Marketing Master Course

By: Jose L. Gonzalez

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**With love, total fulfillment and desire
to keep on living always by her side...
For the woman that keeps me warm at
night when my laptop runs out of charge.
Thanks, Alicia.**

**Jose L. Gonzalez
September 2, 2005**

Introduction
Updates, Bonuses, Contact & How to...

Note: Before you continue, please read our legal section

Updates and Bonuses

Congratulations, and thanks for your purchase!

As the owner of this copy of the Marketing Master Course you are entitled to receive free updates and future bonuses. In order to get full benefit, fill in the quick form at http://www.marketing-master-course.com/clients/updates.htm .

For latest news, tips and insights, you can visit our Internet Marketing Blog.

Contact

If you EVER have a question, feel lost or just want to drop a line, please contact us. It is important that you fully understand every lesson. Drop us a line if you need guidance, more information or endorsements, etc. Have this email handy! : course@profitstrand.com . We try to answer every email in 24 hours.

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How to use this Ebook

The Marketing Master Course is divided in several lessons. You will see in a minute how we recommend you to follow this course. However, you may easily skip from lesson to lesson by using this **PDF document's Bookmarks.** Look for it at the upper, left hand side of the document and skim through our contents.

Through the following pages you will find plenty of links connecting to resources, software products and online Web Sites. **We do recommend you have an Internet connection running while you read this course!**

On the other hand... **this document is printer friendly**... Some people prefer reading on paper rather than right on the computer. Feel free to do so, since many lessons are mostly based on text. However, keep in mind you should refer back to the electronic version to take full advantage of this course.

Note: If you ever find a missing link, please contact us. We will replace it ASAP.

Feedback:

Would you mind just a few minutes of your time when you review the materials included in this course? We need your feedback to improve in future versions.

Please contact us at feedback@profitstrand.com and tell us about how you feel with the Marketing Master Course.

So, ready for the real Internet Marketing World ?

See you in the jungle out there. ;-)

Have fun and find success,
Jose L. Gonzalez
CEO Profitstrand.com
CEO Marketing Master Course

The Master Marketing Course
Just a first approach

Do you imagine...? driving a big car down the road towards your enormous mansion. You have just left your private plane down at your private airport. Oh yes. You love the money you've made on the Internet.

<mark>Wake up !</mark>

Sorry ! I can't make you overnight riches. And I just can't recall the magic formula to tons of gold appearing under the bed. In fact I'm not "extremely rich". My name is Jose L. Gonzalez and I'm an Internet Marketer.

I do make a **fairly good living for me and my family** using the Internet. Is that fair enough? However, before I learned by testing and testing and testing again, I was just another guy who believed in hype and scams.

If you truly believe you can find the golden trail here without working hard for it, then please delete this course from your computer. I don't want to be related to it.

Welcome to the Master Marketing Course !

This course is not for everyone. This is just for those who <u>really</u> want to make it. It doesn't matter if you are 20 or 80 years old. It doesn't matter if you have deep computer skills or you are an absolute newbie. But you DO need to be motivated. Take a look deep inside your heart. Are you a winner? Do you feel you can invest some time and effort in this? If the answer is Yes, then we can help you! Come along and chase your dream.

In this course, <mark>we have condensed a lot of info</mark> that would possibly take up a bunch more of hundreds of pages if told in any other way. You will find from basics, through Search engine Optimization up to Pay Per Click all through affiliate marketing and Ezines. We've tried to keep it straight and easy to read. However, If you have any doubts don't hesitate and contact us ASAP.

If you are lost, or don't know what I am talking about, contact us right now.

Okay, okay.. enough talk.

Lets get to work!

Here is what you will learn about in the following days:

1. **A First Approach (this "lesson")**
2. **How do I start? From Hosts to Marketing Models**
3. **Keyword Selection**
4. **Content and how to sell**
5. **Affiliate and Reseller Mastery**
6. **Search Engine Optimization (Meta Tags)**
7. **Rich Content Techniques (SEO)**
8. **Link Popularity (SEO)**
9. **Automatic Link Exchange (SEO)**
10. **Submit to Search Engines (SEO)**
11. **Pay Per Click Marketing**
12. **Advanced Marketing: Ezines and Newsletters**
13. **Advanced Marketing: Advertising with Ezines (Why, Where, How)**
14. **Advanced Marketing: Articles and Forums**
15. **Create your own Products**
16. **Take Action... Make it Happen**
17. **Recommendations**

Please take each step at a time... this might be too much info to take it all together. Take a lesson at a time. and take the time you need to fully understand each piece of the cake. If you feel you are lost at any stage, contact us.

After the course is over, you will know everything you need to work online. Furthermore, **you will get to know other marketers just like you!**

 For now, keep in mind that ==the first steps to success are motivation and organization...== all together with some initial hard work. After the first stages, everything will be much more easier!

Remember: If you are looking to get rich overnight this is NOT the way to go. Go get some lottery tickets or look fo an ancient Egiptian treasure. It will be much easier that way.

If you are reading this course it's because you are willing to learn and APPLY serious Internet Marketing principles to build an online business. The Internet IS a gol dmine. But you need to work it out .

<mark>Name a dream, chase it, make it real!</mark>

Ready? On to our first lesson:

How to start. From hosts to marketing models

How Do I Start?
From Hosting to Marketing Models

Ok. You want to start a new site, or re-build an existent one just to make sure you will do everything right. Good idea. In the next few minutes you will learn where to get the cheapest domain names, the best web hosts (free or paid) and the real cost-effective templates in case you need one. Note that this is the most basic part of the course. **Future lessons will be much more complex... and rewarding as well !**

I'll even make a great deal with you to get you started

Do you want a ***great looking logo***? I'll design one for you for just 10$ (I've charged over 100$ for the same service). No, that's no typo. This offer is only available through this Marketing Master Course. If you want more info, contact me at jlg@profitstrand.com .

We will take care of Marketing Models on the second part of this lesson.

Domain and Host
Straight forward: If you are not **registering your domain** names with Godaddy, you are just **losing a lot of money.** How about $8 per .com domain (look for special offers too)? Well. I knew you would like that. Although some of the products offered at their web site aren't really that cost effective... They have the coolest Domain Name Registration on the web. Period.

For your **hosting needs**, before you decide to go for free services, make sure you know what you are doing. Do you want annoying ads on your site? Or even if you don't have ads... Do you want lousy domain names, slow page load or even the risk of being cancelled at any moment? Um.

Try HostSave.com or Globat.com for great features or Netfirms.com for less features but good service as well. Note that if you decide to have a free host Netfirms will provide it as well, and will let you have your own sub-domain name.

1 When choosing a domain name, try to include a word related to your web site. This will be handy when approaching Search Engine Optimization (more on this in future lessons). Don't be afraid to use more than one word separated by dashes. ;-)

2. You don't need tons of features... look for a quality host that will let you add features as you go. You are not going to start like Amazon.com, are you? As a general rule a $7 per month is a good deal for quality service. Under that look close at what you are purchasing!

Templates...

Do you need a template? Well. it's really up to you. if you don't have any skills with HTML or with a web designing software (Nemo, FrontPage, etc), then you should think about it. There are several free and paid template resources. Our choice is MonsterTemplates. Visit the site and find out why.

1. Don't let **fancy flash designs** impress you. You will be better off with a sober, neat template. This will also be better when approaching Search Engine Optimization in future lessons.

2. When selecting a template, you can also choose to purchase a **"full site" template**, which will include pages for several sections of your site. Normally $60 for this is a good deal.

Marketing Models

Everyone wants to make money on the Internet. I guess you too. When you build a web site, no matter about what, you have the chance to do it. The first Marketing step, after deciding which will be your main topic is to decide how are you going to earn that money. Perhaps you already know about them. Anyway, a quick review will do you no harm.

Affiliate

As an affiliate you will promote and sell other people's products. They will gladly pay you a commission on every sale or every click to their web site coming from a special URL they will provide you with. The best insight on Affiliate Marketing is by all means that written by Rosalind Gardner: The Super Affiliate Handbook.

Reseller

As a reseller you purchase or obtain in any other way the right to sell other people's products and keep all the profit. You may then find affiliates to sell the product too. One of the most profitable reseller programs around is the one hosted by Tom Hua's EbookWholeSaler. You get full rights to exclusive hot ebooks (new publications each month!) plus many ways to make money. If you are really planning to make money with resell rights products, make sure you are not selling the same, old outdated ebooks that can be found all over the Internet!

Your Own Product

You create your own product (a book, software, an airplane, a toy...) and sell it through the Internet. You keep all the profit, but you will have to spend the time and have the ability to produce the product. You may then find affiliates to sell the product too.

Your own Service

If you are an expert at some field you can sell your service through the Internet. You may be a lawyer, a marketing consultant, a future teller...

Auctions

Everyday many individuals are mining gold through auction sites, selling all kind of products. Of course, the most famous site is Ebay. To get the best insight on the techniques to use with Ebay, check this ebook: The Silent Sales Machine Hiding in Ebay.

Newsletters

You may start a newsletter or Ezine. Theory is simple. You write news, stories, greetings, reviews or whatever you wish and send it to a list of subscribers. You may sell advertising space or promote your own products to that list of subscribers. The hard part, indeed, is how to get people to sign up to your newsletter. We will also cover that in future lessons ;-) If you want to have the best insight on how to actually earn tons of money with your Ezine, you can't miss Karon Thackson's Step by Step Guide to Creating and Promoting your Ezine

Your Best Choice

So. Are you trying to decide. Don't spend too much time. After all, **Marketing is all about taking action.** Whatever you want to do... do it now!

The fastest way to start getting something out of the Internet is to **become an affiliate or a reseller.** Whatever your web site is about it is likely to be suitable for affiliate marketing. And perhaps there is a product offering resale rights about it too. Look around the web, use search engines to look for pages related to your topic, and hunt for links which read "affiliate" or "reseller".

We will come back to this topic soon. But before that, <mark>**you must learn about keywords.**</mark>

This is where we are going to really start rock'n'rolling. So go get some rest... tomorrow will be a busy day. You will learn how to **select profitable keywords**. They will be the basis for your site.

If you are feeling eager... go on to our next lesson!

Selecting Keywords
Deciding your site's future from scratch

It surely sounds **dramatic**. In fact... it is.

Take a quick look at the "big Internet picture". There are millions of sites out there about almost anything you may imagine. Specific keywords will place your web in a certain Search Engine category and the correct use of those keywords, along with other factors, will decide wether your site is ranked first or last in search engines.

Before you even think about publishing your web site, any experienced webmaster will advice you to plan, plan and plan first. Don't worry, although this ongoing process may be tedious, you don't need to worry about ALL of the process now. Just get the basics.

Sidebar: This is not the place to discuss possible niches. You can find good keywords for any theme you may choose. If you are reading this article, chances are you also want to make some money from your web site. Fair enough. Who doesn't? It is possible to do so from almost any theme. If you know where to look... we will cover the subject in future editions of this newsletter.

First of all, ask yourself:

1. What do you want to publish on your site? (is it music, articles, electronic products, photos, stories, services, a diary...).

2. Who are your possible or desired visitors? (the world, British Citizens, teenagers, married women, entrepreneurs, business opportunity seekers...)

The next step is simple yet crucial:

Get yourself pen and paper and write down a list of words about your site's theme. At this point it doesn't really matter if they one word or phrases like: "Spanish recipe books".

From now on, **we will refer to keywords both for single words or phrases.**

Let your imagination flow and come up with as much keywords as you can.

Go general AND Specific.

If your site is about Spanish recipe books you might want to write down "recipe books" and "Spanish recipe books" and "cooking". If you have some idea of what main pages your site will have, develop specific keywords for each of them too..

Ok. Once more...

> ***What is the purpose of your site? List keywords or phrases that best describes this.**
> ***If someone were looking for your site what words would they most likely use in Search Engines?**
> ***Put yourself in the skin of your potential visitors. How do they think, what do they want?**

Wait !

Not only you must find related keywords. You should also find some *non super competitive keywords* in order to make sure your site don't compete with 8503850398530 other sites. At the same time, those keywords should have a *good number of Internet users who are actually typing them* in Search Engines... in order to make your web site profitable.

Stressed enough? ;-)

Well... Good news. **The whole story isn't that complex after all** if you know how to do it.

Type your keywords on Google.com and take a look at how many sites are listed. 1000 5000?, 10,000,000 ? This are your potential competitors for that keyword. The next step is to estimate how many Internet users are looking for that keyword.

One of the best and simplest ways to di this is to is using the Overture Keyword Suggestion Tool.. Type in your keyword and look for the number beside each specified result. This are the number of searches performed in the biggest Pay Per Click Engine on the Internet.

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If you find a keyword with little competition and a lot of searches, then you've found a very profitable market.

The only good advice is to think it twice before trying to compete in difficult, massive markets such as "marketing" "ebooks" or "fat burn". However, if you are 100% sure and want to work on it, no written law will make you fail if you put in time and effort. It's up to you !

If you are having trouble with this process, there are several high quality tools you may use to make it easier and faster. Check them out. Some are Free, some not... It is up to your discretion to decide if you are willing to pay for some services or not. Just a quick reminder though...

Time is, in most cases money. If a tool can free some of your time, you can invest it either in working another part of your business or in having some leisure time (this is crucial, isn't it.)

Overture Keyword Suggestion tool: Free
http://inventory.overture.com/d/searchinventory/suggestion/
Overture is the leader of Pay Per Click Engines and it generates very big traffic. You may type any keyword (general or not) and see how many times actual users have typed it in its search engine in the last month. You will also get a list of related keywords (with the amount of searches performed too). A great tool indeed!

Adword Analyzer: $67 instant download
http://www.profitstrand.com/analyzer.htm
This is perhaps one of the best tools available tight now. If you are serious about Internet marketing and about keyword selection not only for meta tags, but for pay click advertising, niche marketing and about building profitable web sites about any topic, you must use Keyword Analyzer. It is really cost effective. You type in a keyword, get related words with the number of times it have been searched for in Overutre... plus you get the number of advertising campaigns running in Google and Overture for those particular words. You will also get a "Profit Index" to easily detect profitable keywords.

WordTracker: Free Trial
www.wordtracker.com
This is really the Pro choice. Wordtracker compiles a database of terms that people search for in all major search engines. You enter some keywords, and the program tells you how often people search for them, and also tell you how many competing sites use those keywords. Wordtracker helps you find all **keyword combinations** that bear any relation to your business or service - many of which you might never have considered. You'll find out how popular these keywords really are. Plus... for each major search engine Wordtracker will show you the **chances of making the top 10 ranking**. The free trial version is worth the try.

If you want to have more quality keyword tools to choose from... let us know! We will be more than happy to help you decide.

If you are looking for **uncovered markets** where you can be the king you will be totally amazed about this product: "The Niche Database"
Simply WOW! The reason why we are mentioning it here is because we are sure you can really take advantage out of it. Furthermore, if you visit the site you might find a way to get a big $30 discount. (If you can't, contact us, and we will tell you).

Condensing your list:

After developing your keyword list, try to condense it. Cross out the ones you don't like and, from the ones you really love, highlight **three or four** keywords that best describe your site. Focusing your efforts in **two or three words keyword phrases** would be great, since it is a fact that most users use more than one word when performing a search with search engines.

Keep that list in a safe place.

You have just created your new web site basic "skeleton"

Our next lesson is one of the most important parts of this course. You will learn what selling technique is the one that really works on Marketing.

You will learn about content and how to use it to convert your visitors into buyers!

Content and How To Sell
Setting up your Strategy

So. You have a good domain name, a good host, a great idea for a web site... so you build it up and throw in many links, banners and ads about the products you promote. This way you will start earning money right away...

WRONG !

Ok. Second try. You build a great looking web site. Cool design, fancy colors. You build up a mall in which you offer the products you are associated with. You post a picture of the product, its price and four lines describing it. Visitors to your site will buy your products like crazy and you will make money...

WRONG !

Last chance... You build your site, sign up for an automatic, free traffic generation program and see the bucks flow.

YEAH, SURE.

Don't take it wrong. Some of these strategies may work if you are very lucky, or if you have thousands of dollars to spend in quality advertising, tons of time to spare, and if you are promoting products of a VERY high value. Cruel as it may sound, if you are doing anything of the above I suggest you stop right now. Think the concept of your site over.

Get yourself a soft drink, a coffee or some cookies. Relax. You must fully understand and apply the concepts exposed in this lesson. Do not read this in a hurry !

Preselling... Your Blueprint For Success
Don't just sell, presell. Make the visitor to your site want to buy from you by **Giving them what they are looking for**, by **Creating Confidence and Relationships** and finally by **Recommending your Product.** Lets take it one at a time.

Giving them what they are looking for.

If you are thinking that what they are looking for is your product you have 70% of the chances to be wrong. Unless, of course, that your product is very, I mean, VERY special, and in high demand... and you are lucky enough to beat you giant competitors and have enough advertising budget to beat other sites.

What Internet users look for is mostly INFORMATION. They want to learn about a topic, get tips on how to do something, advice from an expert or friend (hey, that could be You!)... they want to solve a problem or want to make their life easier, or to have a good time (have fun).

Don't just throw products in front of your visitors faces. Give them information. Useful information. Ask yourself: What information do they want?

Creating Confidence and Relationships

If you **offer good information and help people out,** you will create confidence on your visitors. They will believe that you are there to help them. "Talk" to your visitor as if he was a friend, yet keep a respectful tone. People hate to be treated as dummies! Make them feel they have really found what they were looking for. Make them need your words.

Copy writing techniques are one of the most valued (and expensive) services offered on the Web. In the last year, **many top Internet copy experts begun to reveal their guarded "secrets" to create great web copy that will turn visitors into profit.** Our choice is Web Copy writing Course by Robert Boduch. Just take a look as the bonuses he offers! There is so much marketing knowledge in it that I just can't understand yet why he is almost giving away all this!

This is basic psychology. Create confidence and they will take whatever you say as the word of a friend. Would you buy form someone that just opens the door to their shop or from someone that makes your life easier? It's a win-win cycle.

Think about it. ;-)

Recommending Your Product

When you have created confidence, then recommend your product. Describe why is the product good for them and how they will benefit from purchasing it. This is the time to bring that product in front of their noses. You can do this in several ways:

1.When talking about something useful to your visitor, **recommend a product that also covers the topic** (perhaps from another point of view). For example, if talking about how to cook Indian Style Chicken, mention that the Chinese Chicken is also very popular and that you recommend the "Chinese Gourmet Recipe Book" for more on cuisine from China.   (make sure that the link to the product is your affiliate link) ;-)

2. Create **different sections on your site**, each with an specific topic (related to your main, general topic). **Place neat ads to your product** (as well as the above technique) at the top, bottom or the right of your page. Beware not to make your visitor feel your site is just advertising !

3. Create **a mall with your products**, neatly organized... Remember this is perceived as an add-on to your site, not as the "most important", "main" part of it. Once your visitor is browsing through your site and reading your info, he might feel like shopping around. Make sure the link to your mall is easy to find.

In the end, the main point of every page will be to monetize the info you offer, this is, make the visitor click on the links that will make you money. Guide them , take them by the hand, treat them as gold (they really are). Make them feel curious, make them NEED what you offer to feel better. **Marketing is all about creating a desire.** Your visitor's desire must be to click on the links that will show up your sales page. If they don't click on the link, perhaps they will come back because you have created confidence by preselling.

<mark>**Remember you are preselling**</mark>

So why are we preselling so much? Because we are trying to create targeted visitors to your sales page. By preselling you will increase the number of visitors to your sales page that will actually by the product you recommend. Pure math: the higher the percent of visitors that buy, the less effort you will have to make to be profitable.

==Note and Tip:==Enough for today. I hope you are really getting into the right mood to make a good Internet Marketing Assault.

When I did it for the first time I just had some passion, time to work at it, [The Super Affiliate Handbook](#) and the [CBmall program](#) by my side. Well I guess this is a great formula I just told you. If you drop the right techniques advertising with Adwords revealed in [GoogleCash](#), then you have 100% profitable blueprint. This is, exactly, how I made my first $1000. ;-)

In our next lesson... After learning about how to Presell rather than Sell we will go back to the **Affiliate and Reseller Model.**

You will learn **how to hunt for profitable partners and for good products to promote.**

Affiliates and Resellers...
Make it happen.

Sidebar: The first person to introduce me to real affiliate marketing was Rosalind Gardner. After reviewing her **Super Affiliate Handbook** . Before I came across her ebook, I was already making some money (with far much more work than now), but I knew I was missing the real pie. Finally, I started to understand how money was really made on the Internet.

After following a lot of those "randomizers", "piramid models", scams and other kinds of crap, I can assure you it was quite a relief!

The curious thing about this is that I received a Spam email from one of Rosalind's affiliates in which he also promoted several scam or lousy programs and ebooks. I don't remember if I picked The Super Affiliate Handbook by luck or not, but I visited the site and decided to give it a try.

Thanks, Rosalind .

And Thanks to the one who emailed me that spam email.

I'm sure, however, he didn't make much more sales than that, and that he has not read for himself Rosalind's ebook.

Ok. Back to work..

Quick Flash Review
Affiliate marketing involves promoting other people's stuff in exchange of a commission if a sale is closed. The merchant takes care of all of the payment processing, shipping, etc.
Reseller Marketing involves buying the right to sell other people's stuff and keep 100% of the profit. You take care of they payment processing. and delivering.

When you come up with a main concept for your site and you plan what kind of info you are going to offer in it, it's time to decide how you are going to make money. For now, we will choose to be affiliates or resellers.

Affiliates

There are tons of products on about any main topic you may come up with.

 1.You can find them by using **Search Engines like Google**. Type your main keyword and visit the top ranking sites. Look at the ads and products they promote. Click on them and review the products.... and look for a "Affiliate" or "partners" link, usually at the top or at the bottom of the page.

You will be prompted to fill a form. Depending on the product, you will be automatically accepted as an Affiliate or you will have to wait for the owner to review your query.

At the end, if you are approved by the owner, you will be given a special link. **This is your Affiliate link.** Send traffic through it and the program will record if he/she buys something...

You will be payed a commission on it !

Again, depending on the Affiliate system used, you will be payed by check or by online transfer, or throug a payment processor like PayPal.

2. you can also find products to promote as an affiiliate by visiting Affiliate Networks. Register as a publisher and you will have access to tons of products by cathegory (this will make your "hunting" task much easier. Here you go:

ClickBank
The king of electronic products. If you are looking for ebooks, software, reports or other digital products, this should be your first stop. ClickBank sends checks two times per month. (I love clickbank, it made me my first Internet bucks!).

Commission Junction
Commission Junction is to Affiliate Networks what Overture is to PPC engines. In fact, overture uses Commission Junction for its affiliate program. The New York Times, Ebay and StarWarsShop.com are just some of their top merchants. Its database is extremely easy to browse. If you can't find what you are looking for here, chances are that it does not exist.

[LinkShare](#)

Another "Big Boy". LinkShare claims to be a pioneer in online affiliate marketing, and today runs one of the largest networks on the Internet. A good choice along with Commission Juncction.

[Be Free Partner Gateway](#)

A cool site, not as powerful as Commission Juction, but with a good number of merchants. Never had problems getting my checks.

[Affiliate Fuel](#)

Many affiliates are starting to love Affiliate Fuel. They offer an outstanding support and you will be informed by email whenever a new product related to your site offers an affiliate deal.

 Of course there are minor networks as well... but they don't offer such a quality service, timely checks and profitable merchants.

Selecting the correct Affiliate Program

There are a few things you must consider before selecting a product to promote as an affiliate.

1.The first rule of gold: **don't promote just ONE single product**. What if the merchant quits? Diversify. Be original. Offer different possibilities to your visitor... But don't make your site a mall!

2. Check **how much the merchant will pay you for each sale**. Under 5% is by no means fair (unless you are promoting very expensive products). Digital products usually offer the best commissions. Ebooks at Clickbank may offer up to 60% of the final sale price. This is because there is no production or handling expenses.

3. **Check the "return time" for the product.** This is the time that the merchant will track a visitor you send. Many will use "cookies" to identify a returning customer you sent to their site even after months and you will get the commission.

4. **Is the merchant's web site good looking?** It would be a shame to send hard earned visitors to a lousy merchant site that is not able to close a sale out of one million visitors. Make sure you like the look and feel of the site. Ask yourself: Would I buy from them?

5. If the merchant web site offers many different products, check for the ability for an affiliate (you) to **link directly to individual products.** It is a well-proven fact that web surfers click on individual products and text links far more often then generic ads. If a merchant does not offer the ability to link directly to products, then you will be limited to promoting the merchant in general banner or text ads - which are far less effective.

6. **Does the product fit in your web site?** I hope that by now you will find this question kind of stupid. DO NOT promote products that have nothing to do with your theme. They will do poorly since your visitors are there looking for other things.

7. **Does the program offer a two tier commission plan?** This is a great feature. You earn money for the products you promote AND if someone referred by you signs up to be an affiliate, you get commission for every sale they make. Not many merchants offer this. If you find one that suits your site treat it like gold. In the long run you can make a lot of money.

As a general rule for each web site, **build large list of possible partners** and then check how they will look and feel in your site. Remember that you want to Presell, not just build a product supermarket full of affiliate links. Integrate the products you promote in of your site. **Recommend rather than advertise.**

Keep the list handy. Perhaps you will need to test with another product. In fact, it would be great for you to swap the products you offer every now and then. Returning visitors love to see changes,

Resale Rights Marketing
Most affiliate marketing principles apply to resellers.
There are many quality info products around that offer resale rights, but beware. Many of them are so old or have such a low value that you won't sell a single copy.

Am I being a bit pessimistic? Sorry.

If you want to find exclusive, quality products to resale, your place to go is **EbookWholesaler.** You will get tons of products to keep and to sell with new releases each month for a low monthly fee.

When selecting a product to resale, keep in mind:

1. **Don't buy a product just because you are willing to sell it.** Buy it because you love it and want to use it. If you don't want to .. why should anyone else buy it from you?

2. **Check that the product comes with a quality prebuilt sales page,** then modify it until you are happy with the result.

3. Make a search on Google for the product's name, to check how many web sites are selling it already. **If you have thousands of competitors, chances are that It is not worth promoting.**.. unless you find a unique way to do it.

4. Check if the product offer **Master Resale Rights** (this means you can sell it at whatever price you want, or give it away, or burn it, or eat it). Or **limited resale rights** (many product creator won't allow you to sell a product at a certain price, or to give it away, in order to protect its value). However it is amazing how many resellers ignore these rules. As a general rule I prefer limited resale rights. How can you compete with a guy selling a $90 product for $5 ?

5. **Avoid Packs and Super Pack Deals.** They were born a few years ago and are still around. Although some of them really offer a good value (if you manage to need every product included, which is VERY rare). Other packages are just so old that the download links don't work anymore.

You will find the best possible deals at **EbookWholesaler. Period.** While this is true, however, you must look closely at each product. The advantage is that you can access and download the ebooks for yourself. You can review them (and learn!) and decide if they are really delivering what they promise.

You don't want unhappy customers in the long run!

profit, you are also taking all the work.

There are several options:

1. PayPal
The biggest online money processor. Easy to set up and easy to use... but vulnerable to hackers and frauds. Furthermore, its features, although it is very popular, don't match other services.

2. ClickBank
The largest digital product affiliate network will take in orders for you and process credit cards. It will also an affiliate program for you.. .and you will be able to sign up affiliates that promote your products in return of a commission. Just the other way around affiliate marketing.. It has a one time activation fee.

3.2checkout
A very **reliable processor** and the choice for many successful merchants. It offers an outstanding support and service plus an intuitive interface. One time activation fee. **This is our choice!**

That's all for today.

Tomorrow we will start a crucial part of this Course: **Search Engine Optimization, better known as SEO.**

We will study how to make our web site "friendly" to Search Engines in order to rank higher and get free traffic from mayor engines like Google or Yahoo.

You can succeed or fail in your Optimization adventure, but the fact is that **SEO is one of the pillars of Modern Marketing.**

And, furthermore, SEO can be done by yourself (at least the crucial part of it) even if you have no previous experience.

Search Engine Optimization (I)
Meta Tags: Myth or Essential?

Welcome to **Search Engine Optimization (SEO)**. to put it simple, this is all about making your web site as friendly as possible for Search engine robots, that are the little programs in charge of indexing your site... and ranking it according to algorithm estimates (this are the most guarded secrets of big Search Engines.)

In future lessons we will discuss other factors that are **essential for you site to rank high**. Today we will study Meta Tags.

*What are Meta Tags?

Special code lines in a web page that a visitor can't see. This is Search Engine Robot Information. Open your web page in any browser and click "view" and then "see code", "HTML" or "source code" (depends of your browser). If the site is not encrypted, you will see Meta Tags.

Example:

<TITLE>Marketing Ebooks</TITLE>

<META NAME="keywords" CONTENT="marketing tools"

<META NAME="description" CONTENT="the best ebooks">

You can use a HTML editor (Dreamweaver, Nemo, Frontpage. etc) to edit Meta Tags.

Myth vs Truth

Myth: Having Perfect and Optimized Meta Tags will make you number one on Search Engines. This is because Search Engine robots read all meta tags and index sites with the information it collect from them. They look for keywords included in the keyword meta tag

Truth: Meta Tag Optimization is one more part of a good Search Engine marketing strategy. Search Engines do read meta tags. If you don't use them correctly you will be losing valuable free traffic from search engines and directories. Their robots actually read everything on your page. HTML, Tags and Words. Although robots differ between engines, most of them look for keywords on Meta Tags, specially on the description and title tag. Keyword meta tags are many times overlooked due to the past abuse of webmasters trying to trick Search Engines.

Common Mistake: Don't care about Meta Tags. They are remnants of the past and are not useful anymore. Concentrate your efforts elsewhere.

Back when it all started, when Internet businesses were born, tags were essential for a top engine ranking. Today Search Engine Optimization **is much more complex.**

Just a great set of tags won't give you a top rank, but it will power up your strategy. Now days many webmasters overlook them... isn't it nice to know you may gain a **great advantage** against them?

You NEED to have good tags.

Relevant Meta Tags.

There are literally tons and tons of different kinds of Meta Tags. Each of them has an specific function and Search Engines use them in different ways to index your site or to identify the content in it.

Meta Tag Study is really a *tedious task* that could take pages and pages. Here we will discuss those tags that have a direct influence in Search Engine indexing... **take note of the powerful tips !**

Simple enough... t**he most important tags are not the complex ones**. You got it.

Title, description and Keywords meta tag mastery will give you that little push any serious marketer need.

Keyword Meta Tag

In past lessons of this course we discussed **keyword selection strategies** and tips. This info is very important in order to get the best out of meta tags. If you missed it, or lost it.. you failed and you can't continue with this course.

Hey... Just joking! Let us know which lesson you missed and we will send you a copy. Provide us with your full name. ;-)

Now it's time to put those keywords in your keyword tag.

As for Search Engines this Tag is given a low value when ranking your site. For instance, Google ignore it completely. Other directories do read them and some still check them and use them in their indexing algorithm.

Carefully **select between 5 and 10 keywords that are relevant to your site.** As seen in past days, keyword phrases rather than single words will give you better results. Specific keyword phrases, such as "*Ebay   marketing ebooks*" have a better chance to score high at search engines because they will fight against much more less competitors.

List keywords in order of importance. This is, make the most specific and relevant ones go first.

Make it short, targeted, specific.

Separate keywords by a comma and a space. Although Google don't care about commas, Yahoo does.

   Example: *<META NAME="keywords" CONTENT="word1, word 2"*

Title Meta Tag

Now. We are getting into the real important thing about Meta Tags. Search Engines actually read and play your site around using the info found here. Robots look for keywords in the Title and many times use what they read as a title for your site in their listings.

To make sure you are using this tag correctly, take note of these important guidelines.

1. Give your page fluent nice a title between the <TITLE> </TITLE> code. Remember that this title can be actually seen by Search Engine users looking for your site and by visitors, at the top of their browser. Let the phrase flow.

2. Make sure that your first keyword (the most important) is in your title meta tag. Try to use one or two more keywords, but don't repeat them.

3. Don't write enormous sentences... there is a limit to what engines read. A sentence will do.

 Example: **<TITLE>**"The *Best Marketing Ebooks and Internet Advertising resources"***</TITLE>**

Where Marketing Ebooks and Advertising resources would be your keywords.

Description Meta Tags

These are perhaps the most important Meta Tags. 80% of search engines hunt for keywords in your site description and some also use it to describe your site in their listings. In your description Meta Tag **include your important keywords**. This will greatly help your ranking and indexing.

Don't repeat the keywords used, or variations of it, more than once. And don't forget that you may include secondary keywords too !

Remember this can be read by humans too, so Let your keyword flow smoothly.

<META NAME="description" CONTENT="TEXT GOES HERE ">

If you don't feel confident with meta tag editing or you just want to be sure, there are many **free Meta Tag creators around**. You provide the info and the script puts the HTML code in it.

Here ya go:

Submit Express
Meta tag builder
Scriptfx Meta Builder

Remember: Meta tags and SEO will not grant you instant number one positions in Search Engines... but each little help takes you a step closer to your goals! Studying and using meta tags correctly will indeed benefit your business in the long run

Tomorrow we will see that **"content rich" pages rank higher at Search Engines.**

We will also reveal the simple formula to build friendly pages... placing your keywords in the right places.

See ya tomorrow or right away? Your choice ☺

Search Engine Optimization (II)
Feed Search Engines
Rich Content Techniques

In previous lessons of the **Marketing Master Course** we reviewed how Search Engine Optimized Meta Tags may influence your Search Engine Marketing, and how you can use them to improve your rankings.

But of course, meta tags by themselves won't give you a top ranking. Most important of all, and keep this always in mind: You need **good content** and you need a **good distribution and use** of your keywords to be at the top.

In the end, the Internet is all about information. **Create good pages loaded with useful information and good distributed keywords** and half of the job is done.

Now, just for a moment sit back, get yourself a coffee and visualize your web page. Would you trust the person who wrote those words? Is your web site neat enough to read smoothly every sentence? This is a very important part for your Web. A neat design and good copy is indeed a great ally for SEO. You should write a neat copy first, with good info. Then proceed to tune it up to make it "content rich" for Search Engines. There is a simple fact...

Provide quality web pages and engines will index you higher.

What is "keyword saturation"?

The times a certain word appears in your page in relation of the total number of words in it.

When indexing a site, Search Engines will look for keywords relevant to a certain topic and how many times and where that keyword appear in your page.

Theory is simple. Drop in many **"sport shoes"** phrases and the Search Engine will decide that your page is about sport shoes, and thus it will index your site for people writing "sport shoes" in their dialog box.

However, writing a word 1000 times will not give you a high ranking.

Search engines will decide that you are trying to trick them. And they hate web sites trying to trick their robots. Each Engine has its own preference for keyword saturation indexes. For most of them, however, being around 10% will be ok. Over 20% will be considered SPAM. On the other hand under a 5% may be too low.

As a general rule, keep this in mind:

1. Use your main keywords in the top 1/3 of your page.
2. Use synonyms of your keywords while keeping a natural flow in your copy.
3. Don't repeat **exact keyword phrases** more than four or five times. Or even less!

Google's new Search Engine Algorithm is penalizing keyword overuse!

Don't forget about the rest of your text ! Although most search engines give a higher weight to the first 1/3 of your page, they will also check the rest of it. Try to include your main keywords at least once at your opening paragraph, once or twice in the middle of your text and at least once in your closing paragraph. If the copy doesn't read well... rewrite it and delete keywords if you must.

The main point is to be fluent and "nice".

If you are having trouble with optimal keyword saturation, check the great ebook by **Karon Thackston, "How to increase keyword saturation without braking the flow of your copy"**

It is really worth the time checking this great ebook out, some of the tips included in this report are absolutely mind blowing! Guess you wouldn't have think about them. Karon keeps surprising me one time after another.

Tomorrow we will approach the mother of all SEO: **Link Popularity and Google's Page Rank.** These concepts are about 70% responsible for high rankings.

We will learn how to achieve good link popularity!

Search Engine Optimization (III)
Link Popularity
Easy tips for Quality Linking

Internet is all about **pages linking to other pages**. This is why its called "the web". Simple enough for any user, clear for customers... and <u>**essential for marketers**</u>. It is often overlooked, but the truth is that a great content web site is useless if you can't find it all over the place, if you can't find links to it.

In past issues we reviewed some **Search Engine Optimization techniques**, this is, trying to make your site "Search Engine Friendly" to make it rank higher.

We now know about **Meta Tags and Content** ... today we will take a look at the third SEO essential step: Power Linking, better known as **Link Popularity.**

-Why You Must Be Popular
 The number one reason for marketers is to **get people go to your site... and close a sale**. Honest enough. If your link is all over the web, chances are more people will find the way to you.
As discussed in past issues, Search Engines are getting more "intelligent" each day. Google, for example, will assume that **your site is important if many "important" sites link to it**.

Being link popular will not only get you a higher ranking at Google and other mayor engines, an thus increase your traffic, it will also provide a higher presence and exposure to actual visitors to the sites that link to you.
A simple example. Answer as fast as you can...

Would you buy a book from **Amazon.com** or from **bestbooks.ne**t?

Chances are you picked Amazon. Why? Amazon is all over the place. It doesn't matter if you haven't visited Amazon.com in your life, you know the name. **It is popular**.

In the end, you must be popular to have a better chance to make a sale

- **Get the links: Where and how**

This is perhaps one of the most discussed issues in Internet Marketing today. I will try to keep it short, sweet and down to earth.

1. Link Exchange

It is the mother of all modern search engine placement. If you have many quality links pointing to your site, you will be ranked higher... If you don't have a big budget, **you MUST look for free link placement**.

The usual way is to ask other webmasters to post your link... in exchange of you placing theirs.

Some web pages have an automatic link exchange page. Look for it as *"submit a link, partner's links, exchange links"* or similar. They will normally request that you post their link first, and then email them with the exact URL where it can be found. Fair enough.

As a general rule, choose l**ink partners which have a good page rank** and/or link rating. Use **Google Toolbar** to check it. It is a valuable and free tool. Once installed, read the **"Page Rank"** zone. a 10/10 bar is displayed. Usually, a 3/10 rank is a good link partner. For competitive markets, you must look for at least 6/10 ranks if you want to see results.

Keep in mind though that many low Ranked Pages may become Top ranked in the future. If the site is a good site, a link with it will not harm you!

If the page you want to exchange links with shows no link page, or just don't offer an exchange, **don't be afraid to ask for it**. Write an email, describing your site and state how it can be useful to your "future partner" visitors. Then ask for a link exchange. Provide a header, a two line description and a URL. Then show your fellow webmaster where you will post their link (complete URL).

You may include your new partner's link in your site even before you request the link exchange. **This gives then one more argument to post yours!**

Do this with as many relevant site you can. Yes. **IT IS A TIME CONSUMING PROCESS.** But it is worth it if you want free, quality linking that will improve your search engine positioning.

One of the best guides ever written on link popularity has just been released by MBA Marketer Neil Stelling: Link Building 101. Reading Neil's report is like having a personal coach with you full time.

2. Articles, Forums & Cross Linking

No new discovery. Post to forums and write articles (with your URL in them, of course), and sooner or later one of them will be found by a search engine spider. Furthermore, if you write a valuable article or comment in a forum, **try submitting the exact URL to search engines to get faster results**. ;-)

If you write articles you must make them visible. Some marketers build entire new sites to post their articles. You can too. Build a Web site with your articles and link the pages to your original web site home page. **This works best if you use a different host each time.** Don't forget to submit these sites to search engines too. This is known as cross linking... Linking all of your sites to you other sites.

TIP
There are tons of different free web host providers out there!
Some, like **Netfirms**, will let you host your domain for free. If you don't want to buy a domain, it will give you a sub domain with your user name first, like:
www.profitstrand.netfirms.com
This is important when Optimizing your site.

3. Testimonials

A great way to increase link popularity is to write **good testimonials** for products you buy. Note that most merchants support their products by publishing what others are saying about their services. If you have an ebook, software or whatever, and thus have the contact info of the merchant... don't hesitate and **write a strong testimonial**.

Just let them know **why you love the product and how it is helping you in any way.**

Add your name and URL at the end of the email.

One out of 5 merchants will ask for permission to publish your quote if it is convincing enough. Answer with a big yes. This is one of the best ways to obtain high quality, top ranked links.

4. Check your link popularity with Google

Type link:http://www.your-url.com in Google's search bar.

You can also check this using Google's tool bar, by selecting the Info Icon and then clicking on "backward links".

This will show you the indexed sites currently linking to you. **You may use this to check your competitors' link partners**. It is a good idea to try to swap links with them too. If they have done any good to your competitors... chances are they are good for you too.

- **Things to Avoid**
Do not, by any means, spam with links. Do not blast your link to FFA sites or link farms (pages which are just a list of links with any other content and usually, with no site description.

Do not post or swap links with sites that have nothing to do with yours. Search Engines may consider this practice spam.

Do not post any irrelevant link in your link directory. This will hurt you too, since search engines may consider you are trying to spam.

Do not eat after midnight. Eh... Sorry, that was just for gremlins, right?

Final note: TIP !

When you create backward links, try to use your keywords in them. If you want to increase your "link reputation for, lets say, the keyword "Marketing Ebooks" for your main site, then use this link.

[Marketing Ebooks](#) : Only top ebooks and reports with useful info. No Hype!

If your link include the keyword, then Search engines will consider your page to be important for that keyword. In the long run, with a few links like this, **your rank for that keyword will increase. ;-)**

Tomorrow we will take the day half off. You will receive a short lesson about automatic link exchange.

Go get some rest!

Link Exchange Robots
Auto Pilot Link Popularity

We've been doing great progress ! I hope you are finding this lessons useful. Today we will take the day half off. I just want to add a few things about **link popularity** and then, you will be free to go back to the sofa.

No more complaints, lets get back to work.

As we saw in the last lesson, Link Exchange is a time consuming process indeed.

But it is worth it if you want free quality linking that will dramatically improve your search engine positioning.

Link Popularity is the mother of Search Engine Rankings.

If you are feeling lazy, or just don't have the time to look after your link popularity and Page Rank, there are several ways to **drive your linking strategy on auto pilot**. The most common and the most effective is the use of quality **Link Exchange robots.**

It is really up to you. You may achieve the exact same results doing the work manually or using a robot to do so. The difference is speed and volume...

Remember what we mentioned in previous lessons: Time is, in the end, money. How much do you price your own? If you can find a way to affordably earn a bit of time, then go for it!

A robot will automate the search for relevant link partners and bring you back a massive amount of possible exchanges. It is indeed a useful tool if you are serious about getting "Big" in the Internet.

After reviewing several options, Our choice is ZEUS Robot.

Zeus will **save you 95% of the time involved in the tedious process of trading links**. Zeus finds web sites for you to trade links with, organizes, emails and even creates your Link Directory for you, directly to your web site.

A Link Exchange Robot will indeed make your life easier, specially if you are fighting in a high competition market (ebooks, marketing, real estate, health). **In other markets it works almost like magic.**

The other face of [ZEUS Robot](#) is that its price sometimes draws back many "newbie" customers. However a second look at it will always return the impression that Zeus is really quite cheap if you consider all the benefits involved in its use.

Zeus software has a great **support team** and an iron clad **guarantee**. It also offers a **free trial version**. Fair enough and indeed worth the try.

==Note (Super Tip)==: If you [Visit The Site](#) and decide to purchase make sure you catch the **"one time offer"** pop up window after you click the purchase button. This will give you a huge discount and will add on exclusive features... ;-) . If you miss that first time offer and decide to purchase later, just delete your Internet History, temporal archives and cookies. This will give you the chance to return to the page as a "new visitor" and grab the "one time offer again".

That's all for today. Tomorrow we will cover the last part of our SEO lessons: **Search Engine Submission**.

We will also provide you with a great tool to monitor your rankings at Google (for free).

After that we will go into **Pay Per Click Marketing, Advanced Marketing, and Ezines**. These topics are the real hot Marketing techniques that will make you money.

Have a nice day!

Submit To Search Engines
Or make them find you!

The first and most important question of all. **Do you have a submission budget**? This is, do you want to pay for getting your site listed or do yo want to do it for free. When done correctly, paid submissions will help your marketing efforts quite a lot by ensuring that your site will be listed fast.

But you can do exactly **the same for free**, with some effort on your side, by knowing the correct techniques and by investing a little time. Search engine listing is somewhat like a lottery... you can put in effort and still find out after two months that you are not listed anywhere... Do not panic.

The first step you want to take **RIGHT NOW** is to find out if your site is listed in Google. Oh yes, you can do that for free even if your site is ranked in position 89503802.

There is a **simple yet powerful tool** that Search Engine Optimization pros use to find your site and start working on it. Now you can too for free. **It is called Googlemon**. Get it here.

It's a ZIP file (you will need winzip or a similar program). After you install the simple software you may search for your site listed under any given keyword you choose.

Ok

Is your site listed?

If it is, then you have a great part of the job done.

It doesn't matter if your site is ranked in place 80820852.

You can fix that little by little by **applying the techniques reviewed in previous lessons from this Marketing Master Course.**

Free Submission

Note that some engines also have a paid inclusion program, that will enhance your submission. They will be reviewed later. Since Search Engines and directories are quickly changing, arranging new systems and even closing up, we will just review the mayor, established top guns.

GOOGLE

If you want to get free search engine traffic **you better be listed with Google**. You may have noticed that this popular engine has a submission page, located at www.**google**.com/addurl.html .

But also, you may have noticed that **this submission page is nowhere promoted in Google's home page**. This is because Google will not use the sites submitted this way as a primary font for its index. Too many people spam by submitting their sites over and over again. Be careful! Googlebot (the robot in charge of indexing sites for Google) seems to rank sites NOT submitted through the submission page higher.

The way Google likes to index sites is **by finding links to it in pages already listed in their Index**. You can easily achieve this by starting a link popularity campaign as explained in previous lessons. (exchange links with a site already listed in Google).

It is also a fact that, although Google performs a huge general update every month, high traffic sites get updated more often. Find a high traffic site, get your link in it and your page may be indexed in a few days!.

It's up to you. If you decide to submit your site to Google through its submission page do not overuse it.

Submit just your homepage. **ONLY ONCE.**

It may take from a week to two months to see your site listed in Google. After it does, your site may be found by thousands of minor engines that use Google's database.

Google is indeed you FIRST and sometimes the ONLY reliable source for free search engine submission.

YAHOO!

If you want to submit your site to Yahoo for free you need to register as a Yahoo! user and a lot of patience too. More info here http://search.yahoo.com/info/submit.html .

This is the biggest lottery on the Internet. Submit through its free submission service, sit back and pray. Anyway. It won't hurt you to try.

AOL

AOL is currently **using Google's database** for its listings. If your site is listed in Google it WILL be listed in AOL.

ALTAVISTA

This engine uses **Yahoo! and Overture** to build up their database. You must get listed in Yahoo! to find your site in All the Web

FAST/ALL THE WEB

This engine uses **Yahoo! and Overture** to build up their database. You must get listed in Yahoo! to find your site in All the Web.

DMOZ

Sooner or later you must consider submitting to the Open directory project, the "biggest human edited directory of the web". Other search engines like Google will consider that your site is more important if listed here. **This means it will rank higher in Google.**

Make sure your site is **completely optimized as seen in our SEO lessons**, that your Meta Tags are checked and double checked and all of your links are working. You MUST read the info provided by DMOZ before submitting in order to guarantee success. Read them and submit here : http://www.dmoz.org/add.html

You should submit your site only once. ONLY ONCE. Otherwise, DMOZ editors may ignore your site completely. As a general technique, we recommend sending a polite email to the DMOZ editor of the section you are submitting to.

Minor Free Directories

Do not undervalue the power of minor directories. They may increase your link popularity and open your way to a Google listing, for example. Furthermore, it will increase your site's visibility. **However, refrain from submitting to FFA sites and similar (as stated in previous lessons).**

Ask yourself: does the site looks like it can offer a good service to Internet Users?

The directories provided below will act as back links to your site for Search Engine Optimization purposes. Google will find your link and index your site. Although you may find massive submission software all around, we recommend you adding your site manually to each of them.

- [Web World Index](#)
- [World Wide Wub](#)
- [Zeal](#)
- [Directori](#)
- [WOW directory](#)
- [DirectoryArchives](#)
- [Yeandi](#)
- [Seekon](#)
- [Turnpike](#)
- [JoeAnt](#)
- [Gimpsy](#)
- [websavvy](#)
- [411](#)
- [Web World](#)
- [buzzle](#)
- [The Directory Site](#)
- [Genius Find](#)
- [Quango](#)

Of course... There are more quality directories. Keep an eye for them as you surf the web. They will do you no harm!

Paid Submissions

Sometimes spending some money on your Search Engine war will result in winning some essential battles sooner.

YAHOO!

If you have a marketing budget it would be wise to check Yahoo's paid inclusion program. As seen above, a listing in Yahoo will open you the doors of many other engines. What is it worth to you to get listed fast? Well, Yahoo thinks that it must be $299

The Yahoo submission process is pretty simple and straightforward: find the category within the directory that best suits your web site, and then pay the $299 annual registration fee to Yahoo!. Remember to take your time and think carefully about the category that you are submitting your web site to, as the $299 is non-refundable.

To avoid being rejected and losing your money, read their guidelines carefully. Check Express Submission at
https://ecom.yahoo.com/dir/express/intro/

ASK JEEVES

One of the most cost effective paid for inclusion programs. $30 per year guaranteed inclusion.
Check it out. http://sitesubmit.ask.com Any extra URL submitted will be charged at a discount price of $18

Like always, note that there are more paid inclusion programs. If you are tempted by any other offer not mentioned here, please look at it closely and study it carefully. We don't endorse what we don't use. The above programs do offer quality and outstanding services.

This is all for now.

Tomorrow we will cover **Pay Per Click Engines.** This is the unique. Top technique and **Strategies** that most Internet Marketers use to promote their products. Pay Per Click Engines are a necessary companion for Free Search engine Submissions or Paid Inclusions in directories.

As an extract of tomorrow...

Have you heard about [Overture](#) ? Do you know it provides results for mayor Search Engines like Yahoo ? Do you know you can reach over 80% of Internet users and even guarantee you will get a top ranking?

Too eager to wait? Again is your choice to continue...

Pay Per Click Marketing
The Power of Targeted Buyers

You have probably heard a lot about Pay per Click Marketing. It is said that this is the most cost-effective way to make business online. It is.

To put it simple, Pay Per Click (PPC) consists in **paying for Internet visitors that are interested in your ad.** You write an ad, post it, pay a previously arranged price for each visitor to your site and then hope that your page will do the job correctly.

PPC search engines make their clients bid on keywords (remember your keyword lesson?). The one that pays the most will rank in first place when a user types that keyword in the Search Engine page.

Yes. It is the paid alternative to rank high in free engines. Furthermore, PPC companies associate with large free engines so that your ad will be seen in those too! Furthermore, you can bid for any page at your site.

They Work !
The Top PPC Engines Reviewed

1. Overture (get $10 free credit)
Overture and its partners reach over 80% of all Internet users. Their traffic volume is gigantic. Each month, over 2 billion search queries are processed by Overture. If you advertise with them, your ad will appear on the Web's leading search sites including: Yahoo, MSN, Lycos, AltaVista, and InfoSpace. Not bad right?
The only drawback for inexperienced marketers is that their bids are quite high. Minimum bids start at $0.10 and competitive keywords may be overpriced. Why? Because Overture works. You'll spend a bit more money, but you will get better results.

But don't just take our word. Overture is the main engine used by top affiliates like Rosalind Gardner. She explains her techniques in The Super Affiliate Handbook

2. Adwords

Adwords is Google's answer to Overture (owned by Yahoo). They supply search listings to Google, Netscape, AOL, Earthlink, Ask Jeeves and Sympatico Lycos.

Its outstanding results hit the Internet like wildfire in 2003. Now, with more and people using Adwords, biddings are going a bit up. Minimum start at $0.05. But there is a good chance you can find a unique keyword or niche that can literally make you tons of money. Its interface is easy to use and accounts are approved instantly. You can get started 10 minutes from now.

The best ebook written about how to make money with Adwords even if you don't have a web site is, of course GoogleCash. This is one of the most famous and useful works on the net **(I made my first thousand bucks using it).**

3. Enhance Interactive

Setting a campaign with **Enhance Interactive** (formerly aha.com) will get you access to over 500 million searches a month. They offer outstanding service and as for 2004 they partner with Earthlink, Altavista, Looksmart, and many other large sites. Your ad will be viewed at this Search Engines. Enhance has the advantage of being relatively less populated. This means that bids are much lower than in Adwords or Overture, and their campaigns still offer good results. Bids start as low as $0.03

They now offer $10 free for new subscribers.

4. Kanoodle

Kanoodle serves results for Hotbar, CNET, Galaxy, and thousands of other sites. The quality of its traffic is not as high as that provided by Overture, but you can still find keywords with low maximum bids. Many marketers take Kanoodle as a way to test a new site or product before going "Big Time" with Overture.

Bids for Kanoodle are going up quickly, but there are still much lower than other PPC engines. Minimum bids had gone from 0.01 to 0.05. Kanoodle offers one of the rare free services out there: They will create your listing and select your keywords for free. Other sites will charge you up to $90 bucks for this. **UPDATED NOTICE: Kanoodle is starting, in our opinion, to lower the quality of their results.**

There are, of course tons of other pay per click sites. It would be impossible to review them all here.

And... for the meantime, we recommend you to stick with the top ones. You don't want to invest a single dollar in poor advertising, do you?

Selecting keywords for PPC

Indeed, people make and lose a lot of money using PPC engines. There are some basic guidelines pros use to make sure they are in the first group. Unfortunately, most new marketers will experience failure before they understand what they were doing wrong.

When selecting keywords for your PPC campaign, the Engine User's Guide will tell you:
1. To bid on as much keywords as you can so you can get more traffic
2. To try to be number one, two or three in ranking to get more traffic
3. To set your campaigns on auto pilot and order an automatic money "refuel".

Well... They want to make money. In fact, they are not lying to you. You will get more TRAFFIC this way, but... would you get more SALES ?

NO. NO. NO. NO.

Why? Because you are not looking for just traffic. You need ultra targeted traffic. This is, visitors that are looking for what you offer and that have money in the wallet. To make it simpler...

Imagine you have a site that promotes **"Luxury Red Cars"** . If you bid for the keyword **"cars"** you will be getting a lot of TRAFFIC, but you will not get many SALES. Because visitors could be looking for any kind of cars. Maybe they want a **"big brown family car"**. But they see your ad and feel curious, so the click on it... **you pay for that visitor**. Would he buy a luxury car?

NO. NO. NO.

So. You are losing money.

Go for specific keywords so users who find your ad are really looking for what you offer. Try to use two or three keyword phrases... unless you can fully define your market with a single word.

Don't bid on hundreds of keywords. It is better to have just a few, highly profitable keywords. When you first set a campaign it is ok that you come

up with a large list. But, follow it closely. Delete those keywords that are not performing well. (delete the ones that get no traffic and the ones that get traffic but produce no sales).

<mark>Sidebar:</mark> How can you know which keywords are converting into sales? Well, by **Tracking your ads.** Tracking is one of the most important aspects of modern marketing. You need to know where are your visitors going, where do they come from and who buys what. Many PPC engines will offer a Tracking system,but I recommend to use a third party one. You'll have more control. Take a look at <u>Vericlick</u>. They only charge for actual clicks. No monthly fees or set ups.

About ranking #1 or #2....
Unless you have a site that works exclusively with huge traffic, chances are you will be losing money. ranking #1 at Overture will bring you **a lot of TRAFFIC by placing you on top positions at Yahoo or AOL**. But the huge glut of click throughs (remember, every click costs you money) you'll receive from novice Internet users at this Big Gun engines **will drain your PPC accounts quick.**

You should **test it by yourself.** Perhaps your specific product will convert a lot of visitors into buyers. It's up to you to take the risk. if you are not making at least **twice of what you invest in PPC**, then look for another strategy.

Try bidding for position #4 or #5. This will keep you away from the BIG search engines and from the big TRAFFIC blast. If you still get fluent traffic this way and get fair conversions... then you've found your approach.

You may also test including the price of your product within the ad (if you are biding to promote a sales page). This will make many non-buyers turn away before clicking.

Finding Profitable Niches
If you find a keyword that has a lot of potential traffic from search engines and that have little or no PPC campaigns for it, then you have a pure gold mine.
Get your keyword, type it at <u>Overture's Keyword Suggestion Tool</u> (we reviewed it when studying keyword selection in past lessons)

Write down how many times that specific keyword has been searched in Overture. Then, go to Overture's search engine in its main page (<u>www.overture.com</u>) and check how many paid listings there are. Do the

same at Google. Write down the result and decide. Little competition and big demand=gold.

Oh yes. This is a tedious task... but very rewarding! Like for all difficult marketing tasks, there is a perfect tool that solves the problem. Check the Adword Analyzer and find out how it can actually make you successful from a start !

Remember that you should track your ads... and that you must risk and test in order to find your ideal PPC strategy.

The goal with PPC is t**o increase your SALES, not to increase your TRAFFIC**. It's more valuable to you, as the PPC advertiser, to receive only 10 new visitors in a month if they're all qualified and likely buyers, than it is to pay for 1,000 visitors a month that found you by mistake. It makes sense.

Tomorrow we will take a look at autoresponders, newsletters and Ezines.

Go get some rest. ;-)

Advanced Marketing
Profitable Newsletters and Ezines

You see them all around. You may even be subscribed to one or two.

Step by Step for the sake of newbies.

Autoresponders

A script that will send emails automatically.

This way, you write your messages once, use an autoresponder and make the program deliver them whenever you want. (one day from now, two days, five days... etc).

In the end, this is all about asking permission to email people with messages that will promote your products and that, hopefully, will make you money.

Autoresponders may be triggered in many ways:

1. By sending an email to a certain address
2. By filling a web form (just like you did when subscribing to this Course)
3. By importing email address lists into the program.

Autoresponders are in fact, together with Pay Per Click Marketing, the most useful and profitable way to market online.

You can use Autoresponders to promote any product by making possible customers sign up to your list. **More on how to do this in a minute.**

> **Sidebar:** *Beware of giant email address lists sold around the Internet. Chances are you may be accused of Spam (unwanted email). Furthermore, you are looking for targeted readers of your messages, not just any email address.*

AutoResponder Strategies

Get An AutoResponder (our choice is [GetResponse](#))

The first step, of course, is to select a good autoresponder program. Don't give in to hype. OF course, like in most cases on the Internet you must choose between paid or free. And as always, it's up to you. When dealing with autoresponders you must decide if you want third party ads on your emails or not.

In fact, let me tell you, you don't want them. You want your reader to get just YOUR info, that will include YOUR ad or recommendation.

And... refrain from using free autoresponders that promise not to include ads in your emails. Experience tells me this is not always true plus, some will actually use the emails on your list for their own profit. AND YOU DON'T WANT THAT.

You can also find a**utoresponders that you can implement in your site using pre-built scripts**. They claim to be very functional and you can keep them forever with no monthly fees. Well. the fact is that e**ither you have some experience as a programmer or you are going to have some trouble installing and uploading it** to your site. Furthermore, if your server goes down any time your autoresponder will go down too. And. If you decide you want to change your server, you will have to move all your scripts and install them again.

Although you may find a good number of reliable autoresponders, **we recommend [GetResponse](#)**. They offer unlimited autoresponder accounts, high flexibility, automatic web form creation (so your subscribers may sign up), ultimate pop up creation, HTML or text emails, free bonuses, a lead generating service... plus much more. Just taking a look a the huge bonuses they offer will convince you that they are serious about their service.

They also offer a f**ree evaluation version** of their service (which will of course include third party ads).

Price: $17.95 monthly and huge discounts if payed quarterly !

Since you are going to NEED an autoresponder if you want to market online, why not partner with a quality service?

How to Promote Products

So. You have your Autoresponder service set up, and you (hopefully) will find it easy to create web forms and learn how to trigger your messages (this is different in each program so please refer to their sites or support).

Step 1: Now you have to decide what do you want to promote with your autoresponder. The process is much like the one we followed when deciding what affiliate programs to choose (again, contact us if you missed that lesson).

Select a product that relates to your site. Lets say you have a site about Gardening, It will be a great idea to promote an Ebook on how to grow beautiful yellow roses (for example)

Step 2: Come up with **something that your visitors will want**, that you can provide for free and that **relates to your site AND the product you want to promote.** The point in offering something your visitors want and that is free is, to find good prospects to Pre-Sell to. This is, prospects that are willing to give you permission to email them. Check lesson 4 for more on how to Presell.

Lets say you want to promote a **Book on Yellow Roses**. Then you may offer, for example,

1. a free report on what kind of soil roses need. (By the way, I have no idea about gardening).
2. A free three day course on how to take care of flowers
3. A free ebook or a bonus ebook you have reseller rights to
4. A weekly report full of useful gardening tips

Offer a Bonus that you can deliver by email and that will take more than one day to complete. For example, a report or a special 3 day course. If you offer a downloadable ebook, make sure you offer the link by email, not directly after getting the email address. This way you will make them "have to" check their email with your info in it.

This will make them check their email box if they want your info. And they will start getting used to your emails.

Also, make sure you tell your subscriber how they will get your report and in which format (WORD, PDF, HTML...).

Be creative!

When visitors to your site sign up, your autorepsonder will send them your messages (do not send more than one each day, since this may annoy your subscribers).

Of course, you can also ask people directly for their email address telling them that you will send them ads with the hope they will purchase from you. If anyone signs up this way I guarantee it was by a lucky chance.

Who wants to get their email box full of ads?

People want INFORMATION.

In these informative messages you will include the link to the product you want to promote. This may be in the form of a **recommendation or endorsement**. Lets say you are talking about flowers and "casually" mention roses. Then you can introduce a sidebar with a short ad about your product.

You may also use your **ad as a top ad on top of your free report, for high exposure.**.

Or even better, when talking about a subject, **mention that the ebook you want to promote will cover the topic in depth** and will offer great results. **PRE-SELL**! Let the content on your message lead naturally to your product.

If you want a proven blueprint on how to create a profitable Ezine or newsletter, you NEED to check the [Guide To Creating And Promoting Ezines](#) by Karon Thackson. A must.

How to get subscribers
Experienced Marketers commonly agree that **"The money is in the list"**. Well. It is true.

The only big barrier between unexperienced marketers and successful gurus is the number of people who have subscribed to their autoresponder.

They also offer something for free and then keep sending newsletters with valuable information for their subscribers (remember they can unsubscribe at any time) and links to the products they want to promote.

The one million dollar question is :

How to get tons of subscribers?

Well. You have several choices.

If you have a good flow of traffic...
If you already have a consistent flow of visitors to your site and you are not getting their email addresses into your autoresponder then you are definitely losing money. A lot of money.

Look at it this way: Visitors to your site may either buy something from you or just go away. By getting their email address and permission to email them, you are getting more chances to sell something to them. It seems logical, then, to get them to give you their address almost at any cost.

The technique is simple yet very effective. You have probably already seen it all around. It's all over because IT WORKS.

Step 1: **Build a page on your site that will have a web form** into which your visitors will have to input their name and email address in exchange of some quality info, report or super free bonus. Make sure you link to this page from your home page. Furthermore you, can include a brief note mentioning your super bonus offer .

Make sure you mention it is free. Since every autoresponder has a different protocol, please refer to their specific instructions. Our choice is GetResponse, because it's so easy to use! They will create everything for you. Just cut, paste and GO!

Step 2: Since most visitors won't visit your sign up page you will need to... **Build a pop up window** (in you home page) which will either pop up when someone visits your site or when someone leaves it. GetResponse offers all these features. And it makes them easy to use even if you haven't heard of it before!

And forget about pop up blockers blocking your window. Actually, this technology is called "Pop Over". Totally anti block !

Of course, there are also free resources to build your own Pop Up pages. Although you won't have as much features, take a look at the online creator from PCMan Website.

As seen before, you will need to **offer something that is of value** to your visitors to make them subscribe to your autoresponder. If you can include a picture of it, that would be great! (a virtual cover for your free report).

What you offer to them must be Useful, Unique and of good Quality. Don't just offer what everybody else is offering. Take a look around the Internet, you might find free quality reports that you may distribute at your will (make sure that you can, you don't want problems with the authors).

Make sure this are QUALITY bonuses. If you have no idea what to offer to your visitors to make them sign up take a look at Teresa King's Amazing Super Bonus Bonanza Pack.

If you don't have a good flow of traffic...
 Ok. Relax! You can still get subscribers. However, it will be very difficult to get them for free.

1. Signature
Whenever you write an email or write an article or post in a forum (most on this in our next lesson), make sure you "sign" with your name or a brief description of your free bonus plus the URL of the page your web form is standing. This has to do with viral marketing, which will be discussed soon...

2. Pay-Per-Click
Use the Pay per Click Techniques explained in lesson 11 (last lesson)

3. Classified Ads
Use classified ads. Instead of advertising your home page, advertise your free bonus.

4. Buy Leads
You must be **very careful with this**. Buying emails from the wrong sources may result in spam complaints and most often if Zero results. Why? Because most email address packages are not TARGETED. This means, that those people were not looking for your offer. Theory is much like the one explained for Pay Per Click Marketing, if you recall it. Our advice is that instead of buying email packages, pay for a Lead Generation Service.

GetResponse autoresponder service also offers a Lead Generation service. They will advertise your autoresponder for you, **with the words you choose and the offer you prefer**. This ad will appear on high traffic sites

and people subscribing to your AutoResponder will be people who found your ad, liked it and clicked on it. 100% Targeted.

Plus, they will offer 1,000 ad impressions for free when you sign up. This will not be as targeted, but hey, it's free. Use it to promote anything you want.

If you are willing to use any other service, please look at its terms closely. If you need further advice, just ask. We can help you!
course@profitstrand.com

The best choice is to combine the techniques mentioned for good traffic sites and the ones for low traffic pages. Build your web forms and pop ups AND promote your autoresponder in as many ways you can.

And remember, Rome was not built in a day. 200,000 subscriber lists are not build in a day. Take it one by one. And treat each subscriber as gold. They really are! Make them feel happy, build confidence and Pre Sell to them.

And ....

One more Step: Newsletters and Ezines

No. You don't have a Newsletter or Ezine just because you have some addresses in your autoresponder. Remember that what you have done until now is:

1. Offer a free bonus in exchange of an email address (an ebook a report)
2. Offer product you want to sell to your subscribers

Remember: they can opt-out of your list any time!

Now you want to **build confidence and a long term relation**. Ask yourself: Why did they subscribe, what do they want? Is it good information about Gardening?

Then offer them a weekly or bi-monthly **newsletter** with great gardening tips, links to gardening shops (of course you want to be an affiliate of that shop).

Make them remember your name, make them trust you by helping them out, by answering their emails... and they will buy what you recommend. **Because they will feel you are there to help.**

To build confidence you must make your subscribers feel you are an authority in your topic. You can achieve this by **writing articles**. Research a topic and then write about it. If your topic is gardening write a few articles about flowers, about how to use fertilizers, about what flowers attract humming birds... Include two or three articles in your weekly or semi-monthly newsletter. **We will cover article marketing a bit more in depth tomorrow.**

*Writing about a topic you know should not be a burden, right?

*Treat your subscriber respectfully, but as a friend too.

*Use their first name when "talking" to them. ([GetResponse](#) and any other quality autoresponder offers this feature, that will automatically drop in your subscriber's name or any other detail you want... and you don't need to type it down for every different prospect! Just write [firstname] in your message and the program will personalize it for each prospect.)

*If you happen to get a lot of subscribers you can even start selling advertising space in it!

WAIT! One more tip to go!

Remember our lesson on PPC marketing? Well.

Think about this: You send targeted visitors to your site and they decide to buy or not to buy...

How about sticking an irresistible offer (free course, ebook or any other bonus) in front of their faces? If they decide not to buy your product or service they still may be attracted by your free offer and you won't totally use that customer.

It makes sense. If someone is not interested in product A, who knows, he might be eager to buy product B in the future. **Here is where your list will make you money.**

Well, that's all for now.

Tomorrow we will keep up with Ezines a bit.

After all, while you build your own Ezine or newsletter, you might need good, targeted Ezine reader customers right?

In the next delivered lesson we will take a look at a**dvertising in Ezines. Why, where and how**.

Now, go get some rest...

Advanced Marketing
Advertising and Benefiting with Ezines

Advertising in Ezines is the surest way on the Web of reaching your target audience almost immediately.

Even if you have your own Ezine you should use other people's newsletter in order to access a bigger market of targeted prospects. This is particularly true if you don't own a list of at least 10,000 subscribers.

You **must** add up marketing opportunities!

When Ezine advertising was born, it quickly became for many the best invention of modern marketing. Imagine... Anyone could benefit of a HUGE list of targeted subscribers without having to work out such a big list.

Benefit from others work, this is.

Or to put it better, and straight forward... **pay for the results of other's hard work.** In the end, as you for sure already know, Internet marketing is all about investing (money, time, or both) and earning more time and more money in return.

The best way to understand Ezine advertising is to see how it's actually done. Perform a search on Google for one of your main keywords and look for a web page that is in some way related to yours. Look for their newsletter or Ezine. and subscribe!

Do this with at least three or four Ezines. If you have time to spend on this business, study each newsletter for at least two or three issues.

Read the info and look for the ads!

Ads may refer to services and products available in the Ezine owner's web site or they might promote third party products.

You must ask yourself a few questions by now.

1.Which Ezine is best looking (this doesn't mean just fancy graphics)?

2.Which Ezine offers the best info on the topic?

3.Which is more useful?

4.Which ad attracts your attention the most?

5.Where are ads positioned (top, middle, end) ?

6.What kind of products are they promoting?

Make a quick list with any other feature you consider important in those Ezines. You will be using this info to develop a pro and targeted Ezine advertising campaign.

Choose just high quality Ezines! After all, would **YOU** purchase something advertised in a weak, poor Ezine?

Once you have a fair understanding and knowledge about the Ezines available on your particular topic, aim your attention on your single favourite one.

This is, the one that offers the best info, is good looking (a top Ezine may be good looking even if it doesn't use HTML or graphics) and nicely carries some third party ads.

Refrain from using Ezines that are just ads and ads and ads! Who would like those Ezines? Furthermore, who will find your ad among all the others?

Once more, this important marketing task can be tedious, boring and time consuming. Put it this way: The hard work done once can bring you profits over and over again...

If you find, study, and test a profitable Ezine advertising campaign, then you will be able to use the ==exact same blueperint to your benefit with little or no more work.==

Theory is simple: match the Ezine to the product you're selling and you've reached your profitable target audience.

Easy enough, right? Yet so many people are paying for ads on untargeted Ezines!

Kinds of Ads available for Ezine Advertising:

Classified Ads: three or five lines of text, including a headline, the ad body and a link to click.

These ads relatively cheap to buy. The key is to run this ads in more than one issue. After all, few of us buy something the first time we see it.

You may find that a particular Ezine is selling classified ads in the top, middle and bottom of their mail.

Sponsor ad: At the top of the Ezine and is <u>seen by every reader</u>. Since these readers want to receive the Ezine. This is a sure shot to customers

Solo ad: An email that is sent to everyone on the Ezine's mailing list. Contains only your offer. There will be no other info and no other ad in this mailing... This is the technique that brings a better response,

Prices, of course, will vary from Ezine to Ezine and depending on the type of ad you are willing to run. As a general rule, a 5 line normal ad in an ezine that goes to 3000 people will cost you between $5 and $25 per issue.

The Directory of Ezines

Oh, yes. Someone has already grouped the best Ezines around into a directory, which specifies the number of subscribers that Ezine has, advertising rates (with unique, special discounts..!), contact info, article submission guidelines and so much more... On almost any topic you may dream of!

The project is called the [Directory of Ezines](#) and no. Unfortunately, this is not a free resource... it just can't be, given the hard work and time put into this.

Mr. Charlie Page manages the site and among his clients you can find a big bunch of the top Internet Marketers.

Just a quick list: <mark>Yanik Silver, Rosalind Gardner, Corey Rudl, Jimmy D. Brown, Joe Vitale, Marlon Sanders...</mark>

You may, or may not be a newcomer to Internet Marketing, but you've probably heard some (if not all) of this names. These are the guys making six figures online.

Down to the dirty details then:

If you wish to use the [Directory of Ezines](#) you will have to pay a minimum fee of $47 for one year. You can also buy a life time subscription for $147. Take a look at the great bonuses Charlie is offering lately and decide the best value for yourself.

Once more, remember that time is money and **this resource WILL save you a lot of time AND money.** There is a minimum number of subscribers to allow an Ezine to be part of the directory and you can also find free ads, or a space to publish your own articles.

This is a totally winning membership. No doubt about that. We will not endorse any other directory, since we have only found clear, straight, success using the [Directory of Ezines](#).

The Lead or Sale Dilemma

So. Ask yourself.... **DO you want sales or do you want ezine/newsletter subscribers?**

While it is true that, in the end, what you want is a money making, cash in the hand sale... isn't there a way to get both when advertising in Ezines.

Your hard won and easy gone advertising dollars must stretch as much as they can!

Down to earth. You have three options:

1. Give it a solo shot... make your ad a straight sales proposal. Make them click , get them to your site and hope that it can deliver a sale!

2. Use Ezine targeted advertising to build your list. Promote a free product or service and make them subscribe to YOUR newsletter. Follow up with those prospects using your autoresponder and try to close a sale on any of your products.

3. Advertise your product wisely, get them to your site... and make sure you ask for their email in exchange of a super bonus in case they don't buy... (and if they buy too).

<p style="text-align:center;">**<mark>Don't Waste Your Dollars!</mark>**</p>

Tips For Killer Sales Letter and Ad Writing

Format – Yes, there is a common format most text based Ezines use for their ads and articles. Make sure you follow this guidelines to ensure easy and fast publication (if you are promoting in HTML Ezines, this won't harm you either).

AIDA Formula- There is an old, but very effective formula to write a response pulling sales letter or ad. After all, what works in Internet Marketing works for a long time. It is called **The AIDA Formula.**

Each letter stands for an extremely important factor.

A = <mark>Attention:</mark> Make sure your headline catches your readers' attention. It must excite them just by seeing it. Make sure your headline conceals a common interest. Consider a concern that your target market has!

Here are a few examples:

1) TO THOSE WHO WANT TO LIVE AT FULL
2) HOW TO FINALLY QUIT YOUR JOB –STEP BY STEP-
3) THE DANGEROUS EFFECTS OF MOST DIETS

I = <mark>Interest:</mark> Interest is created by offering your potential customer multiple benefits. Customers buy on benefits not on features.

D = <mark>Desire:</mark> Build desire by making your offer irresistible. Include free bonuses (they can keep even if they return your product) Include an iron clad guarantee.

For some years it has been important to build urgency into every offer. Like "Order in the next 42 hours and you will get this super bonus." This will be okay if your target prospects are not very used to Internet commerce.

The fact is that so many marketers are using this technique that it is losing its initial effects. Some are even using the counter point: "I will not use a script to tell you this offer will end in 24 hours..."

Your choice. Test, test and test;-).

A = **Action.** Most important of all, you must call to action. You must ask for the money! You also must make it easy for them to buy (as many payment methods as possible).

The AIDA formula may be applied to any ad or sales letter copy.

Remember this is a bullet-proof, tested technique. Why re-invent the wheel?

The Zeigarnik Effect- Talking about old, proven marketing strategies? The Zeigarnik effect was first described in 1927 by a Russian psychologist (guess what, his name was Mr. Zeigarnik). What his study revealed was that people remember uncompleted tasks better than completed ones, because of a psychological tension caused in them.

Translated to Internet marketing, it is believed and proved that uncompleted propositions or messages that create curiosity (because they are not complete) will cause your prospect to want to find the answer... and therefore to click in your link.

A quick example: "Did you know that a 20 year old boy is using a surefire method to make one hundred dollars any time he wants?

And yes, you could too. In fact the method is simple that you will wonder why you didn't use it before!

Want to learn more about this little secret?

Just visit xxxxxxxxxxxx"

There you go, the Zeigarnik effect in action. Depending on what is your target market and you marketing method, choose between AIDA and Zeigarnik.

AIDA is better for sales letters on your site and for direct marketing if your intention is to give a one shot chance to your product.

Zeigernick works great to drive traffic to your site... just remember: Deliver what you promise. You don't want to lose credibility.

Action Words- You have probably seen them all over winner sales letters and ads. Some marketers call them "psychological triggers", because when used correctly they push your prospect to take action, or to feel in a desired way (excited, concerned, happy, curious... and willing to keep on reading!)

Here are just some of them.

Absolutely
Authentic
Boost
Breakthrough
Caution
Confidential
Conquer
Daring
Danger
Discover
Exciting
Exclusive
Easy
Fascinating
Free
Freedom
Instant
Innovative
Jam-Packed
Love
Money
Magic
Miracle
Outrageous
Quick
Reward
Sex
Seize
Sizzling
Sensational
Unusual

Unlimited
Visualize
Wildfire

For more info , refer to your **Copywriting Whiz Pack** (at the Bonus Section of this Course). And know what... visit this site http://www.inst.org/copy/c_free.htm and you will get a FREE one time consultation with students fro the Copywriting Institute. Guess you didn't know about that site? ☺. You might get great ideas!

If you are really into Psychologic Marketing, we recommend you check Forbidden Psychological Tactics (it will for sure impress you).

Well, I guess that's enough for today...

We'll be right here tomorrow to learn about **articles and forums** (or right away if you wish ☺)

Advanced Marketing
Articles for Profit

By now, we all agree on that Ezines and Newsletters are one of the best ways to build a consistent Internet business. We also know that we must increase our exposure by using other marketer's email lists (specially if our won list is not that big).

However, although Ezine advertising is highly cost effective when done correctly, yo DO take a risk. A bad campaign can dissolve your dollars without offering the expected results. This happens either because your ad is not that good, because your product is not a seller, or because your sales page is unable to close a sale.

> **Ezine advertising is essential in any marketing plan, but there are other complementary ways (which involve less risk).**

Take note: Have you noticed that in many Ezines, **articles are not always written by the Ezine owner?** You got it. Many publications admit articles in order to maintain a quality flow of content.

One great thing about this method of marketing is that you can do it with NO money. It is a must if you are just starting your Internet marketing career.

Look for those Ezines like gold! You can find them either by visiting the ezine's web pages one by one, looking for submission guidelines... or you can email each Ezine owner individually offering your article with the hope they will be accepted.

Unfortunately, not all Ezines accept submissions. If you want to go straight to the ones that do , without losing your head and patience on the way, the Directory of Ezines is the best way to go.

It will show you **exactly** what Ezines accept articles, their guidelines, etc. And they list Ezines on every topic!

Make sure that the Ezines you approach are targeted to your market. Don't waste your time and editors' time otherwise.

If you decide to approach Ezine publishers directly, make sure you include your article in your message and **explain why you think it will be of value for their subscribers**. In the end, they all want to keep their list members happy.

Don't be cold. Use their first names and introduce yourself.

Also, subscribe to their publication and review it, just to get the right "tone" of the particular publication. See what kind of articles they publish. If you submit similar ones, you will increase your chances of being published.

Make them know that you subscribed and that you LIKED their Ezine.

Now that you have contacted the right people. It will be more than easy to write an article full of links to your product, ads and other profit pulling stuff, right?

WRONG !

Just testing if you were paying attention. Just in case you didn't hear that...

WRONG!

Remember publishers are looking for quality content, because they want to make their visitors happy. So... Give them what they want. Write for their subscribers as if they were yours!

Ok... So how do I make money with this then?

Remember this will be **FREE exposure for you**. You must define your goals. These should be, in this order.

1. Gain exposure and popularity
2. Drive people to your site

Writing in other people´s Ezines (try to write in more than one) will increase your popularity and will establish you as an "expert" on your topic. When someone come across a product endorsed by you, there will be more chances to turn them into buyers if they know and respect your name.

Provide quality content, useful info that will be of help for their readers. Furthermore, you may even replicate the articles of your own Ezine if they fit in other publications (you don't need to write new ones) .

The theory of the system to drive people to your site with articles is easy. There are two main ways:

1. Recommend useful information resources on your site
2. Add a resource box at the end of the article, with a link to your site. (Most publishers will let you do this)

<p style="text-align:center"><mark>**Make sure you do both!**</mark></p>

Imagine you are writing and article about tips for backyard gardening. In the article, for example, write about that a good way to decorate a corner is to plant red roses. Then you may mention that in (your page) they can find more information on red rose care.

The theory is much like the one used when preselling in your own site. Offer quality information and offer solutions. Recommend for the benefit of readers.

<mark>**This is not the place to post ads!**</mark>

To make it clearer... take a look at the Solo Advertising Mails (I guess you know how to identify them by now). See how they swiftly introduce a product, and make an offer after reviewing every benefit it will bring you....

<mark>**And don't do what they do!**</mark>

Furthermore, an Ezine owner will reject your article if you try to sneak a sales letter rather than an article.

Tips to write a good Ezine article

1. Create a catchy headline which will attract the attention of people looking for a solution to a defined problem. Try using the examples mentioned in the AIDA formula mentioned in the previous lesson as a guide.
2. Format your article! This will make it easier to include in most Ezines. Ideal: 65 character per line with a hard return after each line.
3. Make your first paragraph expose the problem to solve.
4. Try to offer organized solutions or tips for just one problem. Don't attempt to solve every problem in the world in just one article.
5. Make it easy to read. Separate ideas in paragraphs.
6. Try to make a list of solutions or tips (like 1, 2, 3). People love straight, to the point solutions. Give them some blueprint to follow. Tell your readers what to do first then second... to solve their problem or to use your idea.
7. (optional) Try to offer a link to a useful , free tool or resource (of course, try to make that info be in your site).

Try using the concepts in the AIDA Formula mentioned in the previous lesson. It works quite well!

In conclusion, If you can make a reader Take action, this is, do something to solve their identified problem, you may create a loyal prospect!

... And don't forget your resource box!

At the end of your article, include a box with your personal info and a link to your page, or the page you want to promote. Although at first sight it may seem like an usual place for someone to click, think it over...

If you get valuable info from an article, wouldn't you be willing to know more about the person who solved your problem and about other articles, and about what he has to say?

;-)

This box will be your "signature". Here is an example:

****
Jose L. Gonzalez is the editor of The Marketing Master Course.
Check it out today at http://www.marketing-master-course.com
****

This is a very short resource box. You can also include some info about your professional background. You can also list two or three different sites instead of just one, it's up to you.

Syndicate It!

This is... make your article available for ANY newsletter owner to use it. There are two critical steps to take.

1. Upload your articles to your site and state clearly that anyone can use it freely as long as they don't modify it in any way, and if they include your resource box the way it is.
2. Submit your article to article directories for free. This will enable Ezine owners to find your article. Here are some sites:

    http://www.xongoo.com/category-Syndicate.html
    http://ezineadhelper.com/articles/syndicate.htm
    http://www.connectionteam.com/art.html
    http://www.ideamarketers.com
    http://www.makingprofit.com/

Of course, you can use these resources to add articles to your own Ezine and Web Site while you build your own content.

Well... I guess this all for now.

 By now, I hope you look at Ezines in a different way... they are the real money makers on the Internet. The so famous phrase: "The money is in the list" is so true. And this, my friend, will not change in a long time.

Go get some rest. In our next lesson we will cover Marketing in Forums, which is really very similar to marketing with articles. This is also a Free method to promote your business!

Advanced Marketing
Using Forums for Profit

Are you subscribed to forums related to your niche marketing topic? If you are not...

Please do so right now!

You should join forums that relate to your business topic in order to learn more and to find out what your potential clients are looking for.

Also... participating in a good marketing forum will help you a lot with your business projects. Ask, learn, and meet other marketers just like you!

Use Google to find the appropriate forums. Type for example, using quotations: "*yourtopic* forum".

Don't waste your time with forums that don't have a consistent flow of posts. If the forum is not very active, look for another. You need a place with plenty of posts, **interesting discussions** and quite a good number of users.

Furthermore, an active forum with good traffic will regularly its pages appear in search engines like Google. Your post with your link might be listed –and found- by possible prospects!

What to look for in a forum

- As we mentioned... is it active?
- Do posters look at first sight like if they would buy something? Are they potential customers?
- Is the Forum listed in Google?
- Are there any "gurus" or popular expert posters? If you are not sure take a look at the links THEY provide. Mess around a bit and see what kind of people is participating the most. If a Forum has a good reputation it will attract more traffic... and this means more opportunities to get your message through.

- Will the forum give you the chance to get notified whenever someone answers to your post string?

As for **Marketing Forums...** we must say that, sadly, many of them turn over the time in link farms for forum spammers. Others, just don't have a regular traffic to keep it interesting... or don't have "experts" participating in it.

The ONLY marketing forum we trust 100% is the ==**Warrior Forum**==. It is full of top marketers, eager posters and tons of opportunities to learn, profit and even find Joint Ventures. The bad news... You can't just sign up to it for Free. And you can't just buy in your membership.

You must buy one Warrior product before gaining access. Guess what, the [**EbookWholesaler**](#) site, that we recommended as the best reseller site is one of those products. The **Warrior Forum** Membership alone is worth more than triple its prize, guaranteed!

Down to earth: Marketing with Forums

Forums are a great source if you plan to develop a new product or to build content for your site.

Browse through the topics, discussion titles, questions and answers... What are people looking for? What do they want to know? What do they miss? If you can solve any of these problems, chances are they will pay you for it in some way. And this, in the end, is what we want. ;-)

Write Reports!

1. Develop topics based on what you see in forums. Research and write a report on it. Offer it for free in exchange of their email address (build your list!).
2. Post messages to forums, answer questions regarding your topic and swiftly recommend "for more info you may download this free report" Link to your page and capture their email! Also, include the URL to your report in your resource box (yes, you will, most likely,

be able to have a two or three lines in your resource box with a link, just like with article submitting).

Build Pages !

1. Keep developing topics based on what people are asking for. Research and build a web page detailing that info. In that page, recommend your products, post affiliate links, build a pop up window that will offer a subscription to your Ezine... etc
2. Post messages to forums, answer questions regarding your topic and refer people to your information page. Also, use your resource box either with your info page or your free report.

More tips...

Notice that we are talking about **"answering questions"**, not just asking. If you want to establish yourself as an expert you MUST solve people's problems. Try to post regularly to become popular. Make people want to read your posts. Develop relations!

Use Your name, not your nick! You want to create a presence. Make people remember you! Make sure your name is somewhere in your message.

If you can change the subject of your posting, DO SO! When answering a question, don't just make your subject "RE:whatever" . Among many other postings, yours will be seen!

Also... double check spelling and accuracy of your posts. Sound professional and provide quality!

This is all there is to Forum Posting, hope you find it useful!

In our next lesson we will review **How to create your Own Products!**

Are you Ready...?
Create Your Own Products

Do you have a special ability, a deep knowledge on a topic or know how to build anything from software utilities to hair combs?

Then you can use the Internet to sell them !

We truly recommend to start as an affiliate marketer or reseller before attempting to sell your own products. This way you can start your Internet marketing experience right away and will get the feel of the market out there before you risk your own stuff.

Furthermore, **you want to have all the possible marketing abilities before you market your product.**

The process to go through before creating your own product is: **Identify a market, find or create a need, build... SELL.**

Basically there are three kinds of products sold online:

Tangible products (from shoes to cars)

Electronic products (software, ebooks, etc)

Services

Tangible Products -
If you want build whatever and sell it online, the only difference between the affiliate or reseller method is that you will need a stock and a shipping plan.

Start slowly, with few products in your stock, and build or get more as you go... but make sure you can do so quickly, you don't want to make customers wait!

You will have to invest time in building, processing orders, sending your product.

If your product is a result of your favourite hobby (like modeling, fo example) your own product can be rewarding. If it is not and it involves a lot of work, think it twice... Profits, like in any business will come slowly at first.

Did you know that Amazon (yes, big www.amazon.com) can process your tangible product sales? Take a look at their [merchant program](#) .

If you decide to set up an account remember, you will need to promote the product as well (not just list it at Amazon). This is, build a web site, use newsletters... etc.

Electronic Products –
Now. I know you were waiting for this. Probably you have already though about writing a great Ebook or Software and sell it to the big Internet Audience. Right..?

I hope you so !

Electronic products are so easy to make and so easy to distribute that sooner or later you must think about it. You MUST have your own product if you wish to create confidence in your prospects.

Writing a quality Ebook or creating a good tool will give you credibility and turn you in an official "expert".

As we mentioned in previous lessons, please remember that this electronic products cabe be either to sell, to give away or to use as a bonus.

So. What would you need to create a <u>Software Product</u>?

Your own knowledge on programming... or someone that can build it up for you, of course. There are ghost programmers as well as ghost writers.

You can also use a simple tool to create software that has been recently released. It's a little bit pricey, but many owners of the product are having great results *without the wildest idea about programming*. It is called [“Make Your Own Software”](#) by Mike Chen.

Some fellows I know have really created real thousand dollar makers with this tool. Take a look at how **EASY** is to create software with this. I did, and I can assure you I have no idea about coding.

The process is, in the end, exactly the same involved in creating any other product: Identify a market, find or create a need, build... SELL.

What do you need to write and publish an <u>Ebook</u>?

No, you don't have to be an expert to write an Ebook. **Someone, many years ago, discovered the wonderful art of Research.**

First, study the market. If you are aiming at a Gardening market... why not write a book about Gardening Roses? Of course, it is much easier to do if you are an expert on the field but...

Libraries and the Internet are a great resource of knowledge! Learn your subject and focus it in a personal way.

Make sure that you are not writing for "your eyes only"...

I know I'm being a bit of a pest with this ... Identify a market, find or create a need, build... SELL.

And remember your don't have to write just to sell. Writing special reports to make people subscribe to your Newsletter or to add up bonuses to other products is a great technique. If you write your own Ebooks you will be 100% certain that they are unique!

Once you decide your topic, and if you don't have much writing experience, it is more than a great idea to organize your future Ebook.

Divide it into five or six parts (for example). Write down a quick list of topics that your Ebook will cover... and sub topics under each of those notations.

Don't mess up your topics! People want easy to read information, one subject at a time.

Now, you need to find a good Ebook compiler. This is, a program that will convert your Ms Word (or any other text editor) Ebook into PDF format.

Our first choice –and the compiler we use- is Adobe Acrobat . Although we believe its the best choice (Adobe is easy yet sophisticated and extremely powerful in so many ways) we understand its price is a pain for most marketers.

You have tons of other options to choose from. Here are just some. And yes, there are some FREE compilers out there. Check them out and decide if they may be of use to you.

5D PDF Creator (Free)
Create PDF Online (Free)
Amazing PDF Creator ($37)

All set and ready to go, right? And yes you CAN write an ebook even if you think you can't write a line! Give it a try!

If you are still uncomfortable with it, then you might find this ebook encouraging: "The Instant Book Writing Kit", by Shaun Fawcett

Remember, sooner or later **you must** take action and write an ebook o report!

Pricing, Guarantee and Value - If you plan to sell an ebook, make sure that what you offer is really worth the price. Be careful with overpricing the product, but at the same time don't let the price go down too much!

Buyers usually believe that if a product is too cheap it's because it lacks quality. On the other hand, if you ask for too much money, buyers may not purchase.

The solution : Create Value

I've found a simple formula that works great for me. However, stick to the concept rather than to the example...

First, ask yourself what maximum price would you, honestly, pay for your product. Compare it with other similar products. Lets say, for this course, the price could be **$85** .

Get that price and make it irresistible with a good discount. Ok, lets say the new price is **$65**.

The idea is to make it not too pricey, not too cheap.

Now, create some value. This is, make the product worth the $65 for someone that has no idea of who you are and have not read the ebook. You can do this in many ways in your sales letter.

> **1.**Add quality bonuses (ebooks, reports... etc)
> **2.** Offer a Money Back Guarantee
> **3.** Offer detailed info of some of the "secrets" or "features" your product offers.
> **4.** Establish yourself as an expert. Let prospects know you know your topic (ex: "... I've been a professional personal coach for 15 years...")
> **5.** Create a sense of urgency with a time sensitive offer.
> **6.** Create (or make someone build for you) a pro ebook cover or graphic box for your product. Make it look as "real" and fantastic as possible!

And most important of all...

> ==**Do not dare to ask for any money if you don't have a good looking, functional site that creates confidence.**==

It is a real fact that **products that offer a money back guarantee get more sales**. This is all about killing people's fears. Make them know that they are not risking any money at all. If they don't like the product, you will refund every penny.

As a general rule, **offer an unconditional money back guarantee of 30 or 60 days.** And stand after it! Your reputation, and the trust you generate is one of the most important values in Internet Marketing. Remember they can't look into your eyes! They just know what you let them know about you... and what you do.

And please avoid hype and fake promises! This will only hurt YOU in the long run!

Refunds are 95% of the time worth to pay due the increased number of sales made with gurantees.

See, the bad part about creating your own product is that you have to take care of what you don't have to as an affiliate... the rewarding part is that **NOW you are on the top of the pyramid. ;-)**

Why not start your own affiliate program? Check Clickbank, with which you might have already worked with as an affiliate, and discover how to become a vendor...

Well, that's all there is to it, I guess.

For the first time in this Course I will not tell you to leave the next (and final) lesson for tomorrow.

Read it right now. Make it happen. Take action

Final Lesson
Make it Happen !

Let me tell you story... with three different endings. This is a true story from a close friend. In fact this is a story that happens every day, with different characters involved. Men, women, youngsters...

 Which ending is right for you?

Once upon a time...

Jonas Walker was a normal man, living in the normal world with a normal eight hour (make it 9) job. Each and every month, he struggled to make ends fit, pay his apartment, his debts, and still found the time and spirit to attend his young wife. Just a normal live, like millions of others around the world. Nothing too special, nothing too bad.

One morning a call came in at his office. Her wife, Karen, was at the other side.

"I've been fired" she said. There was a sour defeat in her voice. "Just... how are we going to keep paying everything we owe?"

The hard times came, and Jonas decided to do something about the situation. He decided to take action! One afternoon, while checking his email, he read a Spam email titled "Make money online". Could it be possible? It may be! It MUST be!

Jonas read the email and fortunately, he didn't stay there. Fortunately, he didn't believe everything he read. During the next days he found time to research on Internet Marketing. He figured out what affiliate marketing, advertising online and making money was all about...

He applied what her learned... and after a few weeks he finally sold some products as an affiliate and a $40 check came in. "All of the work for this?" He yelled.

A few months later his wife found a job and ends started to somewhat meet again. He forgot about Internet marketing, about $40 checks and about almost everything related to it.

He now lives a normal life, with a normal job... in a normal world.

But what if...

Jonas researched and applied what he learned about Internet Marketing. After a few weeks a $40 check came in. "All of the work for this?" he yelled.

The next day he sat down and studied his Marketing notes. "If I made $40 ... why can't I make more?" Jonas put his mind to work. He bought a few ebooks, which he read in his free time. He contacted other people through forums, asked questions... and started to get the notion that he was missing something. Something Big.

His wife finally found a job and ends started to somewhat meet. Although he was not desperate for money, Jonas didn't quit Internet Marketing. He was learning fast and in a few weeks a second check came in. $100 . He had worked harder than never before... "Just for this?"

Anyway, Jonas reluctantly decided he didn't need to search for gold any more. And he didn't try one more time.

Now he has a normal life, with a normal job... in a normal world.

But what if...

He was learning fast and in a few weeks a second check came in. $100 . He had worked harder than never before... "Just for this?"

"But there MUST be a way to do it better. If others are making more money why can't I?" He couldn't believe what he was doing one night at two o'clock in the morning, sitting in front of his computer.

"Take it easy, Jonas" his wife said next morning. But that night Jonas stayed up until late once more. Working, reading, posting ads, looking for affiliate products, building a web site...

Babooom! With two months of work in his spare time, a $800 check came in. "Now that's a bill paying check" Jonas exclaimed. Next month he got a $1300 check. And growing fast!

After a year, he decided to quit his job. And his wife "fired" her boss.

"Thanks god I didn't quit after that first check," Jonas said as he kissed his wife. She smiled.

Now they live a very good life, with an exceptional and rewarding job, in a world where they decide how, where and when to work. And how, where, when go on a vacation...

And they will never work 9 hours a day anymore.

PS:Learn the absolute, down to earth, hard, and cold truth: Unless you're extremely and enormously lucky, **moneymaking success will not happen straight away.** It takes time.

We can point you in the right direction, but we can't remove every obstacle from your path. Choose your direction, walk the path and commit to seeing it through to the end. Most successful etrepreneurs didn't have an easy path to run. **You are unlikely to be an exception.**

Take it seriously, take your time... Make it happen !

Walk Straight, head up... Follow your Dreams !

The Cheese Burger Moment?
A short (true) story about brainstorming

No, I'm not going nuts. See, in the end, its all
as simple as that...

Let me tell you a true story.

Some years ago I was walking down the beach strand, absolutely eager
about my new position in the National TV News station I worked for. I
finally achieved being promoted and was, at last, a department chief editor.
Wow.

I was hungry and happy enough to provide myself with a treat. Yummy. I
wanted a big cheese burger. Although I hate junk food (its so bad for
your health), I decided to go for it. Sitting at a table, with my sunglasses on
and my beach towel ready for a swim after my lunch I noticed something
that gave me the KEY.

"www(I can't recall what) .com Burger Order delivered to your door."

I was absolutely shocked by that. Right there, printed with a groovy logo
right in my tray. This was a real new and great idea. I talked with the
restaurant's manager in order to feature his service in TV. He finally shut
his service down. But what I learned was so important.

I now call it the *"Cheese Burger Effect"*.

Just by sitting there, doing nothing really, I discovered what an Internet
niche was (although I didnt know what that word really referred to
then). I understood that there were people out there that would buy online
just because it was easy, fast, and they don't have to move from
their sofa.

This is when I first decided to brainstorm and research a bit. I found out
that a great deal of men and women claimed to be making money online
easily -Yes know I know most of them were just trying to make money by
saying that they made a lot of money-.

I payed to put a simple website online that promoted all kinds of stupid
things that now I'm ashamed to mention. I spammed. I thought I was going

to make tons of money.

Hugh! I didn't. Not a single red cent. I gave up. A few weeks later I gave my cheese burger hidden addiction another treat. While sitting, thinking about banal matters I came up with another idea.

What if I tried to sell real things online and not just bogus "systems" "randomizers" and lies? What if I sold the old books standing on my room's shelf. I got a website up with photos and then posted the URL in a free classified newspaper.

People went there, saw my books and called me if interested. You know what ? I sold them all!

More burger stories.

Hanging around with a friend at ???????? (I hate giving them publicity) , we talked about my old books sale. We -almost joking- mentioned selling his soccer stamps from when he was a kid, and even build up a business where we sold things from other people in exchange of a commission.

BINGO. Oh yes. You got it. The idea was already up there, running and making people money. And there were also people out there selling dowmloadable products, and a bunch of so called "gurus" trying to teach me. And an ebook about making your cat go to the bathroom. And about picking girls.

And products for sick people, and for writers, and for athletes, and for home moms, and for children, and for almost anything you can imagine. It is now a tradition. Whenever I want to brainstorm a new business idea, I go and take a cheeseburger.

I sit down, paper and pen in hand, and I jot down every wild idea I come up with. I look around for KEYS. Someone talking about guitar lessons, someone on the phone yelling about his PC broke down. Someone doubting about if that or this diet is better. A dog biting his owner. A mother that can't stop her baby from crying...

Then I search for related information in Google. I look for affiliate programs. I build a site or promote directly in Pay per Click. I may even consider writing a report or ebook, building a newsletter, posting in local newspapers... and then I make money. Simple when you discover the right way to do it.

So. Give me a cheese burger and some weeks and I can turn it into a profitable business. And sometimes in a fun hobby that makes money for me.

Do you have your "cheese burger" moment? . If not look for it! If you are starting out it is sooooo important. Keep yourself motivated and eager! Once your business is working, go for another Niche. If it doesn't work, then brainstorm another.

This is what I jot down in my cheese burger effect moment:

Topic: cats, satellite dishes, lottery, auctions... etc

What kind of people ?: youths, owners, professionals, house wives... etc

Products they want: cat toys, guides, winning systems, wine...

Once at home I do my research using Google and some other tools to find out if I can profit form them and if I can find affiliates programs, or if competition is tight, or if can find enough information.

This is your jump start!

Thanks for the trust and for your time. And good luck out there!

Jose L. Gonzalez
CEO Profitstrand.com
CEO Marketing Master Course

Final Notes & Recommendations:

Get Advantage of CBmall

CBmall is the authorized store and search engine for ClickBank digital products. You can easily browse through it and find downloadable products on any topic.

We recently purchased a CBmall package and wanted to tell you about this new opportunity and how you can profit from it right away

Here are the facts:

The **CBmall is an e commerce site** filled with the most popular, best selling products out of the over 40,000 products available through ClickBank.

There are three unique aspects to the CBmall that make it a compelling investment:

1. As an owner, you get a commission on every product within the mall.

2. The mall is professionally maintained by Jeff Mulligan, so you don't have to do ANY work other than drive some traffic to it. No HTML, maintenance, coding, answering emails, processing, etc. **Jeff answers any query fast and accurately** to make sure you get the best out of CBmall.

3.We have tested his customer service asking all kinds of questions, both usual and bizarre. (please forgive us, Jeff). We can absolutely guarantee that Jeff follow up with customers. If you purchase a **Gold license**, he will also provide head to head advice for your marketing campaigns, telling you directly what works and what doesn't. Jeff is an experienced marketer and his coaching alone is really worth 20 times what the CBmall will cost you.

As a first approach, you may download the **free** ebook titled **"15 powerful ways Cbmall makes you money".** This report will give you a great insight on how this innovative idea can indeed be a great upgrade to your marketing efforts!

15 ways to make money. This makes CBmall ideal as another income stream that requires minimal effort, other than some traffic generation. Hand picked products, divided in niches, sell like crazy. Furthermore, when purchasing a Gold License **you will get over a month of free traffic to your mall!**

Can you possibly beat this?

We recently ran a promotion for our CBmall Search Engine by simply mentioning it in three Ezines. Within two days we generated over **$400 in commissions!** Most of the products we sold we have never heard about... this is the power of having a quality Search Engine that make you commissions at your service.

About the Affiliate Program for CBmall... what can we say? It sells like wildfire just because it is such a complete, top quality product **that will actually make you money** if you use it correctly. And Jeff Mulligan will make sure you do.

Check out CBmall now at:

http://www.profitstrand.com/cbmall.html

Adword Analyzer

Are you using, or planning to use, Google Adwords or Overture to advertise your business? Or any other pay per click system to promote products or web sites?

I hope you are! We reviewed Adwords and Overture here at the Marketing Master Course a few lessons ago. We mentioned a bunch of hot tips to minimize expenses and maximize profits.

If you are serious about profitable Internet Marketing results, you definitely need to use **Adword Analyzer.**

It is straight and simple to use... yet so powerful !

Single Step: **Type in a keyword or keyword phrase**

Result 1: AdWord Analyzer will return tons of variations of that keyword (useful brainstorming)

Result 3: Adword Analyzer will tell you how many advertising campaigns are currently active at Adwords and Overture. You can see them with a click. (your pay per click competitors!)

Result 4: Plus, Adword Analyzer will show how many web sites are currently listed in mayor engines for that word (your search engine competitors!)

Result 5: Plus, Adword Analyzer will also tell you how many times that certain keyword was typed by users in mayor search engines. (Search potential)

Result 6: Plus, AdWord Analyzer will give you a Profit Ratio. (Easily identify profitable niches!)

Do you really need more for Pro Results? **We highly recommend Adword Analyzer**

We use Adword Analyzer All the time with great results. The software is simple to use, and you can save your Keyword lists as text files, HTML or Exel.

Just think it for a minute. You have an idea, like for example, selling Yoga Ebooks. You type "Yoga Ebooks" in AdWord Analyzer and VOILA.

1. You have a list of related keywords that you can use in In pay per click campaigns, in meta tags and to aim **Specific web pages!**

2. You might also find a keyword that has a lot of demand and very little supply! **Instant Money Makers!**

The direct, down to earth truth is that no matter what you sell, this software will help you sell more.

And it will save you a lot of time and money too!

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