a programmer, you can code up the tool yourself for free. Otherwise, you can have something made relatively inexpensively by hiring a freelance coder to do the job.

More tips and ideas:

This method works best when, as in all aspects of marketing, it is *targeted* to your visitors.

In other words, you wouldn't want to slap up a keyword tool on a gardening site or anything like that. Keep it in context and relevant to your site's focus.

Let's look at the gardening idea as an example. What type of unique tool could you add to a site in this niche?

How about a "planting season" calculator? Something that allows your visitors to choose their location from a drop down box, then see a chart showing them which flowers, plants or vegetables will thrive in their soil and when to plant them?

Or, what about a niche cooking site? It would be very useful to have an English to Metric conversion calculator for your visitors. Most online recipes are written in English (U.S) measurements, despite worldwide adoption of the Metric system.

Another good calculator idea for that type of site would be a way to divide or multiply recipe ingredients in proportion for visitors who want a different amount of servings than the recipe produces.

Anytime you need to brainstorm some unique tools ideas for your niche site, you can do so easily by keeping the following things in mind:

- *Calculators and Calendars are almost always sure bets*

[Visit my web site Now](#)

- *Niche specific reference and search tools are valuable*
- *When you can: offer both an online version of the tool as well as a downloadable version of the tool (branded with your URL)*

Last but not least, don't be afraid to hire a freelance programmer.

A lot of great tools can be created cheaply. Most of the time, all you need is a script and/or a database to pull from in order to create a nice, dynamic tool.

You don't need to go for any fancy, Windows-based applications. Save that for your product line.

A good script will cost you anywhere between \$50-\$500+. It really depends on how complicated it is.

If you've never hired a programmer before and don't know how to judge a fair price, do the following:

1. *Come up with a really simple idea to start. A good bet would be a calculator that calculates just one or two variables.*
2. *Go to elance.com, rentacoder.com and scriptlance.com. Browse the projects listed in the coding or scripting categories (narrow your results to CGI and PHP).*
3. *Check out the scope of those projects and the current bids. This will give you an idea of the average prices being charged for different kinds of work.*
4. *When you feel ready to post your request for bid proposals, list your maximum acceptable bid in the budget/bid details. In the project description, be sure to mention that you are open to fair suggestions. **Avoid** stating that you have no idea what to charge.*

This way you can get a range of bids while staying within budget.

If there is absolutely *no* way that any programmer can complete your project for the price you're willing to pay, you should see more than one bidder let you know this, as well as explain why this is the case.

You can then close your proposal or re-post it with a different max bid price based on the input you received. Either way, you'll have the information you need without losing your shirt.

See the related urls below for more information and for additional examples of unique, "sticky" tools that bring in repeat traffic.

Related URL(s):

<http://www.calculator.com>

<http://www.nichebot.com>

<http://www.mikes-marketing-tools.com/keywords>

<http://www.elance.com>

<http://www.rentacoder.com>

<http://www.scriptlance.com>

Upsells

Traffic Type: A/P

Cost: X

Method:

Want fries with that? An upsell is simply a secondary offer made to customers either at the time of purchase or at some point thereafter -either directly on the sales/thank you pages or in a follow up email.

[Visit my web site Now](#)

Both product owners and affiliates can make use of the upsell tactic.

The upsell can be placed in two contexts:

1. *An upsell of one of your products on **your own site**.*
2. *An upsell of one of your products on **someone else's site**.*

In the first case, you'll place your upsell either on the checkout page, the thank you page or in a follow up email.

The best two choices are the checkout page and the follow up email, with the checkout page being ideal in most cases. This is because you want to grab the customer's interest in the upsell when they are *already in the process of buying from you*.

The second case requires either an affiliate relationship or joint venture relationship with another business owner. You'll need to set up a value exchange of some sort, like offering a percentage of sales in return for the upsell placement.

Upsells bring you more profit and more exposure. The JV based upsell is great a tactic for reaching more of your niche market.

Variations on the 'Upsell' Theme: Downselling, Back-End Products and One-Time Offers:

You can come up with a nearly endless variety of variations on the 'upsell'. A lot of it is about how you package your offer, how you time it and what you do to make it unique.

One trend you may have noticed lately (if you subscribe to your fair share of marketing lists) is the **Firesale** or **'Blowout'**. These can be done multiple times (within reason), or as one-time offers.

Usually, you use this technique only when you've got a super-hot product you're ready to unleash in limited quantities. The idea is to create a sense of scarcity.

The product needs to be exclusive too. For example, it can be program source code, limited reseller packages for a private label site, or some type of ebook or multimedia package which you've never offered resale rights to before.

The selling point on these offers is, again, *scarcity, greater income opportunity, exclusive product(s) – and **this is very important when it comes time to write your sales copy***.

Why?

[Visit my web site Now](#)

Because ideally, you'll want to charge a much higher price than you would've charged for any of the products individually – and sticker-shock can be softened when people view the offer as a limited liquidation of very valuable assets.

You can even take advantage of this technique as an affiliate marketer.

Let's say one of your joint venture partners, or one of your affiliate program partners, decides to have a one-time sale or some similar type of super blowout sale.

If your partners allow you to provide incentives to encourage referred sales, you can put together your own offer and mix it in with theirs.

Pretend that Joe Marketer, for whom you are an affiliate, is offering a huge e-book package. Meanwhile, you've got your own, related products you'd like to get into people's hands as well – *and* – you want the commissions from Joe's product.

So, you put together an offer for your list like so:

*“Get Joe's package through me, email me your receipt, and I'll give you 50% off my **ABC Graphics** program...”* ... or at some other discounted rate, or totally free...whatever is going to be the most sensible and hard-to-refuse offer you can make.

If it's a good offer and brings a lot more value to the table for your subscribers, they'll love you for it – and you'll make more commissions in the process too.

Downselling:

If upselling is the offer of higher-priced product, post-sale, then downselling is, you guessed it, making an offer on a lower-priced product.

When it comes to post-sale or even time of sale (on the order form) offers, it's usually better to offer the higher priced product. Although you could throw in a downsell at any of these points, they're really not the most effective places to use the technique.

Imagine you have **three** different types of customer:

- 1. One will buy just the product being offered, no more no less.*
- 2. One will buy both your flagship product as well as the higher priced product you encourage him to add to the 'shopping cart'.*
- 3. One won't even buy your basic product for some reason.*

Customer number three is the one we're concerned about here. He didn't

[Visit my web site Now](#)

buy when he came to your site. He's been sitting on your list for months and hasn't budged.

Why?

There could be any number of reasons, but the one reason you can *do something about* is when the customer can't or won't spend the amount you're asking for on your product.

This is the one you want to do a downsell offer on, and see if he bites.

Two Good Avenues for Downsells:

If you've already got a sizeable list built up, and you're using a good autoresponder with tracking features, the first thing to do is go in and run a search to find those subscribers who have never purchased anything from you.

You can filter these candidates and single them out for a special mailing. Make them aware of your less-expensive products, and put together an offer they can't refuse.

If they don't bite this time, you might consider flagging them for your next list-cleaning. It sounds mean, but if you're paying for your autoresponder service and you've got a limited number of slots you can fill at a monthly price, you'd better make sure that every subscriber you've got is earning you a return on investment.

But why wait until someone is on your list to do a downsell offer? Grab them before they get away by using **exit pop ups**.

This way, anyone leaving your site without purchasing can be presented with a second, and possibly harder to refuse offer.

Imagine someone is leaving your site and they see this pop up:

"Wait! Before you go, I have to ask you..why didn't you buy? Is this product too expensive? What if I can offer you a similar product at a much lower price?"

...and link directly into an order form from there.

Now, with some good scripting, you can even combine this technique with a survey to gather even more information about who is visiting your site, what they're thinking and why they're leaving.

You could use the same sample copy as above, but instead of going straight into the pitch for the downsell, you insert a form with your choice of radio buttons:

[Visit my web site Now](#)

- Product too expensive
- Just not convinced or interested
- Not what I thought it was

Then, you can program the script to direct people to a different web page based on the response they chose. Pretty clever? Provided they respond to the pop up, you've just 'forced' them to *re-target* themselves for you!

And there you are, with a ready made response tailored to squeeze out as much extra time as you can get from them – which equates to more time to convince them into taking the action you want them to take.

Never doubt the power of downselling. Just because you're making less doesn't mean it's not worth it.

It's a sale you might not have made otherwise.

Related URL(s):

“The Irresistible Offer: How to Sell Your Product or Service in Three Seconds or Less” by Mark Joyner.

Available at <http://www.amazon.com>.

User Names

Traffic Type: A

Cost: X

Method:

A 'sneaky' and cheap way to get your URL in front of other people is to use it as your login name or user name for things like:

- message boards/forums
- chat rooms
- chat screen names

[**Visit my web site Now**](#)

- ebay accounts
- amazon.com accounts (when you post reviews)

So for instance, if your address was www.ebooks.com, you could have permutations such as: ebooksdotcom, ebooks_dot_com, wwwebookscom, and so on.

You'll have to be creative and do some thinking about this. Some sites will have limitations on user name length or technically forbid using urls as account names (sometimes this can be bypassed by dropping the "www").

Additionally, if your business name is the same as your url, or if it contains keywords with an "I'm online" flavor to them, you might drop both the 'www' and the 'com' out of the user name.

Here's what I mean about that. Have you ever seen someone using a name like "ebooksontheweb" or "PetOwnersOnline"?

Granted not everyone is going to "get it", but those who do and are curious enough will likely try entering your user name as a full web address (eg., www.ebooksontheweb.com) or run a search on the keywords contained in your name.

Finally, it's always a good idea to create a user name like this for the sake of *branding*, especially when you join message boards as a means of researching and interacting with your niche market.

Related URL(s):N/A

Viral Audio

Traffic Type: P

Cost: X

Method:

This is probably the easiest product to create to generate more interest in whatever you are trying to promote. Making your own audio mp3s. Just how easy can it be? Well, if you can talk, and have a microphone for your computer, you can make an audio file.

All you need is a software program to help you capture the audio recordings

[Visit my web site Now](#)

and turn them into mp3 files afterwards.

What can you talk about? Anything at all.

Mostly people want information. Think of it like making an audio book. And realistically, you can make those too. In fact, here's a site that does nothing but offer its members exclusive audio ebooks called AudioMonthly.com.

He's not the only one though. Ever heard of "tele-conference calls"? Come on now, I bet you've gotten some emails that say: "Don't Miss This Call!".

When Internet Marketers want to share some important information with you and they don't live in the direct vicinity of one another, they will usually set up a "conference call". It's pretty much the same as doing a 3-Way Call on your house phone except with more people.

This way, they can share what they have to by recording the call and then compiling it into, you guessed it, an mp3 file so they can more easily deliver it to their customers.

Then they will make the call with all that "you-must-have-this" information packed into it through special offers to either their subscribers or customers. Most times, this is the same as many marketers know that their subscribers are their customers.

However this isn't the only way.

You can record yourself explaining any subject you want and then convert that recording directly into an mp3 file which you can then sell to your customers. Or give away free to them.

Remember, when doing a "viral" audio product, it is extremely important to include a verbal link to the site you are trying to promote. Say it clearly, and then spell it out for your listeners. Otherwise, you could be sending your potential free traffic to someone else's web page by accident.

You can use practically any audio to mp3 conversion program to create your audios with, for example Audacity at <http://audacity.sourceforge.net>.

Once you download the program of your choice, it's time to break out your microphone and start recording. And before you do, be sure you check your audio settings on your computer and make sure your microphone is enabled. Windows likes to disable this.

Remember, you can always go back and re-record if you don't like what you've come up with the first time around. Do it until you get it right. Also, don't try and strive for perfection. No one is perfect, so give yourself time to get use to using the program and getting use to the sound of your own voice.

Once you have your file all recorded and ready to go, you should take your

[Visit my web site Now](#)

mp3s and ZIP THEM UP, otherwise your bandwidth is going to shoot through the roof.

Have your visitors first download your viral audio files before they listen to them. Especially if you are giving them away for free. Don't forget to plug the site that you want to drive traffic to within each of your audio files.

The best place to do this at inside your mp3s is at the beginning before you start getting into your topic of discussion.

Most Internet Marketers will also do this. Another way to promote your site is when naming your mp3 files, slap your web site URL link in those names along with a small abbreviation of the topic you are discussing. Like this:

Session 1 – www.your-site-name.com.mp3

Or if you can't use multiple periods/dots in your file names, try this:

Session 1 – [wwwyoursitenamecom](http://www.yoursitename.com).mp3

And there you have it - instant advertising.

This is a very easy way to earn some free traffic. Especially if you have even more audio files on the site you're sending your previous visitors back to. In this way, by offering more audio files, which of course include your page link, you are making your site "sticky". Meaning you are generating consistent traffic back to your site after the initial visit by providing even more content, or downloadable files.

Related URL(s):

<http://www.audiomonthly.com>

<http://audacity.sourceforge.net>

Viral Ebooks

Traffic Type: A/P

Cost: X - \$\$, \$\$\$

Method:

Information products are wonderful advertising and promotional tools. And the information products I'm referring to, and that will be outlined for you in this section, are mini ebooks and special reports.

Both are, or at least should be, considered the same type of product here. There are a few slight differences, but the objective remains the same.

[Visit my web site Now](#)

You must be willing to give these types of info product promotional tools away for free. The reasons will be revealed to you as you read forward.

Who doesn't like getting something for free?

I'm pretty sure that every single human being on Earth loves a good "freebie". Besides, statistics don't lie. Giving away a free product that you have converted into something "viral" is a great way to get free traffic.

Plus it builds up your reputation as someone positive that is willing to give your visitors something valuable just for showing up. And the more "freebies" you make available, you can bet that those visitors will continue coming back to your site just to see what you're "dishing out" next.

First though, you must create a "*viral*" freebie.

What is a "viral" freebie exactly?

Well, it can be any collection of useful information you want to compile. For example, a mini ebook is a wonderful product that you can turn into a free traffic generation system. Also, you could create your own viral software, special report, or video.

The best free products are those you create yourself, or those that are comprised of original content.

However, an easier alternative is to get yourself a copy of an ebook, software, or special report that can be rebranded with your information, like an affiliate rebrandable report.

The fact that these ebooks and special reports can be "rebranded" with your link and other assorted information is what makes them "viral". Meaning, you are able to hand an unlimited number of these "branded" products away freely to as many people as you like, and in turn, all those people can give out as many copies as they would like to as many people as they can. Spreading your site link that is embedded inside the product like a virus.

The more people you can get your "branded" freebie passed out to, the more traffic you'll be able to generate for yourself and whatever site or service you are promoting - without paying a dime to do it.

Now the process of "rebranding" an ebook or special report is very easy. And most of these types of freely downloadable products come with specific instructions on just how to put your desired link inside of it.

The easiest way to create a "viral" traffic product is to make your own.

It's really not that difficult a process as you might first think. And once you get the hang of it, you'll be cranking these bad boys out like there's no tomorrow.

[**Visit my web site Now**](#)

By creating your own “viral” product from scratch means that YOU have total control of what is inside of it. Including, and most importantly, where you will be sending traffic you generate to. And without all the hassle of trying to figure out the “rebranding” process.

You'll put your own “brand” inside of them while you're creating them. Add to that the fact that the “brand”, or the link you include that you want to send traffic to, won't be able to be changed by your freebie recipients. This is an ongoing problem that plagues the “rebrandible” products.

The reason why is because that if you create a “rebrandible” product, you are allowing those that grab a copy the right to change the desired link that will receive the traffic.

In other words, your freebie snatchers will in essence take away your traffic by redirecting it to their own selected, or “branded” links they replace yours with. And once you create such a “rebrandible” link, there are always ways in which the savvy hackers can find a way to bypass your branded content, replace it with their own, and then begin handing out copies to earn YOUR traffic.

And sometimes, as in the case of rebrandible PDF files, all one needs to have is an application more commonly known as a PDFrebrand.exe file. This file is automatically generated when someone creates a brandible PDF file through several different PDF rebranding creation tools.

The most popular of which is ViralPDF. And guess what it creates as the rebranding tool? Yep. You guessed it PDFrebrand.exe! So, as long as someone has a copy of the automated rebranding tool, then they can change the rebrandible links inside that PDF document.

This is precisely why you should concentrate on creating your own original products from scratch. Yes, it is more time consuming, but at least you'll be confident in the knowledge that your product will not be easily changed and detract from your traffic generating plans.

Now I will explain how to build each of the aforementioned free “viral” products. Feel free to use any of these techniques to build free products to boost your site traffic. Or just use all of them to really explode your in-flow of traffic.

There are two acceptable formats for ebooks that are most commonly used. And those are, the .EXE and .PDF formats.

Each has their own unique merits and should be considered as a method of compilation. In fact, I would strongly urge you to use both formats for the same ebook. You may be wondering why I suggest this. That is because there are some things you are able to do only with an executable ebook that cannot be accomplished with the PDF version.

For instance, you can insert a sign up form within an executable ebook.

[Visit my web site Now](#)

Practically anything you can do on an HTML web page can be done within an executable ebook. As a matter of fact, you can even take an entire HTML web site and make an .exe ebook from it. The downside is that only those with a Windows operating system can utilize the .exe format.

While a PDF is more restrictive in terms of adding “normal” HTML page content such as web page forms or direct payment buttons or links, it is a much more viable product in that it is considered an “independent” format.

What this means is that it runs independent from the users operating system. So whether one is running on a Windows system or a Mac, the PDF file will work exactly in the same manner as you intend it to. All they need is a copy of Adobe® Acrobat® Reader, which coincidentally is freely available for download, and they will be able to read your ebook anytime they wish.

It really is a matter of your own choice when it comes to the format you'll decide upon. I will cover both forms of compilation for you here:

The .EXE Ebook Compilation:

The first thing you'll need is an .exe ebook compiler. There are plenty to choose from, but for the purposes of this instruction, we'll stick with a free compiler.

I highly recommend [Activ Ebook Compiler](#) to begin. You can compile an unlimited amount of free .exe ebooks with it and it won't give you a problem with viewing the content, as is a problem with other older compilers and Windows XP systems. Then if you decide you like it, you can upgrade your copy for an extremely low one-time fee which will allow you much more versatility when creating ebooks.

Once you have finished downloading your own copy of Activ Ebook Compiler from the link above, you will need to run it so that it can be installed onto your hard drive. After the installation process is finished, then it's time to open up the program and get to work compiling your very first ebook.

An important note before compiling is that when using the free downloadable version of Activ Ebook Compiler, you will only be allowed to create “free redistribution” ebooks. That means *you are not allowed to sell any ebooks created using the free version of the compiler for profit*. But since we are compiling free ebooks, this shouldn't be a problem.

The way in which Activ Ebook Compiler works is that you create base HTML pages for your ebook to be created from. So, for this, you can use any HTML editor you wish. I prefer Macromedia's Dreamweaver® because of the fact that you can see what you are creating while you create it (this is also referred to as a “What You See Is What You Get” or WYSIWYG” program).

Because you are essentially creating an ebook from HTML pages, it's a good

[Visit my web site Now](#)

idea to use a pre-designed HTML template.

Then you can reserve more time for adding the main content of your ebook instead of spending hours trying to come up with a usable web page design.

For finding a template, I recommend searching through the available designs through [Open Web Design](#). They have plenty of fantastic “open source” designs to choose from. Understand that a majority of these designs were meant for use on blogs, but you can easily edit them for use with your ebook.

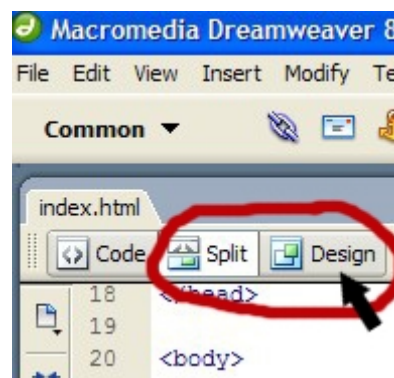
You can always change the header graphic background at the top, or remove it completely. That's the best thing about using a pre-built template.

Remember, you're not creating an actual web page or site, you are looking for a basic template to generate your ebook from. And you want your mini ebook readers to focus on the information you're providing them, not the style in which it is delivered.

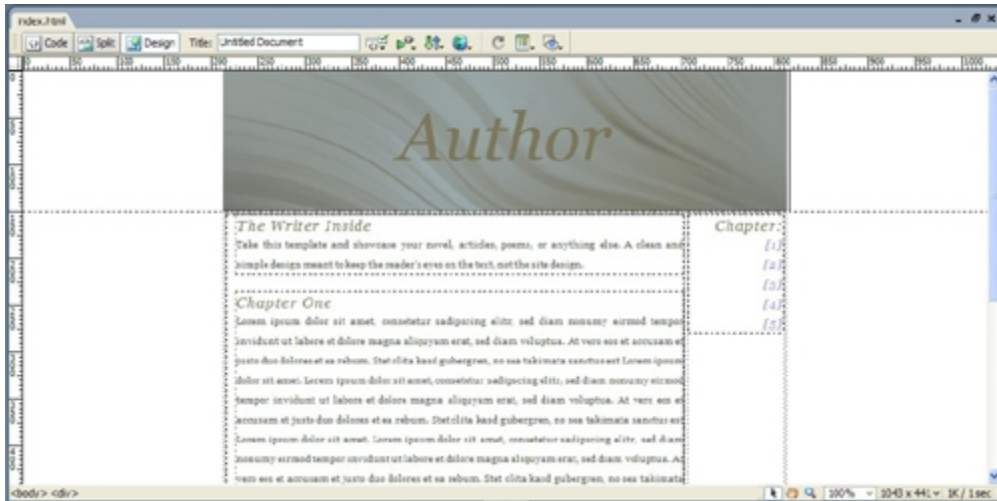
Now once you have come to a decision on an HTML web page template, it's time to begin writing up your ebook content inside the template.

This is where your HTML editing program comes in to play. To do this, simply start up your HTML editor then open up the web template from within it.

Be sure that if you are inexperienced with HTML code that you have the “design view” open. This is where you can change what you're looking at inside Dreamweaver:

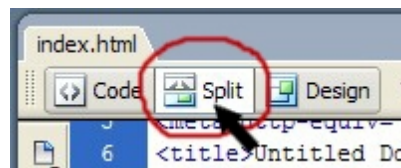


Or in other words, make certain that you can see what you're working on and not just the plain HTML coding. And once you click on the “Design” button circled at the top, you should see something similar to this:



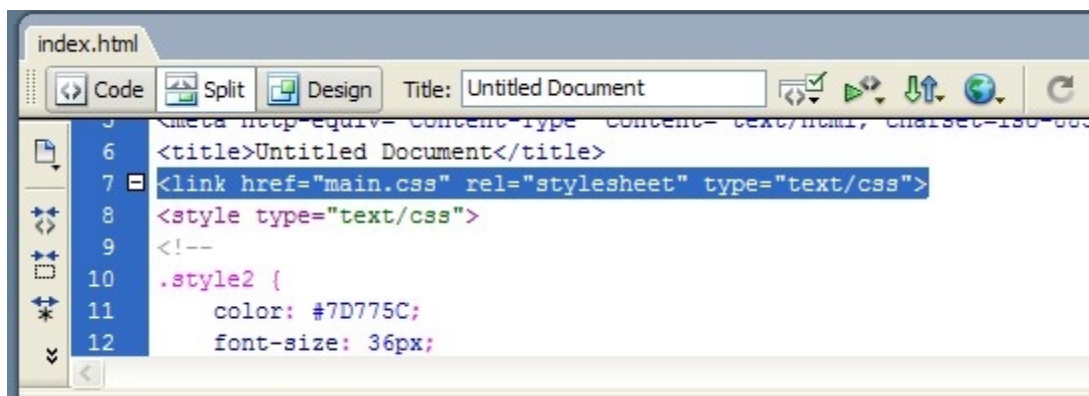
As you can see from the image above, I'm using the HTML template I linked to above. Now, if you want to remove the graphic header, or the image that says "Author", then all you'll need to do is left click on it inside Dreamweaver, then hit your delete key.

The next important step is to make the CSS style sheet that this template makes use of obsolete by putting the styles directly into the HTML template coding. For this, you will need to switch to the "Split" view so you can see both the actual template design and the HTML code:

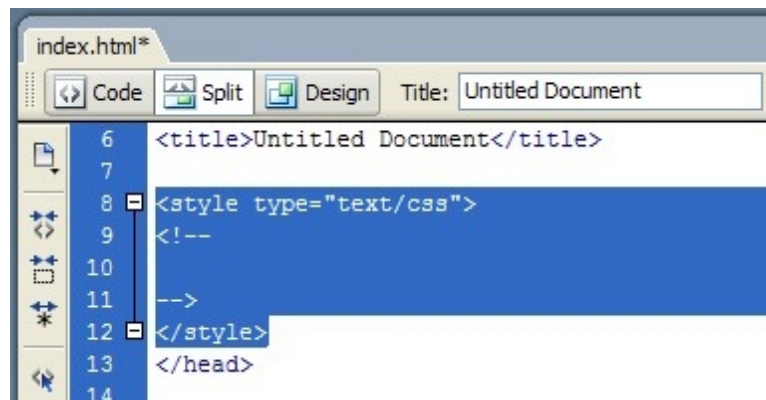


What we are looking for is within the HTML code.

We are looking for the <head></head> tags. These will be located more towards the top, or the beginning, of the HTML coding. Now, once you have found the first <head> tag, we need to remove a portion of coding located directly below the <title></title> tags, which I have highlighted for you below:



Once you have that exact line of code highlighted by left-clicking and dragging your mouse across it, simply hit your delete key and it will disappear. We will then put into that a new set of tags called style tags. Like this:

A screenshot of a web editor window titled 'index.html*'. The window has a menu bar with 'Code', 'Split', and 'Design' options, and a title bar that says 'Title: Untitled Document'. The main area shows HTML code with line numbers 6 through 14 on the left. The code is: 6 <title>Untitled Document</title>, 7, 8 <style type="text/css">, 9 <!--, 10, 11 -->, 12 </style>, 13 </head>, 14. The lines 8 through 12 are highlighted in blue.

Be sure you enter them exactly as they are shown above, including the <!-- -->. What that does is that for certain browsers that cannot read style tags, it makes the tags invisible. Not that we need to worry about that for an ebook. Still it's a good tip to know about when making web pages in the future.

Now, within those <style></style> tags you will want to paste all the styles from inside the CSS style sheet called main.css that you should easily find within the folder that contains all your HTML template information.

To copy the styles, open up the main.css file inside Dreamweaver. Then find this text within that file that you see highlighted in blue below:

```
1 /* css Zen Garden default style v1.01 */
2 /* css released under Creative Commons License - http://creative
3
4
5 /* This file based on 'Tranquille' by Dave Shea */
6 /* You may use this file as a foundation for any new work, but y
7 /* Not all elements are defined in this file, so you'll most lik
8
9 /* Images should be linked as if the CSS file sits in the same f
10
11
12 /* basic elements */
13 body {
14     font: 8pt/16pt georgia;
15     color: #555753;
16     background: #fff url(blossoms.jpg) no-repeat bottom right;
17     margin: 0px;
18 }
19
20 p {
21     font: 8pt/16pt georgia;
22     margin-top: 0px;
23     text-align: justify;
24 }
25
26 h3 {
27     font: italic normal 12pt georgia;
28     letter-spacing: 1px;
29     margin-bottom: 0px;
30     color: #7D775C;
31 }
32
33 a:link {
34     font-weight: bold;
35     text-decoration: none;
36     color: #B7A5DE;
37 }
```

Highlight all of it beginning at line 13 until you reach the bottom all the way down to line 189. Now, if you're wondering where those "line numbers" can be found, here's a quick image to show you:



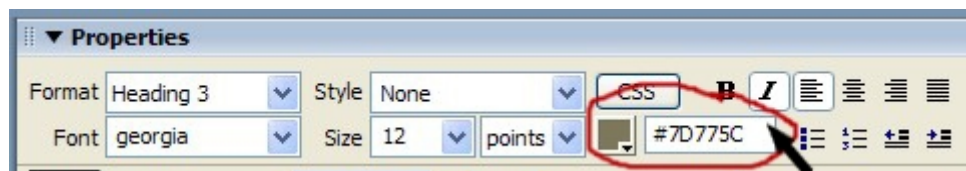
Right click and choose copy from the pop up menu, or use Ctrl + C, to copy the styles. Then skip back over to the index.html page, just click the tab with

the index.html text on it, find the <style></style> tags and paste the copied styles in between those two tags.

Then hit Ctrl + S to save the changes you just made. Now your template will no longer require the main.css file when you are ready to compile your .exe ebook.

You can always add a “splash” of color for the chapter or section titles. But I recommend you stick, again, with standard colors such as Red(#cc0000 – the hexadecimal value) and Blue(#0000cc – a deeper blue hexadecimal value).

Be sure to make the chapter or section titles stand out even more by making them bold and a larger font size than the main bulk of the ebook text. To make these changes, you will need to use the “Properties” menu, which should be viewable at the bottom of Dreamweaver. This is the section that you are looking for:



In the image above, you will see that I have circled the hexadecimal color selector area. This is where you actually change the color of a certain font. You can also change the size and actual font face as well just by using the drop down menu options listed for those specific traits.

Also, be sure that if you want to have multiple pages of information, add links to each of the pages on your pages. Sometimes the “Back” and “Forward” buttons don’t always work properly within .exe ebooks, so it’s always a good idea to be on the safe side and include an ebook “menu” or chapter linking system on either the top, side, or bottom of the page just as you would on a typical web site.

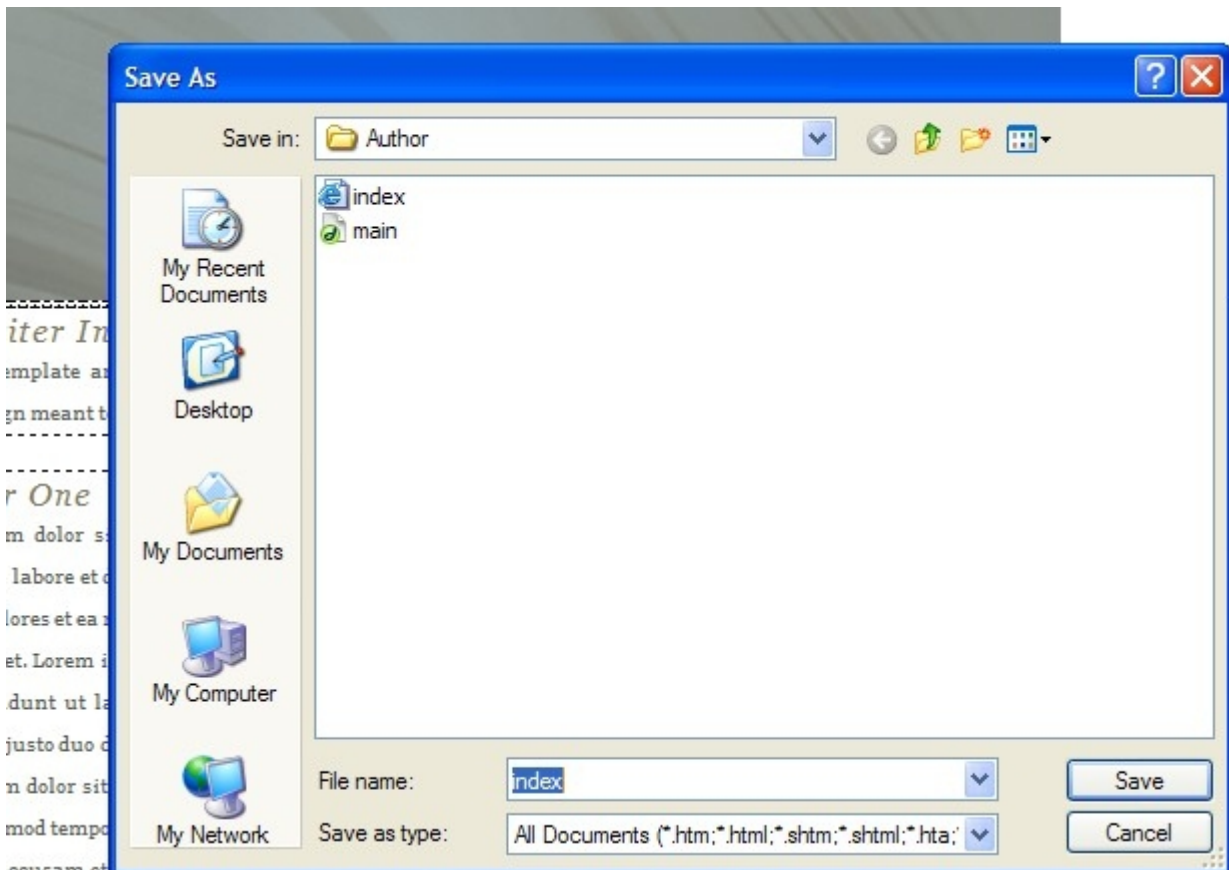
Plus, providing this linking menu will give your readers more freedom to explore whichever chapters interest them without having to move forward at a snails pace. And the example HTML template I’ve used above already has this linking system in place.

In addition, if you are creating multiple pages for your ebook, you’ll need to actually create the pages from the main HTML template. Doing this is really easy.

All you will need to do, once you’ve adjusted the way you want your ebook design to look by making changes to the HTML template, you’ll want to click on the tab with index.htm text on it, here:



Then you will want to right click on that index.html text. A new menu will pop up with several options. You will want to select the Save As. . . option. Once you have selected this option, a new window will open up allowing you to save the file like so:



You will see that the file name by default is the template page name, or index. You will want to change that file name to something else, such as page2.

Simply type that into the file name box and then hit Save. Don't worry about the .html file name extension as that will be added automatically. You will then have the second page of your ebook. Repeat this process for as many pages as you would like to have inside your ebook.

As far as writing up the ebook content, the best tips I can give you for writing up an ebook that will be well received is to write just as you speak and to offer valuable information to those interested in the topic you are covering.

Use a font that is easy to read from a computer monitor. These would be fonts such as Arial, Verdana, or Tahoma. I have selected these due to the fact that they are available from almost any computer system. So it's a logical choice.

The font size should be large enough to read easily, such as a 12, 13, or 14 size. Do your best to keep the main bulk of the text font in black and the background white. These are the standard settings and what people are most use to reading. I mean, how much would you enjoy reading a newspaper that was printed on black paper with white text?

I can't tell you what to write, as this will have to come from within you, but I can tell you how to compile your finished product. And that's what we'll be doing now since you should have all your ebook HTML pages compiled and placed inside the same folder.

If you don't have them inside one single folder, be sure to do that before you begin compiling your .exe formatted ebook. It will make adding the files much easier. And remember, any images you use must also be added when compiling the ebook as well.

The .PDF Ebook Compilation:

Again, the first thing required to compile a .PDF ebook is a compilation tool. I recommend you use [PDF Converter by Theta Software](#). It is a free to use tool that will take your HTML pages and convert them into one single PDF document.

In this way, since you've already compiled all the necessary HTML documents for your .exe version ebook, you can simply take those and recompile a PDF version quickly.

I would suggest that you make changes to the pages though before you compile your PDF version. The main change would be to completely remove the multiple page menu link.

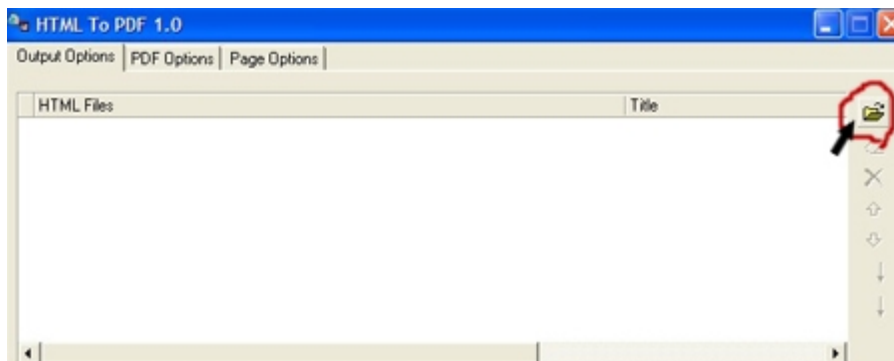
Since you're creating a PDF file, you won't need that type of linking system in place as a PDF file flows from one page into the next, just as you are reading here. In addition to that, I would also highly suggest that you take all your pages and create one single HTML page for your PDF ebook.

You can do that by copy and pasting all the seperate content into one new HTML file. Remember how I explained to you how you could create a new HTML page earlier in the .EXE Ebook Compilation section? Well, that's just what you need to do here. Give the HTML file a name that will distinguish it from all the others. Such as ebookpdf.html or something similar so it's easy for you to find later when we get to the compilation process in a few minutes.

Now once you have successfully downloaded the PDF Converter free tool, you will need to run the program to install it onto your system if you didn't already do this. This program can only be used by Windows as it is an .exe formatted program, so keep that in mind.

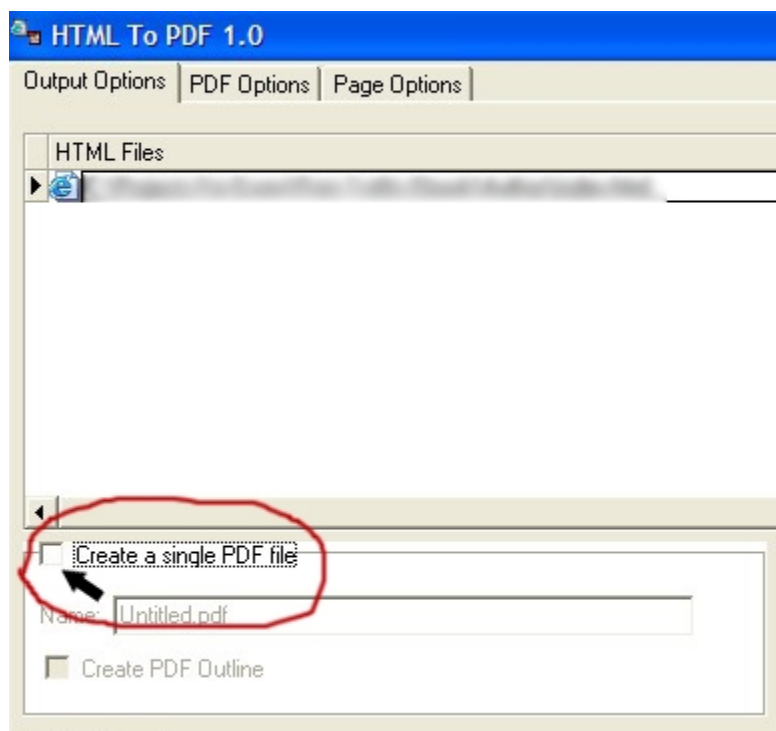
The installation process is super easy and should only take you a couple of minutes, if that long, to complete.

Once you've got it installed, open it up and insert your HTML file that you created earlier for this compilation process into it. To add your file, you will want to find the little yellow open folder icon on the far right shown here:



Then, a new window will pop open where you will want to search for the folder in which your HTML files are. Once you find the HTML file you created for PDF compilation on your hard drive, then simply select the new HTML file and click the "Open" button. You should then see your file, pretty as you please, sitting right there.

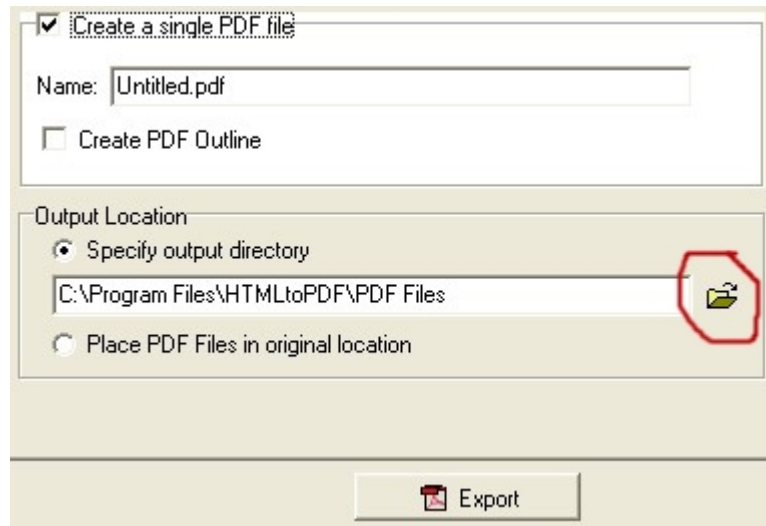
The next step is to check the box "Create a single pdf file" shown here:



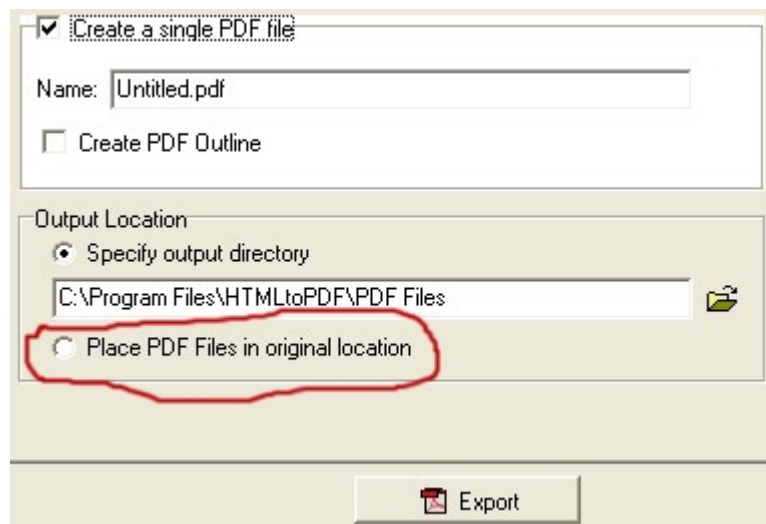
Once you check that box, outlined in the image above, you will then be able to give your PDF file a specific name. Now, don't change the .pdf extension,

just the “Untitled” text with whatever you would like to call your ebook. Move on to the next box section directly underneath this one called the “Output location”.

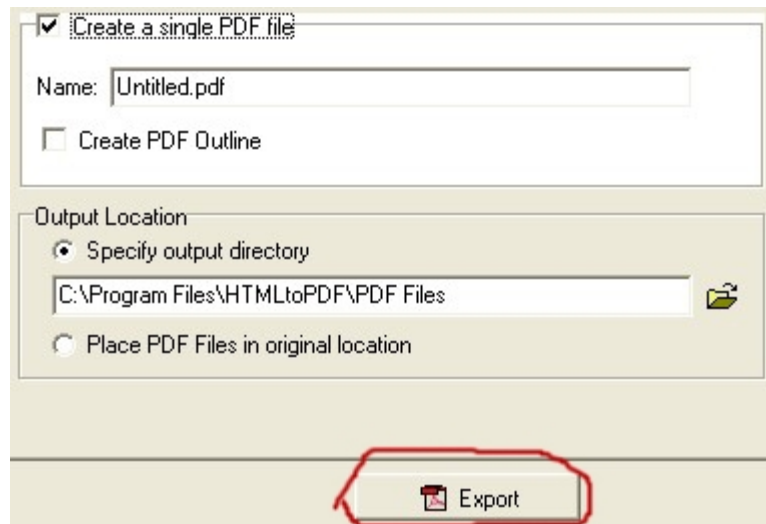
This is where the PDF Converter tool will place your PDF ebook file within your hard drive. So select any location you would like. To do that, click on the little yellow open folder icon shown here to browse through your hard drive to a specific location you'd like the program to “drop” your new PDF file into:



Also, if you'd rather bypass all the browsing, you can always tick the radio button “Place PDF Files in original location which will put the compiled PDF file into the same folder as the one where your HTML file was located at. Like this:



The last step is to click the “Export” button.



Then you should have yourself a brand new PDF version of your ebook. And remember, if it doesn't look right to you, or something went wrong, you can always go back, make changes to the original HTML file, then re-run the PDF Converter program until you have it looking just as you want it to.

Play around a little with the PDF Converter program too as there are other options you can choose to really customize the way your finished PDF file will behave.

Creating Your Own “Viral” Special Report:

Making and handing out your own free “special reports” is an outstanding way to generate free traffic to your site. And nothing at all could be easier.

The main thing to remember when creating special reports is they have to be:

1. *Informative*
2. *Get People To Take The Specific Action You Want Them To*

Which of course would be going to your site.

Whatever it is you are selling, or talking about on your web site is the subject matter you want to be discussing inside your free “viral” report.

One of the best free tools you can use for this process is **Open Office**. It is superb in creating Word .doc style projects like special reports. It also has an “Export To PDF” function within the Writer program so conversion is simple.

You may be wondering why we didn't use this tool earlier in the Creating Your Own PDF Ebook section. The reason is because it would be much more difficult to take an HTML file and turn it into a PDF file using Open Office. You would have had to do many more time consuming steps to accomplish this.

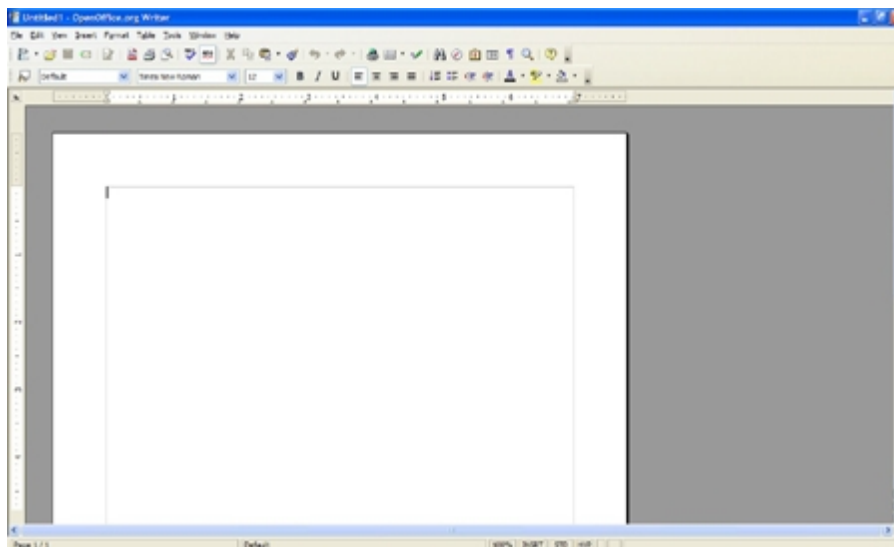
Let's continue on with using the Open Office Writer tool...

[Visit my web site Now](#)

First let me explain to you that this tool is very similar to the Word tool found inside Microsoft Office, so if you're familiar with that, then this won't be too much of a stretch for you.

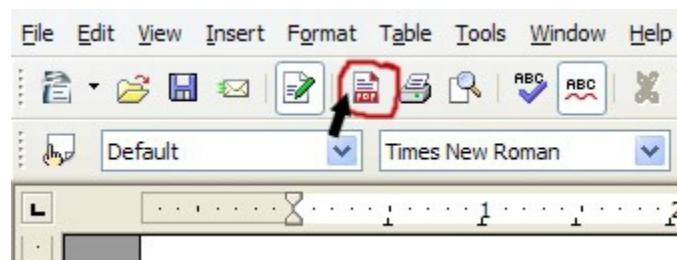
Once you have successfully downloaded the Open Office Suite of tools, you will want to find the Writer tool link on your hard drive. You will do that by first finding the Open Office Suite main program link.

This should have been put within your Start menu on your task bar inside the Programs, or All Programs section. Once you find the Writer tool link, click on it. It will open up and you should see something like this:



If you see something like what is pictured above, you're in the right place.

Now you need to begin writing up your special report. Once you have that finished, the last thing you'll need to do is click on the "Export PDF" button shown here:



Give it a name and you'll be all set.

Then you can start redistributing your special report. Be sure that you put the all important link to where you want your readers to end up at inside the report too. An interesting thing about using Open Office Writer is that when you type in a link as text, and then hit the space bar, it will automatically convert that

text into a working link.

Not only that, there is a function to where you can create a link from a specific word or group of words just as you would when creating a link inside a web page. That's why Open Office Suite is such a magnificent tool.

Related URL(s):

<http://www.openoffice.org>

<http://www.miniebook.com>

<http://www.viralpdf.com>

Viral Marketing

Traffic Type: A/P

Cost: X

Method:

Viral marketing is incentive based referral marketing. It's also word-out-mouth marketing. Jokes, videos and links that get passed around via email are all examples of the viral effect in action.

In order to unleash a viral traffic effect, you need to motivate people with an *incentive* and you need to supply a "tool" which keeps the viral chain in motion.

Common viral tools for online businesses include things like:

- *e-books and reports*
- *free software*
- *reprint articles*
- *multi-tier affiliate programs*
- *"Tell a Friend" scripts*
- *Contests or special offers hot enough to spread across multiple sites and multiple e-zines.*

Now let's look at some of the potential incentives you can offer:

- *Outstanding free content*
- *Useful tools (scripts, software, etc)*
- *Product discounts*
- *Potential reward in the form of cash or product*
- *Free training or consultation*
- *Re-branding*

Here's an example of a basic viral marketing campaign straight from the book of Internet Marketing 101:

1. Create a free report that offers sought after information about a product you sell.
2. Offer it to your subscribers and to other list or web site owners for free.
3. Allow everyone who downloads the report to "re-brand" it with their own affiliate link.

Now you've got two incentives in place: quality content and commission potential through re-branding.

You could go a step further with this if you wanted to, and set up a contest where the affiliate with the most referrals for a month earns either an increase in commission percentage or a free product.

Launching a viral tool is not very difficult. You just need to get the word out about it and submit it to as many outlets as possible.

Some typical starting points:

- Offer it to your subscribers
- Contact other list/website owners and offer it to them
- Upload the report to free e-book directories

Related URL(s):

<http://www.vbma.net>

http://www.wilsonweb.com/cat/cat.cfm?page=1&subcat=mm_Viral

Viral Software

Traffic Type: P

Cost: \$\$, \$\$\$

Method:

Software is one seriously hot commodity. It's even hotter than ebooks at this point in time so giving away a free software program or tool would really benefit you.

In fact you can compile three different versions of the same software program and earn money plus generate loads of traffic.

You could create a free demo version of the software, a full version of the software that would have a yearly license renewal attached to it for it to continue working, and a supreme version that would continue running without having to purchase the yearly license for the eternity of the product.

But we still have the task of first creating the software to deal with before we can do anything else...

So what's the solution? Make it yourself or hire a software developer from outsourcing sites like elance.com.

Building your own software isn't an easy process, but it can pay off for you big time and be one of your strongest advertising tools.

Related URL(s):

<http://freerecipesmyos.go4estategy.nl>

<http://www.letsmakesoftware.com>

Viral Video

Traffic Type: P

Cost: X - \$\$

Method:

Viral videos are short clips which get passed around the 'net like wildfire. They are linked to from thousands of websites. They are forwarded from inbox to inbox, either for laughs, inspiration or just the “wow” factor.

Imagine unleashing a viral video of your own.

When you apply this method to your business, you get a triple return on investment in the form of:

- Traffic
- Buzz
- Branding

It's almost unbeatable in its effectiveness. The more popular your video, the more likely you are to receive coverage in other news media. Television and radio programs love to gossip about the latest Internet fads.

Just imagine tuning into your local morning radio show and hearing one of the DJ's say:

“Before we get to the traffic report, I just want to ask one question: have any of you out there in listener-land seen that chicken video that's being passed around online right now? Hilarious! In case you haven't seen it, the link is...”

Trust me on this..most of the time you can't even *buy* that type of advertising.

Unleashing Your Media Virus:

Now, we need to talk a moment about *targeting*.

Admittedly, it is a bit harder to factor targeting into the equation here. You need to create something with a broad appeal so that the maximum number of people will pass it around.

However, you *don't* want to create something so far removed from your business identity that people get confused, don't get the message or develop a negative perception of your business.

In other words, this is still marketing and not entertainment. You don't want to send out a gruesome video of some guy getting eaten alive by an alligator,

[Visit my web site Now](#)

then flash www.perfect-wedding-gifts.com on the screen.

Then again, if you had a “fake” video of a newlywed couple *escaping* the jaws of that alligator by using one of *your* products, that would work because: it's funny, has a happy ending, positions your product effectively and isn't morbid.

Make sense?

You see, all viral media contains a “**hook**”.

The hook is that the content is often:

- Very comical
- Very bizarre
- Very scary or 'gross'
- Unbelievable
- Creates a “how did they do that??” effect (especially in the case of viral animations)
- Inspirational or heartwarming

So how can you put this in a business context?

Let's look at a recent case study.

Case Study: Burger King and The Subservient Chicken

A year or so ago, Burger King launched an Internet campaign to promote their new “BK Tendercrisp” chicken sandwich.

They set up a site at this address: <http://www.subservientchicken.com>

It's still in existence, by the way, so go have a look.

The Subservient Chicken is a man in a chicken suit who stands in an anonymous living room – at the ready to *take your order*. You can tell him to jump, flap a wing, do a little dance, sing a song, etc..

Here is the really fascinating part: *None of this is live*. That was the catch. For all intents, it really looks like a live web cam doesn't it?

Burger King must have had some brilliant programmers working for them. You see, there are only a handful of things the subservient chicken will do for you.

If you type in the correct keywords, the script that's running the show will pull the appropriate video from the database, and make it look like he is following your command in real time.

Try typing in something unusual, though, like “Knit a sweater”, and the chicken will just scratch his head like he doesn't understand.

Part of the game was figuring out how to stump him. The other draw involved figuring out how to 'reverse engineer' the site and get the chicken to do 'naughty' things. Hackers had a field day with this.

This campaign generated a lot of buzz and loads of viral traffic. In fact the site garnered close to 14 million hits at last count.

Bloggers and chat room participants were the primary 'vectors' for viral transmission of the URL.

So did the campaign pay off for Burger King?

Definitely. When this campaign launched in March 2004, there was an immediate and measurable increase in sales of 9% a week – and Burger King was able to shoot up to the number one position leader in chicken sandwich sales – a spot they'd *never* managed to attain previously.

Take a look at Adweek's full dissection of the **Subservient Chicken** phenomenon:

http://www.adweek.com/aw/national/article_display.jsp?vnu_content_id=1000828049

Creating Your Viral Media:

One thing I should mention to you is this: you aren't limited to video.

You can also create viral audio. Most of the same principles apply. Keep the content as clean as you can. Find a 'hook'. You could write a funny song or even create a 'fake' interview.

Here is an example that would work in both audio and video:

Let's say you're selling chinchilla fur coats. You could borrow the 'interview' concept and roll that into "Interviews with a Chinchilla!"

Have you ever heard any of the radio spots for Bud Light beer? They've got funny talking frogs and weasels. Geico insurance uses a talking Gecko as a mascot.

Borrow another page there, and create a 'chinchilla voice'. The voice will be key because you'll need it whether you do video, audio or animation. You can get off the hook and avoid the need for a realistic looking chinchilla if you restrict audio or animation.

How would you position your business with something like this?

That's where the interview scripts come in. You could even do short soundbytes or .wavs that people would enjoy downloading for amusement.

[Visit my web site Now](#)

For example, a 15 second clip of a human voice asking, “How are you feeling today?”, and the funny chinchilla voice responding with, “Furry and luxurious!”. A third voice over would follow up with your URL.

Sound like too much work? No problem. Remember that you can always create something really simple out of public domain content or licensed content.

Maybe a short clip from an old 1940's or 1950's educational documentary?

Many of those are unintentionally funny. They often cover very mundane topics like “How to Use an Extension Ladder”. You'll see stereotypical, stuffy looking men walk-on and say, in all seriousness, “What you see before you...is an extension ladder.”

Just take a couple seconds of a clip from something like that. Get your video editing software (or hire a professional) and insert a voice over or a new presentation screen that says something like:

“Still stuck in the days of 'duck and cover'? Step-up the ladder to something more modern at www.yourwebsite.com”

This is relatively easy/inexpensive to do, and you'll have a great “starter viral”.

Unless you've got equipment and editing skills, you'll probably want to hire out this type of media creation work. Check in with the old standbys for outsourcing like <http://www.elance.com> or <http://www.rentacoder.com>.

And once you've created your viral video, use the free distribution services provided by <http://www.youtube.com> and <http://video.google.com/videouploadform> – they are hot.

Related URL(s):

<http://www.subservientchicken.com>

<http://www.adweek.com>

<http://www.ifilm.com/viralvideo>

<http://www.youtube.com>

<http://video.google.com/videouploadform>

Webinars

Traffic Type: P

Cost: X - \$\$

Method:

See also: teleconferences.

Webinars, defined here as online chat conferences, are similar to teleconferences with a few distinguishing features that might appeal to you.

- 1. Much easier for all conferences attendees to participate.*
- 2. Instant webinar chat transcripts for archiving and distribution.*
- 3. Cheaper than teleconferences.*
- 4. No long distance fees, easier to attend.*
- 5. Important urls and product titles will be onscreen.*

Obviously, there are also limitations to webinars. High attendance will require you to set up some form of moderated chat, where the attendees can view the chat between conference speakers, but not interrupt it.

You should also take into consideration the inherent limitations of text-based communication. It's more difficult to convey complex information quickly, and it's more difficult to convey excitement.

Best uses of Webinars:

- Simple Q&A conferences*
- Short sales presentations*
- Interaction with subscribers*

Related URL(s): N/A

Yahoo! Groups

Traffic Type: A/P

Cost: X

Method:

Imagine for a moment what it would be like if you could be 'king' of a highly targeted slice of web territory, populated by your niche market. Take it a step further and imagine that you have your subjects' full, undivided attention and trust...

Well, this is more than a daydream. This is reality – and it is available to you when you set up your own **niche-targeted** Yahoo! Group.

Well run Yahoo groups receive *plenty* of traffic. Any group with a high membership count and lots of active threads will show up select keywords both within search engine results and in Yahoo's group results.

Yahoo displays groups in order of popularity based on their membership count and level of activity. Search engines like Google love the text-rich content, and you'll often find message board posts show up high in the rankings for select niche terms.

The truly great thing about running your own Yahoo group, though, is that ***you acquire unlimited access to your target market.***

You can take surveys, post articles and newsletters to the groups, announce special offers and promote your web site. Basically, you can do pretty much anything you'd normally do with your own opt-in email list.

You might be wondering: why not just stick to a regular opt-in list?

There are a couple of reasons you might consider setting up a 'separate' group. First, if you can't afford your own full-blown autoresponder right now, Yahoo groups will let you build a list of potential subscribers for free. Secondly, cross-promotion between a regular list and the Yahoo group can snare more subscribers in your net.

The bulk of your work with this method comes down to promoting the group to gain more members, and the most obvious traffic source for this would be a PPC campaign on your niche keywords.

Related URL(s):

<http://groups.yahoo.com>

[Visit my web site Now](#)

”Important Information”

Make Money On Complete *Auto Pilot*:

CUSTOMISE this ebook with Your **Own Affiliate links** for Massive Viral Profits!

Customise all “[Visit my web site Now](#)” links

[Click Here Now to CUSTOMISE](#)