

# CONFIDENTIAL

## 'Advanced' Traffic Building

# MANUSCRIPT

By: Alan Luk

*"How Much Is Targeted Traffic Worth to Your Business?"*

<http://www.eBusinessMentoring.com>

### **FREE Master Resale Rights Worth \$47!**

You have 100% master resale rights to this special report. You can resell this for a price, give it away or bundle it into any membership site.

## **"How To Turbo Charge Your AdSense Earning Performance Within 25 days. Guaranteed!"**

"Introducing A Breakthrough System That Creates AdSense Sites On Auto-pilot 24/7..."



**For A Limited Time...**

**You Can Try Viral Instigator For FREE !**

**[Click Here To Try For FREE](#)**

## **DISCLAIMER AND TERMS OF USE AGREEMENT**

The author and publisher have used their best efforts in preparing this report. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this report. The information contained in this report is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this report, you are taking full responsibility for your actions.

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PRODUCT AND IT'S POTENTIAL. HOWEVER, THERE IS NO GUARANTEE THAT YOU WILL IMPROVE IN ANY WAY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF ANYTHING. SELF-HELP AND IMPROVEMENT POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES.

YOUR LEVEL OF IMPROVEMENT IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR IMPROVEMENT LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

MANY FACTORS WILL BE IMPORTANT IN DETERMINING YOUR ACTUAL RESULTS AND NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE RESULTS SIMILAR TO OURS OR ANYBODY ELSE'S, IN FACT NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE ANY RESULTS FROM OUR IDEAS AND TECHNIQUES IN OUR MATERIAL.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

As always, the advice of a competent professional should be sought.

The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this report.

All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

# **PART 1: Explode Your Business with Press Releases**

## **What Is Press Releases and How Can It Benefit Your Business?**

Press releases, also known as news releases, are brief documents that are used to communicate news (not advertising) to the media. Although a one-page news release is the most basic of publicity tools, it is also one of the most powerful documents that your company can possess - IF it is used correctly. Just one news release has the potential to receive publicity that reaches thousands of potential customers.

Your press releases will provide publicity that will:

- Increase your sales
- Increase traffic to your Web site
- Give you and your company recognition and credibility
- Increase your profits for a relatively low cost
- Save money

Press release distribution is an extremely cost-effective Internet marketing tool. It can build more credibility than any other Internet marketing technique because most readers are more likely to trust independent authorities such as reviewers, columnists, reporters or broadcasters than an over hyped advertising message.

A well-written press release can dramatically expose your company to the masses, and greatly enhance the image of your business.

## **Writing An Effective Press Release or News Article**

Although common practice in the corporate world, press releases are an example of an all too often overlooked potential for business growth, exposure, and traffic generation.

Press releases, done correctly, can garner the online business significant, low cost marketing via interest generated in writers and editors across the globe. These interests can develop into stories, features, or even a mere mention that can send traffic counters reeling, and sales through the roof.

Developing an effective press release is an art form all its own. The content must be creative, eye catching, and somehow moving to the reader. Though this sounds much like the creation of a successful marketing campaign, the idea here is to assemble a final release that communicates ideas and features in a manner that makes the copy of interest to the news-hungry.

One of the most important lessons that you need to learn is that writing media releases is all about developing a persuasive communication within the framework of a traditional news story format.

Editors will quickly trash media releases that make outlandish promotional promises -- "the best ever," "everyone wins," "one-of-a-kind," "changing humankind forever." Instead, you must think like a reporter. Media releases must follow journalistic style in order to be given any kind of consideration. How do you accomplish this task? Here are some tips:

### **Collate and organize your facts**

Contrary to what most people think, a journalist actually spends the bulk of his time in collating information and facts. When everything is ready, it is not uncommon for journalists to finish writing the story in just half an hour.

How should we go about collating all the information and facts surrounding a particular event? A simple rule of thumb is to find answers to questions pertaining to the who, what, when, where, why or 5 Ws of the event. And we do not stop at just the absolute facts and figures. These must be presented in the right perspective relative to some industry norms, trends and statistics. You may have to undertake some researches by going through past industry and newspaper's reports.

## **Identify your story's angle**

Now that you have collated all the relevant facts and figures, the next step is to identify the "angle" or headline of your story. A good story angle must have the following three attributes:

- It must be the most important fact in your story.
- It must be timely.
- It must be unique, newsworthy or contrary to industry norms and trends.

This story angle must be presented in the first paragraph as well as the headline of your press release. Most newspapers employ an "inverted pyramid" format that presents the most important information in the opening paragraph, followed by other information that support or develop the key points raised in the first paragraph.

## **Create a catchy headline**

By all means, keep your headline short and simple using less than ten words. It should convey the key point raised in your opening paragraph in a light-hearted manner that catches people's attention and imagination.

### **Write in third-person voice**

Unlike an emailed newsletter that is written in a personal voice, a press release must be presented objectively from a third person point of view.

The reason is obvious. Every journalist has a duty to provide his readers with impartial facts and figures. He must not be seen as endorsing a company's products or services.

Some of the guidelines are listed below:

- Refrain from using any sales pitch in your press release.
- Remove "you", "I", "we" and "us" and replace them with "he" and "they".
- Provide references to any statistics, facts and figures raised in the press release.
- Refrain from expressing personal opinions, unless they are done in quotes.
- Draw conclusion from facts and statistics only - not general opinion.



### **Provide "quotes" from the newsmakers**

As a newsmaker, put your most important message down into a quote. Reporters always use quotes from the newsmakers to add an authority voice to their reports. If your press release contains quotes that are important and relevant to the story, chances are high that they will be replicated in full in the published article.

### **Provide additional background information**

You should end your press release with an appendix that provides brief background information on your company, newsmakers as well as who to contact for further information.

### **Identify your readers**

Do you understand your consumers well? As marketers, it is important for you to recognize the profile and buying behavior of your consumers. Information such as their age groups, interests and preferred media would come in handy when you want to reach out to them effectively.

The key to an effective communication, whether verbal or written, lies in

presenting your messages to interested audience or readers. Whenever possible, you should only send your press releases to those media whose readers' profile matches that of your target consumers.

You must send your press release to the right persons in order to increase the chance of having your story published. Look through the chosen newspapers and identify those reporters who cover events or activities that share the same theme as your products or services. You can identify the reporters by the articles' byline.

### **Prioritize Your Messages**

Before you start writing a press release, you should list down all the relevant facts and details on a piece of paper. This is a good writing practice. It helps you organize your story better. I encourage every writer to make it a habit to do so.

How should we go about collating all the information and facts surrounding a particular event? A simple rule of thumb is to find answers to questions pertaining to who, what, when, where, why or 5 Ws of the event. And we do not stop at just the absolute facts and figures. These must be presented in the right perspective relative to some industry norms, trends and statistics. You may have to undertake some research by going through past industry and newspaper's reports.

The next step is to evaluate and prioritize the facts according to their relative importance in conveying your intended message to the media. The most important fact will form the basis for your story's angle.

### **Relate Message to Readers**

What you want to say about your product or service may not be the same as what your readers want to know. What this means is that you and your readers may look at the same event from totally different perspectives.

To kindle your readers' interest, you must present your intended message from their perspective. If you have done a good job in understanding your readers, you should have no problem in empathizing with their view and interest.

Remember that practice makes perfect and the best way to learn how to write an effective press release is to observe how business news are reported in the business section of your newspapers.

## **Press Release Distribution**

Press Releases should be distributed to various publications. Smaller companies should start local and small. Here are some distribution tips:

- Local and/or small media are most likely to be interested in your story and it's the perfect way to hone your release writing skills. Try local newspapers, trade journals, industry specific magazines, websites, radio shows, and television shows. Don't send your release to just anyone, or you could be accused of spamming.
- Always remember to get specific contact information for your press release. A release address to a particular person will receive a lot more attention than a general release sent to the media outlet.
- Familiarize yourself with the editor or reporter's work. Find out the method she prefers to receive press releases. Don't automatically send them by email...some will prefer mail or fax. Find out their deadlines.
- If you are sending your release by email, never send an attachment. Copy and paste your release into the body of the email. Never send a bulk email. Address emails individually
- For your local media, check the publication or their website for information on how to submit a release. Do a search on popular search engines for websites in your industry that might just be interested in running your

- story. MediaPost (<http://www.mediapost.com>), which is an extensive directory for US media, may be a good place to submit press releases.
- Submit your site to a few online newswires and news websites. There are a number of sites that require payment. However, there are a few good free websites as well. Some of these are <http://www.prweb.com>, <http://www.free-press-release.com>, <http://www.usanews.net> and so on.
  - If your budget permits, you may contact a good Press Release Agency. Such agencies distribute your press release to various industry specific websites and publications for a fee. However, care should be taken while selecting a PR agency. Some of these may just spam instead of targeting various sources.

Now, there's a better option...

You can submit your press releases automatically and effortlessly by using [Press Equalizer](#). It can definitely save you a lot of time!

### **When should you distribute Press Releases?**

Press Releases should be distributed every time something newsworthy happens with your website or products. The key here is newsworthy. A press release may easily be considered spam if the reader feels that the content of the press release is not interesting.

Given below is a list of events when a Press Release can be distributed:

- The launch of your website
- When you add new services & products:
- When you arrange events like public speaking engagements, open houses, seminars, fairs and so on.
- If your company creates new partnerships
- When you run contests on your website
- If you are arranging fundraisers & donations
- If your company or product gets a major award or accomplishment.

Press Releases can be an effective tool for marketing your products. As discussed, you can hire professionals to create a valuable press release for your company. However, this would add to your costs but nevertheless, it definitely is worth it.

Remember, press releases can help you:

- 1. Effortlessly flood your website with more backlinks -- Upwards of 100s, if you use it effectively.**
2. Get any page you want visited by the major search engine spiders (including Google) in 3 days or less!
- 3. Gain significantly higher search engine rankings in 7 days!**
4. Enjoy up to thousands of targeted visitors (from your unique content) pouring into any website you want (this alone could equal a nice affiliate pay-check).

**5. Plus, get possible contacts from the media for HUGE promotional opportunities.**

But, doing it manually can take you a lot of time.

How much is your time worth to you? If you are smart like other Internet Marketers, you will automate the process by using [Press Equalizer](#).

Good Luck PRing :)

# PART 1: The Power of Articles

## The Art of Writing Articles

Writing articles can be one of the most effective ways to drive highly targeted traffic to your website, and guide those visitors into customers or subscribers. Its free, and if you can get your article in the hands of the right publishers, can be seen by thousands of targeted readers.

If you don't think you are a good enough writer to write effective articles, don't worry about that now. I'll show you how you can get around that in a few minutes. First, lets take a look at how these articles will increase the traffic to your website.

For now, lets assume you already have contacted publishers of related Ezines to publish your article, and some of them have agreed (I'll get into this more in a minute). Right now, the readers of those Ezines are opening their new Ezine and begin reading through your article.

One of two things can happen now.

The first, and the one we want to avoid, goes something like this: The reader spends about 7 minutes trying to get through your article, only to give up half way through thinking, "Why the hell should I keep reading this garbage?"

The second possibility goes a little like this: The reader flies through your entire article drooling for more information about the subject. He continues down to the "About the Author" section and quickly sees that you have a website and an Ezine related to the great article he just read. Without hesitation, he clicks through to your website and subscribes to your Ezine.

Which scenario would you like to see?

If you answered the first scenario, quit reading this guide right now and seek psychological help immediately! Just kidding!

But really, doesn't the second possibility sound so much better? Your damn right it does! So, lets take a look at how you can start getting results like the lucky son of a gun in scenario two.

First, when you are writing your article, you need to keep one thing in mind: The reader is expecting quality information they can put to use now, without buying anything. Read that again – quality information, no buying.



Don't write your article like an ad. Give them quality information they can use. Just don't give them too much. You want to make the reader feel as if they have just learned a lot of useful information, but they can still learn more about it. So, give them enough information that they actually learn something, but leave enough curiosity hanging there to make them want to learn more and visit your site.

This is where your Resource Box comes into play.

#### ❑ **Your Resource Box**

Your Resource Box is the "About the Author" section I mentioned a few minutes ago. Its where you get to advertise your site to the reader, basically by telling a little about yourself and what you do.

You'll probably notice, if you've seen many of these, that they are all written in the third person. This makes it look like someone else wrote it besides the author. This has a sort of an "Authority Figure" effect, which will help guide the reader to your website and take the action you want them to take.

If you're not familiar with the 'Authority Figure' effect, it basically says that people have a greater tendency to listen to people who they perceive to have authority. You can use this effect for building your opt-in list, or while selling products.

Your Resource Box should follow this general mold. Tell a bit about yourself, and what you have done, and what you can do to help the reader learn more about what they have just read. This will capitalize on their desire to learn more about the subject if you left just enough on the table for them to want to learn more.

Here's an example of a Resource Box I have used in the past with good results:

Resource Box Example Here

Alan Luk is President of [Generation Y Success Inc](http://www.GenerationYSuccess.com), his network of success websites are helping ordinary people breakthrough fear in order to attract success in their lives. Join the GenerationYSuccess™ Interview Series where Alan interviews millionaires and success coaches: Visit <http://www.GenerationYSuccess.com> for more info.

Feel free to use this as a template for your own Resource Box.

## ❑ **Get Your Article Published**

All of the work you just did writing your article is pointless if you don't get it published. Don't worry, this isn't as hard as you might think.

For starters, I recommend looking through the [Ezine Directories](#). Yup, you should still be using those directories. You may as well bookmark my list of directories so you can keep coming back to them.

As with the other times you have used the directories, search for Ezines that have readers that would like to read your article. You don't have to be as picky with your selection here. It never hurts to ask the publisher to run your article – the worst he can do is say no. A lot of directories will even let you search for Ezines that accept articles to make your search go quicker.

Compile a list of publishers who accept articles, and hang on to it for a few minutes. I want to show you a few more places to find publishers who will run your article, then I'll tell you how to contact the publisher to increase your chances of them accepting your article.

A nice tool you should have is [Article Submitter Pro](#). Besides everything else it does (I'll let you read that for yourself), it has a very large database of publishers that accept articles. [Article Submitter Pro](#) does a whole lot of other things that, as a publisher, can be pretty boring – and [Article Submitter Pro](#) automates most of that for you.

## ❑ **Making Contact**

When you contact the publisher to have your article published, don't just send them an email saying, "here's an article for you to publish." This probably won't even get a second thought.

So what should you say in your email? Let's take a look at a few things for you to consider.

First, don't send what I like to call 'canned emails.' This is an email that is obviously generic and has no sense of personalization. It is a great advantage if you include the name of the publisher, and the name of the Ezine. If you are a subscriber to that Ezine, comment on the most recent issue, telling the publisher how much you enjoyed it.

After you introduce yourself, go ahead and tell the publisher you have an article that could be very beneficial to their subscribers. It is OK to tell them what your article is about, but keep it short. They probably don't want to read an entire summary, and then read your article.

Don't send your article as an attachment. A lot of people won't open attachments because of all of the viruses going around these days. Include your article in the body of your email so the publisher can easily read it and save it if they want to publish it in their Ezine.

Another tip for you – be sure to format your ad to 60 characters per line. This is the most widely accepted format, and will ensure your article will be published. The easier you can make it for the publisher, the better your chances are of getting your article published.

If you find it difficult to format your articles by hand (manually hitting enter after each line), then [Article Submitter Pro](#) is for you. It will allow you to copy in your article or ad and format it to any character length you need.

#### ❑ **Articles Have A Viral Effect**

You will probably discover this on your own, but articles do have a very nice viral effect when you get them published for the first time. I have talked to some people who haven't done any advertising in over a year, but still see their articles being spread around the Internet.

And guess what happens when the article gets spread around. Yup – more sales and more subscribers. All for about an hour of work. Not too bad, if you ask me.

I hope you can see the power writing articles has. It is a very valuable tool to have at your disposal. You can write an article, spend a few minutes sending it out using Newsletter Promote or the [Article Submitter Pro](#), see the results start coming in, and then start all over again!

## **PART 3: Unleash the “Viral Marketing” and Multiply Your Profits**

### **Viral Marketing Go ‘Wild’**

Viral marketing will allow your ad to spread around the Internet just like a cold virus spreads around your body. It has been used by the most successful Internet marketers to build their opt-in lists into the hundreds of thousands.

When you use viral marketing, the number of people who will see your ad or visit your site will grow exponentially. I'll give you two solid ways to use viral marketing, and then I will give you an example of how I use both of these methods together to create an extremely effective marketing campaign.

#### **❑ Create a Brandable Ebook or Report:**

One of the best ways to start off your viral marketing campaign is to create a free ebook or report to give away to your subscribers and visitors. If you can write a report that has great information, and people want to read it, there is a great chance they will give it away to their visitors, and so on.

The key to making this work is to allow your visitors to “brand” the ebook or report with their name and website information. This will give them an incentive to give your report away, and your virus will begin to spread. The best part is, your visitors can brand their copy themselves, so you just need to create the report, and let them do the rest of the work.

Writing a report or ebook is not as hard as you may think. All you need to do is write about what you know. If you have a marketing plan that has worked for you, write about it, and explain exactly how you do this. Make it easy to follow, and make sure it is quality information.

This works best for business related material, but could also work well for non-business information. Just use your imagination.

You have two formats to pick from: ebook or PDF. PDF may be your best option because everyone will be able to read your report in this format. People using MAC computers cannot open '.exe' files, so you will be alienating an entire portion of the market if you use ebooks. You can create a brandable PDF from

here: <http://www.pdfwow.com>. At the time of writing this, using this service is free.

Simply create your report in HTML format and then follow the steps provided in your PDFwow members area. You will need to enter tags where you want the user to enter his or her own information. When people want to brand their copy of your report, they can go to a special link and easily enter their information.

If you already have PDF conversion software and you just need a way to create brandable copies, I suggest taking a look at [Viral PDF](#).

Creating an ebook takes a little more work. You need to purchase software that will compile your HTML files into ebook format, and they are often confusing. I use Active E-Book Compiler from <http://www.ebookcompiler.com/>. It is the easiest software I have used, and has the ability to create brandable copies. You can download a free working version, but if you want to sell your own ebooks you will need to upgrade to the paid version. Its not very expensive, so I recommend you bite the bullet on this one if you plan on using it a lot.

Here are two other choices for you to look into:

- Armand Morin's eBook Generator:  
<http://www.ebookgenerator.com/>
- Armand Morins Instant PDF Generator:  
<http://www.instantpdfgenerator.com>

You will probably want to save a page towards the beginning of your report for a space to tell about your Ezine or business. Explain what your Ezine is about, and be sure to have a way for people to subscribe to your Ezine or visit your website. By placing this as one of the first pages, everyone who receives your report will see your Ezine. As your report starts to spread across the 'Net, more and more people will see your website and Ezine – giving you your viral traffic.

On the page after your ad space, have a page that is reserved for your visitors information. This is where they will brand their information, giving them incentive to give the report away. Here's an example of what you could place on the page:

**This Free Report is Brought to You By:**

**[Users Name]  
[Users Website]**

**If you have any questions, please email them at [Users Email]**

Want your information here?

Brand this report for free and increase the traffic to your site simply by giving this away to your visitors for free.

This will let them spread the word about their website, and cut down on the email load you will see by asking them to contact the person they received the report from first.

#### ❑ **Tell – A – Friend**

Having a Tell - A - Friend feature on your website is a great way to get your visitors to do your advertising for you. This will allow your visitors to recommend your site to their friends simply by filling out a form and hitting submit. This will send an email to the people your visitor has entered, and they will receive a message from you that looks like it is coming from your visitor. This means the people receiving your message will be more likely to open it because it is coming from someone they know.

This email will be recommending your site or Ezine, and why they should take the time to visit your site. Again, because the email will appear to be coming from a friend of theirs, the chances are very high they will click through to your site and have a look around.

Just in case that isn't enough to get them to click through to your website, be sure to offer these people something of real value. Don't just give them the same old reports and ebooks that are circulating all over the Internet. Give them something they can really use, and need. If you have rights to any software, that is a great thing to give away. A few of the bonuses you got with this guide can be given away for free, but check to make sure which ones this applies to.

You can easily set up a Tell - A - Friend campaign on your site. Go to Google.com and search for "Free Tell A Friend Script".

Now, you need to understand something. People aren't going to just give you their friends email addresses for nothing. Usually. Its hard enough getting them to give up *their* email address, let alone their friends. You need to give them a reason to do this, and it has to be something of value.

The great thing about TAF Pro is it gives you the ability to run a contest. You can give the person who recommends the most people a prize, or enter the names of everyone who recommends someone into a drawing. You can do this all from the control panel of TAF Pro.

I also need to make sure you understand something else. The email addresses submitted are **not** yours to do what you wish with them. The only thing you are allowed to do is send the recommendation email. Don't add those addresses to your opt-in list unless you get them to subscribe through that email. It may be a good idea to state this next to your Tell - A - Friend form on your website.

#### ❑ **Combine These Two Viral Techniques**

With a little bit of thinking, you can probably think of a few other ways to use viral marketing to your benefit. I want to show you how you can combine these two viral marketing strategies into one powerful tactic that is sure to help you grow your subscriber base with the help of your visitors.

The first thing you need to do is put together a web page that lists all of the course or reports you have available. Don't give them access to these courses here, just describe what they will cover, and how they will benefit from reading them.

After you have listed them, tell your visitors they can access all of the above courses for free. All they need to do is enter three of their friends email addresses and they will get instant access. Then provide the Tell – A – Friend form at the bottom of the page.

Now, when your visitors enter their friends email addresses, they will be taken to a page that looks just like the one they were just on, but includes information on how they can download the free courses – courses they can brand with their own information and give it away to as many people as they want!

As a result of this feature, you now have three people being referred to your site, plus that person downloading your viral courses and reports. If he likes them, he's sure to brand his copy and give it away to his customers and visitors. You win twice with the same person!

<http://www.eBusinessMentoring.com>

The beauty of this is you can now invite the three referrals to join your opt-in list, and then direct them to your free courses page so they can refer three more people to you. Do you see how the number of people being referred will grow exponentially?