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Money Making Strategies  
All In One Guide

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# Introduction

The problem with getting started online is that most people have next to no clue how to really begin! And truth is, we are all different. What works for me may not necessarily work for you. And what works for you may not pan out well for another person.

After all, didn't someone once say "different strokes for different folks"? Fortunately, there is more than one right answer and the same goes for making money online.

In this special report I will show you some of the most popular, time tested ways to make money online and at the end of it, I will give you a bonus chapter on how you can put together all the steps to make it happen for you!

This is guaranteed to suit every temperament so there is bound to be at least one way that works for you.



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# Part 1: Affiliate Marketing

As a sales and marketing strategy that is primarily used on the Internet, affiliate marketing involves an affiliate functioning as an agent to drive traffic to particular web sites of businesses. The agent in return receives compensation for his or her efforts on behalf of the business, most commonly in the form of revenue sharing.

## ***How to Spot The Right Affiliate Marketing Program For You***

There are affiliate programs for just about any type of good or service that one can imagine. Finding the right program for you will mean taking stock of your own motives for entering affiliate marketing, and what skills and resources you can bring to the effort.

Step 1 - If the idea is to create a second source of income that you can work on in your spare time, chances are you will want to go with a program that will create steady revenue and only require a few hours a week of your time. This is actually an easy task, since many affiliate programs are based solely on making sure your site shows up high in consumer searches, and has a clear portal on your web site to your affiliate partner. There will be some investment in time to design your site and make sure the link or ad to your partner is placed to best advantage, and that the keywords associated with your site will result in a lot of hits. But once the setup is complete, you will be in great shape.

Step 2 - Take into consideration your skills and interests. For example, if you have worked in telecommunications for years, draw on that experience and become an affiliate for a telecom service, such as audio conferencing. Maybe you have a background in retail; put that to use by finding affiliate programs that involve virtual malls. If your hobby is something that could be turned into a brick and mortar business, such as baseball card collecting, there is probably an affiliate marketing program that would be ideal for your expertise.

## ***How to Generate Sales through Your Affiliate Links***

The vast majority of affiliate programs today pay based on actual sales, which is referred to as cost per sales, or CPS. Basically, you will receive payment based on the difference between a buy or wholesale cost and the actual retail cost. As an example, if your link takes a customer to an online store and the visitor buys an item with a retail cost of \$100.00 USD and a wholesale price of \$50.00, you will earn \$50.00 from the transaction. In other cases, the revenue is based on fixed percentages of total sales, rather than price.

Step 1 - Your job is to drive traffic to your affiliate links. That means becoming very smart about keyword optimization. The content on your site should include keywords and phrases that will cause your site to come up in a browser search. Your description of your site should also include every relevant keyword you can think of.

Step 2 - Don't be shy about promoting your web site on as many message boards and other places on the web as you can. The more attention you create, the greater chance you have of earning a sale through the affiliate portal on your site.

Step 3 - Use your partner's resources. Most affiliate programs offer some guidelines that you will need to observe in publicizing the links.

Warnings - Keep in mind that complaints about spam or other unethical methods to drive traffic to your site and through the links could lead the affiliate partner to drop you from the program. Use every ethical means to create interest, but make sure you keep it honest and above board.

## ***How to Generate A Residual Income Through Affiliate Selling***

Many affiliate programs are not just interested in making an initial sale, but in earning a new customer that will use a service on a continuing basis. When this happens, you as the agent or affiliate stand to earn commission or residual income each time the customer uses the account.

Step 1 - Pick programs that are set up for residual income. Using the telecommunication model as an example, assume that a consumer signs up for a web conferencing account through the link on your web site. The account is set up under your agent number and you are paid the difference between the buy rate and the retail rate each time the

client holds a web conference session. If your customer has a web conference session with eight to ten locations once a week for an hour, you will soon find that you have consistent residual income each month.

Step 2 - Figure out ways to create residual income where there is none. Not all affiliate marketing programs are structured to allow for residual income. In fact, most of them are based on one transaction, and no more. However, if you can create a web site that keeps people coming back and using the links rather than going straight to your affiliate, you can generate some recurring income in that fashion.

Warning - There is not always a clear cut way to create residual income from any program. Run some simulations before you commit. Or, if you want a program that truly offers residual income, check for programs that specifically claim to offer continuing revenue on recurring transactions by the same client.

### ***How to Become A Super Affiliate***

A super affiliate is an individual who has become a true master of the art of affiliate marketing. He or she will have created a number of successful programs that consistently generate revenue. In many cases, the super affiliate will have developed some strategies that add a new twist to an old procedure, uncovered untapped markets of consumers, and found new and exciting ways to promote old and well known goods and services.

Step 1 - Becoming a super affiliate involves a lot of commitment. While it is possible to make money by devoting a few hours a week to affiliate programs, the super affiliate understands that huge payoffs mean some hard work. The successful super affiliate understands that there is a considerable amount of time and effort involved in the first stages of the partnership, as well as the need for consistent effort to keep the momentum going.

Step 2 - If you want to be a super affiliate, then commit to making your web presence as prominent and enticing as possible. Use every means at your disposal to draw attention to your affiliate links, including running ads, using keyword optimization, adword affiliations and even employing marketing methods outside the realm of the Internet. You will always be aware of an opportunity to promote your affiliates, and provide interested people the ideal means of getting to those affiliates. Your affiliates will be very supportive with this goal.

After all, more traffic means more sales, and that is the whole point of the marketing process.

Warning - Bottom line, if you want a large profit for no effort, you are not likely to become a super affiliate.

### ***How to Use Banner Ads to Sell Affiliate Products***

Banner ads have replaced text links as the portal of choice from the web site of an affiliate to the web site of the affiliate partner. There are several reasons for this, with the fact that the banner ad is more visually appealing being chief among them.

Step 1 - How you use banner ads will make a big difference is how successful you are in generating revenue from your programs. When placing banner ads on your web site, make sure they are easily found, and stand out enough from the rest of your content to catch the eye of anyone who stops by your site. The easier it is for your visitor to notice the banner ad, the better the chances that he or she will actually click on the ad and pay your partner a visit.

Step 2 - There are also a number of classified and message boards today that have no problem with banner ads appearing as part of advertisements. Many of these sites generate huge numbers of hits per day. Finding web sites of this sort, and posting banner ads that will drive traffic to you and your affiliate partner will greatly increase your chances of making money from your efforts. Depending on the way that the board is structured, you may actually be able to get an idea of how many hits your ad receives, which can help you decide if that particular board is worth using on a recurring basis.

Warning - Placing banner ads in the wrong locations or making them hard to find will drive consumers away and result in little to no sales.

### ***How to Find the Right Market For Your Affiliate Products***

Most people would agree there is no value in selling dog food to a cat. If you want to make money with your affiliate products, you have to connect with the right consumers. Here are some tips to help you with that goal.

Step 1 - Know your products. While the old saying is that a good sales person can sell anything, that presupposes knowing which customers

can use the products. Before you can define your target audience, you need to know what you are offering, how it is used, and why someone should choose your products over those of another supplier.

Step 2 - Create a Customer Profile. This is simple an outline of attributes that the ideal consumer for your products will fit. You can define such factors as age, gender, economic level, educational background, and location.

Step 3 - Identify Your Target Market or Markets. In some cases, this will be somewhat clear cut. For example, if you are promoting scented candles through an affiliate program, you know that a residential market is a better option than targeting businesses. Using your customer profile will help narrow the focus so you can concentrate efforts on at least a primary audience and one or two secondary audiences.

Step 4 - Walk In Their Shoes. Identify keywords that will have meaning to your audience. Use them to make connections, either through ads on message boards and through Internet searches. By attracting the attention of the right type of customers, you greatly enhance the chances of making a sale.

Warning - Don't write off a market simply because it is not huge. You may have come across a sector of the consumer market that gets little attention, and can build up a tidy amount of business by meeting their needs.

### ***How to Avoid Common Mistakes Affiliates Make***

To a degree, affiliate marketing is a trial and error experience. However, there are some errors that new recruits can avoid, if they will do the following:

Step 1 - Learn All You Can About Affiliate Marketing. There are some excellent resources online today that will point out common mistakes and teach the basics that have proven to be reliable even as affiliate marketing has evolved.

Step 2 - Make use of all the resources offered by your partners. In many cases, those resources were developed and refined based on their success and failure. Making good use of them keeps you from reinventing the wheel, and perhaps forgetting to screw on the lug nuts.

Step 3 - Avoid methods that are no longer effective. What worked well ten years ago may not yield much success today. Understanding which approaches have fallen out of favor with the buying public will allow you to concentrate your time and resources on currently effective means.

Step 4 - Trust your instincts. Not every approach is equally successful with every product, no matter what people tell you. Realize that using an approach that made your buddy plenty of money last month with his portals may not do quite as well with your different programs. If you think that may be the case, focus on something that you think will work for you first, then try the other means after launching your first pick.

Warning - Not every resource on the Internet that claims to be an authoritative resource on affiliate marketing actually contains any meat. If it doesn't seem to feel quite right to you, then look for something else to use for a guide.

### ***How to Maintain Focus as an Affiliate Marketer***

Being successful means staying the course when you really would rather go do something else. Here are some tips to help you do just that.

Step 1 - Set aside specific time each day to work on your programs. While you may not be going to an office every day, you still need to create a structured work environment. This begins by scheduling your work time. It does not have to be the same hours each day, and not even the same amount of hours each day. But without designated work hours, it is much easier to lose your focus on the tasks at hand.

Step 2 - Define reasonable action items for each work day. Part of the problem with affiliate marketing is that it is so easy to look at all the things to do and become overwhelmed. Step back, identify action items that you can address and complete today. That will help you achieve a sense of accomplishment, and also provide motivation to get more accomplished tomorrow.

Step 3 - Have a defined work space. Setting aside a room in your home as your place of business helps to give your work a sense of being real in a way that a few CDRs stuck in a drawer can never do. If you don't have a room, then create a nook in a corner that is for work

only. This will help motivate you to "go to work" and not slack off from the task of building your empire.

Warning - Keeping your focus is easy when things are going well, but is much more difficult when things are slow. Discouragement will derail an affiliate program in no time. Remember that tomorrow always has the potential to bring great rewards, if you keep working.

### ***How to Use PPC Advertising to Sell Affiliate Products***

PPC, or pay per click advertising is one way to get the word out about your affiliate program. Here are some tips to help you use this tool to best advantage.

Step 1 - Set up your links on sites that will attract the right sort of customers. A basic of marketing is that the marketer must connect with a viable consumer. By placing links on the right web sites, the chances are that you will not only get a little revenue from the click through, but also up your chances to make a sale.

Step 2 - Make sure your PPC links have some relationship to the affiliate links that greet the customer. Nothing is quite so maddening as clicking on a link that promises something to do with vitamins and finding yourself staring at an ad for garden tools. If the redirection does not make sense, the opportunity for a sale is permanently lost.

Step 3 - Keep it simple, but direct. PPC depends on allowing the customer to move quickly toward the ultimate goal, with as few chances for distraction as possible. The combination of speed and easy access helps to make it much less likely that the customer will grow tired and seek information or products elsewhere.

Warning - PPC used to make a lot of money in its own right. However, it has long been eclipsed by cost per sale compensation as the primary means of making money with affiliate marketing. Don't expect to get rich through PPC alone, but do use it as a tool to get people to places where they can purchase goods and services.

### ***Conclusion***

Affiliate Marketing offers many opportunities to make money. Matching the right interests, skill sets, and commitment level to the task greatly increases the chance for establishing steady streams of revenue

through affiliate marketing. With proper planning, it is possible to begin a new career that is both financially and emotionally rewarding.

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Marketing Stomp

# Part 2: Email Marketing

Email marketing represents the latest innovation in the strategy to connect with potential customers that is much older than the Internet. As a means of accomplishing the task of direct marketing through the use of electronic mail, email marketing is inexpensive, quick, and has excellent chances of producing revenue, if used properly.

## *Email Marketing Basics*

Just as with any type of marketing approach, email marketing employs a few basic understandings that help to give the strategy form and function. Here are some examples.

Basic 1 - Email marketing is direct marketing. The advertising goes from the seller to the consumer in one simple process. There is no requirement for a mediator to convey the good news about the product or service, unless you choose to outsource the function.

Basic 2 - Email marketing is geared toward a quick introduction and sale of a good or service. There is no lengthy sales cycle to contend with. You get the information to the consumer, who either responds or trashes the email.

Basic 3 - All that is required to launch an email marketing campaign is a computer, an Internet connection, and email account, a qualified list of email addresses, and the prepared advertisement. In short, just about everyone can acquire the basic tools for an email campaign.

Basic 4 - Solid email marketing activity involves crafting straightforward advertising that tells enough to entice the consumer, but not enough to wear out the reader. As such, putting together an email advertisement means focusing on the right detail, presented in the most concise and provocative means possible.

Just about anyone can learn the basics of email marketing, but it takes some effort and common sense to put the basics into operation.

## ***How to Boost Your Sales through Email Marketing***

Using the concept of email marketing properly will result in getting a lot of attention, and greatly increase your chances of making a lot of sales. Here are some effective ways to structure your campaign so the chances for success are maximized.

Step 1 - Define your audience. This will involve knowing your product inside and out, and understanding how it can be used by different sectors of the residential and business consumer markets. Instead of trying a one size fits all campaign, identify the market sector you want to focus on, and design the text and graphics of your email so that the appeal is direct and to the point.

Step 2 - Qualify your distribution list. What you want is a set of email addresses where there is a reasonable expectation that the recipients will read the email and not just toss it into the trash. This means learning the difference between a qualified contact list and an unqualified one. A qualified list includes email addresses that to people who want to receive offers. This is what you must have in order to boost sales. Anything less is most likely a waste of time.

Step 3 - Make the Subject Line of the Email Interesting. This is your first chance to connect with a consumer. If the subject line is too cute, or too insulting to the intelligence of the recipient, it does not matter how good the content of the email happens to be. This is because the email will be deleted without ever being read.

## ***How to Build an Email List You Can Target To***

While it is possible to purchase an email contact list, you can build your own with a few simple strategies. Here are a few methods that often provide excellent results.

Step 1 - Use your web site. Placing a sign up page or link on your web site helps to ensure that anyone who wants to know about upcoming product offerings or specials can choose to opt into your email list. This method is one of the best ways to collect emails that are current, as well as qualify that the recipients really and truly do want to receive advertisements from you.

Step 2 - Hit the Message Boards. There are plenty of sites around the Internet that allow marketers to post short ads about their services.

Place those ads, and be sure to include a link back to that signup page on your web site. With a little luck, the consumer will sign up, and then take a moment to browse through your site, possibly clicking on an affiliate link and making a purchase.

Step 3 - Employ offline advertising as well as online resources. Business cards still generate hits, as well as write-ups in local trade magazines and newspapers. In some cases, the cost to you is little or nothing. Always provide the option to sign up for updates on product promotions and sales.

Step 4 - Start a blog. People love to read about how to use different products and services. Use your blog to get the word out about all the things your affiliates have to offer, and make sure there is that link back to the signup page. Remember, fresh content, at least once or twice a week, will have people coming back for more, and also motivate them to tell their friends about your blog.

### ***How to Get People to Notice Your Email Signature***

Your email signature can be a means of confirming your identity or a way to generate some interest in what you have to offer. Here are a few ways to make that signature pop.

Step 1 - Play with the fonts. You want something that is still easy to read, but is different enough from the font text and size of the body of your email that it catches the eye. Before anyone will read your email signature, they have to realize it is there first.

Step 2 - Go with some color. A bold color will also help your signature to stand out from the body of the email. Depending on what type of promotion you have in mind, using more than one color might be effective and appropriate.

Step 3 - Once you use visuals to get the attention, have something of substance that will help keep it. A short and intelligent slogan will do the trick, followed by either an icon that is a link to your web site, or the URL for your site should do the trick.

Warning - While you may be tempted to make your signature cute or include a lot of detail, resist the temptation. Your signature should be focused on your business, your goals, and making it easy for the consumer to get to your site for more information. An email signature that creates the image of being unprofessional, or not serious about

winning a client, will turn your email signature into a liability rather than an asset.

### ***How to Use An Autoresponder In Your Email Marketing***

Autoresponding software has become more common as part of email marketing campaigns. Here's how to set up the autoresponder to maximize your chances of generating a sale.

Step 1 - Create an effective response text. You want to thank the respondent for their query. Quickly outline the benefits of your product or doing business with your company, then provide the URL or an ad banner to get them to the business end of the operation.

Step 2 - Make sure the autoresponder will archive information about the responses. You can use the email addresses for future email marketing campaigns. You want to also get a feel for the time of day that you seem to get the most responses. This can give you a clue about what part of your working day is best for launching a campaign when potential clients are more likely to be online and reading email.

Step 3 - Keep in mind your autoresponder can be configured to send out acknowledgements to both responses to email campaigns and also to persons who sign up for the email list at your web site. This simple task will definitely demonstrate you are serious about client support and care, which always makes a customer feel more comfortable and receptive.

Warning - Keep it simple when you draft the autoresponder message. A quick thank you and a tidbit of information is all you need. Consumers who want to read several paragraphs of text will visit your web site or your blog.

### ***How to Improve Your Email List***

Even the most finely crafted email contact list will need some occasional care and feeding. Here are a few tips to keep your list up to date and usable.

Step 1 - Remove obsolete email addresses from your list. People change email addresses from time to time, especially the free emails addresses provided by some web sites and major search engines.

There is no point in wasting resources on information that is no longer helpful.

Step 2 - Always allow consumers the opportunity to opt in and out of the list. This will help create good will, and also helps people to have the chance to remove an email address that will no longer be used. Include a field so they can provide feedback about the reason for their desire to opt out.

Step 3 - Never add unqualified email addresses to your permanent email list. Unqualified would mean an email address for which there is no evidence of interest in receiving the type of emails you send out. While it will make your list more impressive, it will do nothing to enhance your reputation.

Warning - An email list that is not maintained properly will actually hurt your chances of generating sales with an email campaign. Making sure the entries are current and qualified will easily yield a higher result of responses and translate to more sales, which is really the whole point of having the list in the first place.

### ***How to Increase Your Subscribe Rate***

There are several strategies you can utilize to create more opt-ins for your email marketing list. Here are a few examples.

Step 1 - Make it easy to subscribe. No one wants to spend five minutes signing up for the privilege of receiving email offers. Make it a matter of filling in a couple of fields and perhaps checking a couple of selections to narrow the focus. The easier the process, the more likely that visitors to your site will decide to sign up.

Step 2 - Mine your existing email listing. Traditional sales techniques have long relied on the referral process to get the interest of new customers. You can employ the same process by offering people on your current list the chance to spread the word about your services. Provide a small discount on their next order if someone they referred signs up and places an order.

Step 3 - Hit the boards. There are plenty of message boards that allow marketers to post ads about their products. Place some ads that are focused on signing up for emails on product offerings, making sure to include a link back to your signup page.

Warning - Make sure that people understand that they are signing up to receive periodic emails from you. This means being crystal clear in the text that you use for your ads and in your appeal to your existing email subscribers. Confusion can lead to people being very upset about being on a list, and even if you did not create the situation, lead to some negative publicity.

### ***How to Make Your Subscribers Active and Happy***

Keeping your subscribers receptive to email offers is essential, if you are going to make money from the connection. Here are a couple of tips to help keep the folks on your email contact list happy.

Step 1 - Don't overdo the emails. No one wants to get several emails a week from you, much less several a day. Set a company standard that involves a consistent schedule for email campaigns, and stick to it. Once a week is likely going to be the most frequent you can get by with in most cases without angering your subscribers. Bi-weekly or monthly would be safer.

Step 2 - Don't send emails that take forever to open. If you are in the business of promoting goods or services that are geared toward the residential market, keep in mind that a lot of your subscribers are still using dial up connections. Emails that take a long time to load are much less likely to be read. If it appears that your email epistles always take a long time to open, the chances of asking to be removed will increase dramatically.

Step 3 - Make it an easy read. Your text should be direct and to the point. Include a short description of what you are offering, why you are offering it, and where to go in order to get more detail and/or place an order. Keep it simple, and your subscribers will continue to greet your emails with a positive attitude.

### **How to Grow Your Email List**

Growing your email list is easy, if you employ a few basic approaches.

Step 1 - Advertise. This means spread the word at online sites, message boards, and any place that allows you to mention your business. Don't forget offline sources. Business cards left at

restaurants, passed out at conventions, and handed to the guy you meet on the plane can lead to new subscribers.

Step 2 - Ask your current subscribers to help. Good word of mouth can make a huge difference. People who enjoy being on your list are among the best means of publicity at your disposal. Offer some sort of incentive to existing subscribers who are willing to promote you and your business, and this will make the process even easier.

Step 3 - Optimize the presence of your web site. If your site comes up near the top of browser searches, more people are likely to visit your site, see the signup page, and opt into your email list.

Warning - Do not use unqualified email lists as ways of expanding your network. Good shares of the emails on those lists have already been used to death, and the rest probably will not appreciate hearing from you. What little business you may get from those lists will not make up to the number of doors that will be forever closed to you. Go only with emails that are qualified, and you save time, money, and your reputation.

## **Conclusion**

While email marketing has been hurt by the backlash caused by unsolicited email advertisements, there are plenty of ways to use the strategy as part of an ethical and positive approach. By being responsible in creating, maintaining, and utilizing the email list, you will be able to increase both your income and your prestige with your clients.

# Part 3: Product Creation

Choosing to make your own products for sale can be both financially and emotionally rewarding. With full control over the look, feel, and purpose of the finished product, you can take a great deal of pride in what you offer to the world. Here are some tips to help you with the process.

## Product Creation 101

There are a few simple steps that apply to the creation process, no matter what type of product you have in mind.

- i. Envision your product. Before you can give the product a physical presence, you have to see it in your mind's eye. This gives you a benchmark that will guide you all the way through the actual development of your product. While your vision may change a little during the process, starting out with a standard helps to keep you on track.
  
- ii. Do your homework. The best of ideas can be refined with the aid of a little research. You want to get some background on other similar products out there. Even if you think your idea is totally unique, still do some looking around. Learning about what is already on the market may influence how you design your product, so that it will appeal to a particular market, or be able to distinguish itself from the competition in some manner.
  
- iii. Make good use of storyboards and prototypes along the way. Putting together some physical samples of your product, even if you are still working out the particulars of the final look, can serve as a tangible way to manage your progress. It also gives you a chance to move on to the next phase of the basics, which is testing your product.

iv. Before you ever solicit the first bit of financial backing for your product, or market it to the first retail outlet, you have to make sure your product will do what it is designed to do. Set up a number of test scenarios, and use them to make any minor adjustments required to perfect the final version.

## **How to Outsource Writing Projects**

Chances are you will need some copy for sales materials, brochures, and advertisements. While you can write the copy yourself, it may be more cost effective in the long run to engage the services of a professional writer. Here are some tips on how to outsource your writing needs.

i. Go where the writers go. There are a number of sites online today that provide easy access to a number of different writers. In some cases, this may be a writing job board, or a professional site that allows writers to post resumes and samples. Here are a few great places to outsource writing projects:

[www.Elance.com](http://www.Elance.com)  
[www.ODesk.com](http://www.ODesk.com)

ii. Craft your advertisement for the project very carefully. You want to be very specific about what you need. This will help narrow the number of writers who respond to the ad to those who are qualified. Along with specifics of what you need, make sure to ask for a resume and some writing samples. Be realistic about the deadline; saying you need the work ASAP when two weeks from acceptance will do the trick is simply inviting people to hurry and submit inferior work. If you don't want to publish a rate for the project, make sure to ask respondents to include a bid or quote.

iii. Review each of the responses carefully. Look for indications via the resume or the quotes that the respondent has some experience or knowledge that relates to your product offering. Also check for the flow of the samples. If they appear choppy or are hard to follow, then you know that particular is not the best option for your project.

## How to Use Guru.com and Elance.com to Find Writers

Two great places to look for writers are the professional marketplaces guru.com and elance.com. You can use this site in a couple of different ways.

- i. Search the database. It is possible to use keywords to search through the posted resumes on the site. You may choose to combine the use of "writer" with other words that will narrow the search, such as "copywriter" or "retail sales." Generally, you will be able to find a number of hits and then make contacts with those writers about your project.
  
- ii. Post your job offering. Create an account and post the offering on the sites. This will allow all the writers who regularly check the sites to respond, if they believe themselves to be a good fit for your project. Keep in mind that you will probably have a large number of responses, as some of the writers may feel qualified, when in fact they may or may not meet your basic needs.
  
- iii. Don't discard any of the contact information you gather. While a particular writer may not be ideal for your current project, there is a chance that he or she would be a good fit for another project down the road. Keep the contact on a good note by responding to applicants you want to keep in contact with, and let them know you will keep him or her in mind for future projects.

## How to Outsource Your Graphic Design Work

Just as you may want to seek a professional to craft your writing copy, you might choose to consider outsourcing your graphic design work. Fortunately, there are plenty of online sites where you can connect with freelance graphic designers and find the right one for your project.

- i. Always go with some specifics about your needs. Simply saying "I need a graphic designer" will result in a lot of responses that contain a number of questions. If you have needs for both electronic and hard copy graphic design, then say so. Make sure to include some

generalities, such as the type of products you market and the audiences you want to reach. This will make it possible for respondents to address those needs and make the selection process much easier for you.

ii. Always get samples. While a resume may indicate the perfect candidate, samples will help you identify graphic designers that have both the vision and the skill set to come up with ideas that will make a positive impact.

iii. If the samples grab your attention, move on to talking about specific terms and conditions. Confirm deadlines, and see if it is possible to set up a series of action items that allow you to see the work in progress. Generally, this is not a problem, as long as you are not asking for something every day. Together, you and your graphic designer can come up with a schedule that will work for both of you.

## **How to Create Your First Product**

The bottom line is that if you don't have a saleable product, all the great copy and all the wonderful graphics in the world will not earn you a penny. Along with the style, you need to deliver on the substance. Here are a few things to keep in mind about your first product.

i. Keep it simple. You want a product that can be demonstrated to be valuable for specific applications. Trying to design something that is a one size fits all product can be difficult, to say the least. Design the product so that the application is obvious, even before you begin to elaborate on the uses.

ii. Pick a memorable name. It may be cute, or it may be informative. But make sure it is a name that will catch the attention of the consumer, and will be very easy to remember. Complicated names are basically annoying, and will not gather much interest.

iii. Know the product inside and out. Create something that will effectively meet a common need that you have. This will give you the chance to compare it to other products and find all the little ways that your offering has an edge over the competition. Plus, you will be able

to use that data to market the product later on, which will make all the difference as the publicity campaign gets underway.

## **How to Find Willing Buyers for Your Product**

Once your product is in production, you have to build a customer base. Here are a few tips to help with the process.

i. Identify your target audience. One quick and easy factor is to determine if your offering is more appropriate for a residential market or a business market. From, there you can take into such factors as gender, economic status, location, and a number of other characteristics that fit your ideal client.

ii. Once you have a handle on your target audience, find the places they hang out. This means looking for ways to advertise online and offline where people who meet the client profile are likely to be found. You may choose to use print ads in magazines and newspapers, banner ads online, and classifieds in both print and online media. Getting the word to the right sources will make all the difference.

iii. Promote your online presence. Include as many appropriate keywords and key phrases as possible in your online copy, without damaging the integrity of the text. The higher you rank in online searches, the better chance you have of making a sale.

iv. Once a consumer is at the web site, make the ordering process as simplistic as possible. Complicated ordering strategies are a great way to turn off a customer before the first order is ever purchased. Keep it secure, but keep it simple.

## **How to Avoid Common Production Creation Mistakes**

It is easy to make mistakes in the process of creating a new product. Fortunately, it can also be easy to avoid those mistakes. Here are some tips to help keep the production on an even keel.

i. Don't try to do everything at once. Spreading yourself too thin by working on product development, publicity, packaging and other factors all at once will simply make it harder to complete one phase. Establish an escalation schedule, addressing each phase of the product creation in a logical manner of progression, and don't try to jump around. Completing one phase before moving on to the next will help keep the tasks from becoming a tangled mess.

ii. Make no assumptions about the quality of your product. Test it, then test it again. In the end, you will need to be firmly behind the product you make in order to promote it effectively. Presenting it as being effective for certain applications will mean nothing unless you have verified that the product actually does address those specific needs.

iii. Don't assume the physical appearance does not matter. You may have a fantastic product, but if the physical presentation is not acceptable to the eye of the consumer, sales will go nowhere. Use appropriate containers, packaging, color schemes, and other elements that will attract customers, and also help them to begin connecting with the product even before it is used.

## **How to Setup Joint Ventures with Other Business Owners to Market Your Product**

One way of establishing yourself in the marketplace is to create a working relationship with other business owners. Here are some tips on what types of relationships to build, and how to promote the connection in the eyes of the buying public.

i. Look for businesses that market products that are complimentary to your own. As an example, if you have a great new floor cleaner, consider creating a joint campaign with a business that manufactures mops. Associating your product with other products that are a natural marriage will make it easier for both companies to increase sales.

ii. Look for partners that are interested in identifying multiple ways of promoting the connection. Is it possible to include a short recommendation on the packaging for both products? Perhaps some online advertising that features the use of both products would work

well. Committing resources that promote the product lines of both businesses will maximize the return on advertising for both partners.

iii. Research potential partners carefully. You want to make sure that the business you associate with will provide products that are of similar quality to yours. This will enhance your reputation as being serious about how consumers view your product, and whom you choose to link with in order to promote your business. The right partner will create a very positive image, but picking the wrong associate can damage your credibility in ways that could take years to overcome.

## **How to Make Money with Your New Products**

The whole point of developing a new product is to make some money from your efforts. There are actually a number of ways to generate some interest that will result in some sales.

i. Get your web site up and running. People are shopping on line in greater numbers than ever. Creating an online presence that allows people to order your products quickly and easily is a great way to get the ball rolling.

ii. Consider online auctions. Auctioning off some of your products can be a great way to spread the word and create some quick cash.

iii. Go to conventions. Setting up at conferences and conventions will allow you to interact with interested persons immediately. Depending on the rules of exhibition that apply, you may be able to sell products on site. In any case, you certainly can collect contact information from interested parties that will result in sales later on.

iv. Think local as well as global. Don't overlook local publicity as a means of launching your product. Ads in local media, both electronic and print, can help to jump start the sales and also provide the ideal testing grounds for a publicity campaign that targets a wider geographical area.

v. Consider engaging the services of an advertising agency. While there is cost involved, you will be able to draw on professional experience and make use of outlets that you may not realize exist. Spending some time to see what an advertising agency can do for you will be well worth the effort.

## **How to Get Started With the Product Creation Process Today**

All great products have a beginning. In most cases, they are not spectacular in nature, but in fact start off with a few simple steps. Here are some things you can do today to get the ball rolling.

i. Get out some index cards and a pencil. Write down random thoughts and ideas about a product on each index card, with no more than one idea per card. Keep in mind that the process does not have to be organized from the first word of the notes. This first step is freeform and does not even have to appear to make any logic at all. Use this time to write down anything that comes to mind, and worry about making sense of it later.

ii. Next, organize your notes. You can do this physically, by spreading out all the index cards, and begin to set aside the ones that seem to have no connection to any of the other thoughts. Slowly, you will see a pattern emerge. This pattern will form the outline for your idea.

iii. As you move along, some of those stray thoughts that did not seem to fit earlier will suddenly make a lot of sense. As this happens, incorporate them back into the main collection.

iv. Once you have the skeleton of your product idea, begin to flesh it out. Go back to each card and elaborate on how the detail on that card will progress to the idea on the new card. When you are done, the foundation will be in place and you can undertake the creation process directly.

## **Conclusion**

Product creation can be an exciting undertaking. Not only is the potential for financial rewards an attractive option, but there is also

the factor of the personal level of satisfaction that is realized when a brainchild takes form and finds a place in the marketplace. With proper planning, careful execution, and the right publicity, creating a new product will lead to fulfilling a lot of dreams.

# Part 4: Blogging

Blogs, or web logs, are a phenomenon that has emerged as part of the Internet experience. Providing a means for persons to articulate their thoughts on a number of topics, blogs can also be a great way to promote products or services. Between keyword optimization, content, and quality of the remarks posted on a blog, the tool can be very helpful in building a revenue stream.

## **Blogging 101**

There are a few things to keep in mind if you want to have a successful blog.

i. Keep it focused. In order for a blog to build up a readership, there needs to be some central topic that impacts all the postings. The topic can be very broad, such as a particular religion, an industry type, or a physical location, such as a state or city. People interested in reading about the subject matter will bookmark the site and come back to read it on a regular basis.

ii. Use banner ads on your blog. Make sure they are relevant to the general topic in some manner. If they are easily identified with the subject matter, chances are visitors to the site will be more interested in clicking on the ads and buying the products associated with them.

iii. Update the blog regularly. Three or more times a week is not too much. Fresh content will keep a person coming back for more, which provides more chances for them to click on an ad and generate some revenue for you. On top of that, search engines love regularly updated sites with relevant content.

iv. Keep the content accessible. Unless you are attempting to cultivate an audience with a penchant for technical jargon, it is important to choose your words wisely. Make sure the verbiage is easily understood. When technical terms are necessary to get across a point,

make sure to include a short and concise explanation. This can be done without talking down to anyone, and will be appreciated by persons who are interested in the subject.

## **Blogging Guidelines For Internet Marketers**

Putting together an effective blog is a lot like putting together any web site. You need form, function and purpose. Here are some tips that will help you achieve those three elements.

i. When it comes to form, you will want to choose a design that will be visually appealing. Don't let it slow you down if you are not sure how to accomplish this. Many online hosting companies provide templates that even a novice can customize slightly, and create attractive looking pages. You don't have to purchase special software, or know a lot about design. Pick and choose from the available options, and soon you will have a good looking site.

ii. Function is another important element. You want your blog to be easy to navigate. The easier it is for readers to find what they want, the better chances you have of holding their attention long enough to either sell one of your products or generate some revenue from them choosing to click on an ad.

iii. Purpose is a third basic guideline to observe. Blogs that try to cover too much ground are often dull and lack interest. While you may have a broad subject for your blog, give the detail a spin that provides a focus to the subject. This will allow you to target readers who want to narrow their focus a little.

## **How To Use Your Blog To Promote Your Products**

One of the great things about a blog is it your own space to make your case in any way you like. Here are some ideas of how to make good use of the blog to sell your product line.

i. Incorporate applications of your products into your blog entries. For example, if you have a cleaning product, work into some remarks how the product works well to clean floors, walls, etc. Perhaps couch the

remarks in a short blog entry about getting the house ready for a party.

ii. Use links to get people to go where you want them to go. If you have a site for your product, and have the ability to take orders, make sure there is a link on your blog. If you sell your products online at other sites, such as an auction site, add the links to your blog. The easier you make it to order a product right now, the better the odds that a reader will take the plunge.

iii. Advertise discounts and specials for your products on your blog. Someone may not be interested in paying full price for a first time try, but if you offer a discount over a short period, there will be those who will decide to give your product a try. If it lives up to the expectations, the consumer is likely to be willing to pay full price next time.

## **How To Set Up An RSS Feed For Your Blog**

RSS feeds are a form of web feed that can be used to get the word out about specific articles or entries on a blog. You can use this tool to your advantage in several ways.

Set up your RSS feed using FeedBurner – <http://www.feedburner.com>

i. Use the concept of an RSS feed to compose short summaries of the articles on your blog. These can be used to set up automatic check-ins with favored sites, so that people who like to read new content can know when you post something new.

ii. Opting into a subscriber list provides you with a built in audience that has some interest in your topic. Using the software to set up this sort of connection and get the word out will help you build a readership quickly and easily.

iii. Once you are part of an RSS network, you can rest assured that your content is getting out to a wide variety of people. The simple name recognition that is generated by setting up an RSS feed, by

subscribing to a list and using the right software to set up the process, will serve you well in the years to come.

## **How to Quickly Turn Blog Posts into Profits**

Bloggging can be a great way to generate revenue in a short period of time. Here are some tips that will help the process.

i. Keep the content focused at all times. Straying away from your core subject can make the site less meaningful to the people who are likely to buy your products. Promote yourself, but be sure to do it in a way that holds the interest of the readers.

ii. Make is easy to buy something. The ads on your blog should be easily viewed and accessed. Whether you are trying to sell your own products or are generating revenue with ad hosting, you want to make it a simple process to get to the ads.

iii. Promote your partners. If you are selling products at a particular site, then make it a point to steer your readers to not only your offerings, but to the site in general. This will increase the chances that readers will want to visit the site, and will start by visiting the portion of the site that is devoted to your products.

iv. Avoid getting too long winded with any one post. Many of your readers probably are stopping by for a quick read, not settling in for an hour or two. Long posts tend to discourage people with limited time, and that in turn means the loss of an opportunity for you. Keep it to a few paragraphs, and make the content direct, and the chances of keeping the attention long enough to make a sale.

## **Conclusion**

Bloggging can be a great way to express your thoughts and also make some money at the same time. With some planning and forming an idea of what you want to accomplish with the blog, you can come up with a design and concept that will help you achieve your goals.

# Part 5: Resell Rights

Resell rights have to do with the proper authorization to purchase a given good or service, and be able to resell it at a profit. Resell rights can extend to a number of different types of products, ranging from ebooks to software. There are actually several different categories of resell rights, with each of them having certain defining characteristics.

## Resell Rights 101

There are a few basic things to understand about the different types of resell rights, and how they work.

i. Normal or Basic resell rights have to do with being able to buy a product and then sell it to one of your own clients. Generally, there are restrictions on how you can brand the product, as well as a ceiling on the amount you can charge for the product.

ii. Master Resell Rights encompass all the privileges of basic resell rights, but also create the right for your customers to resell the product as well. You can choose to also extend master resell rights to your customers, or keep more control of the process by granting basic rights only.

iii. Private labeling is an approach to resell rights that have been going on for many decades. While the name of the original manufacturer is still intact, and the product is still recognizable as being an original, a private labeling arrangement allows you to customize the product for a specific audience.

iv. Rebranding is perhaps the most intense form of resell rights, and one of the most popular. With this option, you acquire an existing product and repackage it under your own brand name. This approach has been used for everything from loaves of bread to teleconference services. More recently, it has been used to as a way to customize software for a particular market, as well as adapt a broader ebook to a targeted audience.

## **Getting Started With Resell Rights Products**

If you have decided that marketing products that are developed and manufactured by another business is for you, there are a few steps to take in order to find the right opportunity for you.

i. Draw on your past experience. In general, it is easier to market products when you have some personal knowledge of how to use the good or service. This approach allows you to get a jump on understanding the assets and the liabilities that are associated with the product, which will make the process of evaluating your chances of being successful much better.

ii. Check out the condition of the market. Even if you know a product well, the market may already be saturated with persons who are promoting various incarnations of the good or service. Look for something that you know well, but that is not currently being sold by everyone under the sun.

iii. Look into opportunities that involve the type of resell rights that you want. There is no point in wasting time on product lines where rebranding is not possible, when that is really what you want to do. At the same time, if you want to keep it simple with basic resell rights, stay away from deals where the emphasis is on private labeling or rebranding. Know how you want to market a product and that will help narrow your search.

## **How to Find Resell Rights Products**

While there are many people that think a good salesperson can sell anything, the fact is that there usually has to be some degree of connection between the seller and the product in order for the process to work at optimum efficiency. This means you will need to find the right product or products to market.

i. Go after what you know. This could mean that you draw on previous work related experience with various products, or that you make good use of knowledge you acquired as a result of pursuing a hobby. Using your background to identify viable product lines to resell will speed up the learning process a great deal.

ii. Look for something that is not already done to death. That great opportunity with a nationally known brand is a great offer. In fact, it is so great that a million other people are already on board with it. Looking for a product that is below the radar and needs some exposure can help you break into a niche market where the competition is not so fierce.

iii. Research first, commit later. No matter how good a resell deal looks on the front end, do your homework before committing your time and possibly a portion of your resources to the project. This will allow you to sidestep business relationships that could prove to be unproductive, and allow you to focus on more lucrative ventures.

iv. Go to your favorite search engine and type in “your topic” + “resell rights”. Here’s an example – “dog training resell rights”. You’ll end up with a list of sites selling rights to products related to your subject.

## **The Top Five Resell Rights Selling Strategies**

Reselling products combines the best of two different worlds. You have the chance to draw on the strengths associated with a developed product, and still add your own special touch. Here are some suggestions on how to make the most of the situation.

i. Look at the marketing strategy used by the manufacturer. This will provide you with some valuable tips to use in your advertising and promotion schemes. Even if you are rebranding the product, you will find the guidelines to be very helpful.

ii. Look for ways to present the product to a new market sector. If the product is normally touted as great for a business, look into applications that make it ideal for use around the home as well. This will help you to find your own corner of the market, and capture it before someone else has the same idea.

iii. Use a variety of advertising mediums. If the product is primarily promoted in more traditional methods, take your campaign to online magazines, create some ebooks, and put together a streaming video or two. The added elements will help your campaign to stand out from that of other resellers.

iv. Create new advertising copy that will make the product seem fresh and new. This is especially important if you plan on reselling a product under its own name. Bringing a new approach to an old favorite will make all the difference in your level of success.

v. Last, test drive your market schemes before launching them. Making sure that the campaign has the right impact at consumer level, and that it makes sense, will greatly enhance the chances of making a sale.

## **How to Create Your Own Resell Rights Products**

There is no rule that says you have to start out with someone else's products. You may be able to create your own product and then engage a number of resellers to handle the marketing and sales efforts for you. Here are a few things to keep in mind if you want to develop your own resell rights product.

i. Keep it simple. Products that are pretty straightforward are easy to sell, which means you will attract plenty of people interested in reselling your product. The more focused the product, the better your chances of success.

ii. Make the resell strategy as simple as the product itself. Spell out the terms of the right to resell in terms that are clear and will not be subject to a broad interpretation. Making sure that all parties understand the terms and conditions will mean you do not have to spend time dealing with miscommunications later on.

iii. Consider electronic products as the core of your product line. Software, even something as simple as games, is always a great seller. Ebooks are also a great example of a product that can easily be resold. These types of products are easy to generate, and the cost

involved in production is relatively low. For someone who wants to get into the resell business with very low cost, these types of products are ideal.

iv. Don't forget to include the necessary materials for your customers to be able to resell your product. This includes things like the salesletter, graphics, product etc.

## **How To Use PLR Resell Rights Products**

Private Label Rights are associated with taking an existing product and obtaining permission to adapt or alter the product so that you become the author of the item that will be resold. To this end, there are a few things to keep in mind about PLR and your responsibilities as a reseller.

i. You actually have the right to resell two products in most cases. One product will simply be the same product you purchased, with no changes, additions, or modifications. The second product will be the adaptation of the primary product, reworked to address the needs of a specific sector of the marketplace. While you will still acknowledge the primary product as the work of another manufacturer, you are free to claim authorship of the adapted version.

ii. There may be some limits on what you can and cannot change within the product. Usually, this is spelled out in detail in the terms and conditions associated with the resell agreement. To this end, make sure you read the terms and conditions carefully before signing anything, as well as reviewing them when you begin to make the modifications.

iii. Research how the changes will impact the finished product. You want to preserve the integrity of the product, while at the same time adding your own angle to the direction and application of the product. This will help you make the best possible alterations to the product, and not accidentally decrease the appeal.

## **How to Make Money with Private Label Rights Articles**

Private label rights articles are a great way to create an ongoing revenue stream. In order to make the articles attractive to people who will want resell your products, including the articles themselves, here are a few things to keep in mind.

i. Make the articles informative. They should be long enough to include key facts about the subject matter, but at the same time not get too bogged down in detail. Striking the balance between informing the reader and leaving him or her wanting a little bit more is a great strategy for selling your next article.

ii. Go with subjects that are of enduring interest. While you may score some big bucks with a topic that has to do with a current fad or trend, the shelf life of the article will be short lived. The idea with private label rights articles is to create revenue for a long time to come.

iii. Make sure that your resellers can take certain points in the article and adapt material of their own. If your main article is just right, people will be interested in acquiring it to use as a springboard to expound on one or two parts for their own works. This keeps the interest in your article alive for both resellers and for the buying public.

iv. Network your articles. Using RSS feeds and blogs are two examples of how to get the word about your articles out there, and generate some immediate interest and some income as well.

## **Conclusion**

Learning about the various types of resell rights, and how to apply them to your economic goals, can be a lucrative enterprise. By researching the opportunities, checking with then current status of the consumer market, and choosing products that appeal to you, the chances for launching your own successful resell business are very good indeed.

# Part 6: Advertising and Promoting

Advertising and promoting is an attempt to drive traffic to your website using various channels--free and paid. While there are many ways in which you can promote your website through this channel, you should focus on those which are likely to generate the largest return for the smallest costs (including both time and money as costs). This chapter details some of those methods.

## How to Get Started With Pop-up Ads

Pop-ads are one form of advertising that many people hate, but just as many people love them as well. Getting started with pop-up ads isn't really very tough at all. After a quick search online, you will find many software programs are available that you can add to your web site to get pop-up ads to appear when people visit your web site. Pop-up ads are one good way to offer certain things to your visitors that will catch their eyes right away.

Many people love pop-up ads as they can drive people to another web site you may have. They also work well getting people to subscribe to a newsletter that you may be offering. Free gifts are another thing that works well with pop-up ads. The biggest mistake that people make with pop-up ads is having too many on your web site or not being able to block them. If pop-ads are used properly and without malicious software, they are extremely popular.

Getting your pop-up advertising takes some time and proper thinking. Don't rush into it without thinking what you want to accomplish. Look at it from the customer-side; and you may find a whole new perspective on pop-up ads and the best way to use them. Pop-up ads can be your friend or your enemy; it's all about how you use them and what you get out of them.

[Aweber](#) has a great built-in pop-up ad generator together with their

autoresponder. If you prefer a free alternative, use your favorite search engine to search for "pop up script".

## **How Effective Is Link-Sharing?**

Link-sharing is when you and someone else decide to link to each other. Does it really help you? Or does it hurt you? Many people have various opinions on link-sharing and we will try and bust the myths for you and give you the truth about link-sharing. First link-sharing does work, but there are some hard fast rules you must remember before you get involved into link-sharing. One of the biggest mistakes that people make when it comes to link-sharing is taking links from everyone. People sometimes think a million links will help their rankings in the search engines, and that just isn't true at all. Relevant links are more important. A relevant link is a link to another web site that usually has the same subject matter as you. Search engines give more weight to that than just a bunch of links.

Another part of relevant link-sharing is who you're linking with. Even if it's in your subject area, it can't be a web site that just has a million links on it just to have them. As people start to realize that less links that are more relevant will work better, they generally start to use link-sharing a lot more. There are many companies out there that offer link-sharing where you share links with web sites in your subject area. Most of the time, going through these companies works better than trying to go on your own with link-sharing.

## **What You Need To Know About Banner Advertising?**

Banner advertising has seen its ups and downs in the online industry, but still is one of the more popular forms of advertising. Banner advertising is where you take a banner in various sizes and put them on your web site to offer various products for sale. Many times, these banners (when clicked) will take you to another web site. If they buy, then you will usually get a portion of the revenues. Banner advertising, when it was first introduced, was very popular, but like anything, it goes through cycles. Right now, banner advertising is making a comeback and is used a lot more in recent years.

Banner exchanges are another great idea that works well with banner advertising. By joining a banner exchange, you agree to show banners on your site in exchange for people showing your banner on their web sites. This means more traffic to your site and in the end it could be more dollars in your pocket. Banner advertising many times is over-used. If used properly, though, banner advertising is a great vehicle to use for your business or your cause. Just remember don't have banner advertising to be your only advertising. Use it with other forms to give you the best possible chance for success and grow your business or cause.

## **How to Advertise Your Web site**

Advertising your web site isn't as tough as many people may lead you to believe. Everyone needs to advertise if they want to see their business grow; and thanks to the Internet, it can cost you a lot less than you can imagine. Many people will tell you that free advertising doesn't work and that just isn't so. Free advertising is all over the Internet and some of it works exceeding well. Most classified ad sites have free ads and a number of them get more than six million visitors a month. You can divide your ads into different cities and almost any subject. Other very popular ways to advertise your web sites include traffic exchanges. Traffic exchanges are where you sit in front of your computer and look at other people's web sites. In return, others will look at your web site. This is free advertising at its best.

Other options you have are safe lists, which come in free and paid versions. These are lists you sign up for and that give you the opportunity to send your ad to everyone on the list. The amount of times you can send per day varies depending on if you're a free or paid member. Now, besides the free methods, there are also many paid ways to advertise your web site. These range from pay to click ads, where people are paid to click on your ads and see what you have to offer. Other options are solo ads, which are sent to a list of people who want to see ads like yours. As you can see, there are many ways to advertise your web site with both free and paid options.

## **How to Use Article Marketing Effectively**

Do you use article marketing? Well, you should think seriously about it, as it has many advantages that people are just finding out about.

Article marketing is defined as writing an article and submitting it to blogs, ezines and article directories. Marketing with articles is really very straight forward and relatively quick to do. Many article directories will let you submit your articles with a link to your web site at the bottom of the article. As these articles are put up on these directories, people search out articles on subjects they want to learn about. As they read these articles, they find your link and head to your web site. It's a great traffic builder.

The key to effective article marketing is consistency. You must submit articles daily, as the more articles that you have out there, the more traffic it will bring you. You will be surprised at how many people visit these article directories and the kind of traffic you will receive from your articles. As more people read your articles, they will seek you out and some will even buy your products. This is why using articles is becoming something that you can do as it costs you nothing but time. The rewards can be great as long as you are consistent in your submitting your articles.

## **How to Use Podcasts to Drive Traffic to Your Site**

Podcasting has been growing every year; and more and more people are using it to drive traffic to their web sites. A podcast is a file that is recorded that people can download off the Internet to their computers or mp3 players. Podcasts can drive traffic to you web sites in a number of different ways. One of the most popular ones is to adding your web site web address during the podcast. This will drive traffic to your web site as the podcasts become more popular. Another way that podcasts drive traffic to your web sites is by creating a buzz.

People love information; and podcasts can be on most any subject and are loaded to podcast directories. This means you will get a stream of traffic every day from these directories. As you do more podcasts with catchy titles and great content, people will come to your web site even more. Podcasts can be interactive, which means you can offer them a free gift by stopping by your web site. This will do only one real thing; and that is drive more traffic to your site. Podcasts are being used more and more today and that trend won't stop anytime soon. If you use podcasts properly, you should have no problem driving more traffic to your web site.

## **How to Use Newsletters to Drive Traffic to Your Site**

Newsletters are excellent ways to drive traffic to your web site, as the people who get your newsletter are already receptive to your offerings to begin with. Traffic is what everyone needs and using your newsletter is one device that you should use as often as possible. Send articles to your newsletter subscribers in one or two paragraphs with a link to your web site. As they want to learn more from the article, they will click on the link and head to your web site. Supplementing full articles is another thing to try. After the article is done, insert a link that will give them additional information on your web site.

Make your links in your newsletter bright and bold for your readers to see. If you blend them in too much, they won't be able to tell they are links. Another great idea is preview your next newsletter and what to expect. Content is king; and the more you put in your newsletters, the better off you will be. Always remember to have plenty of links to your web site so they can visit your site. The more you give people, the more likely they will click on a link in your newsletter and head to your web site. All these things can be used to drive more traffic to your site.

## **Conclusions**

As you can see, you have dozens of different channels through which you can drive free and paid traffic to your site; however, some of these are more cost-effective than others. You should focus on the ones which will generate the greatest returns per dollar spent-- regardless of how expensive they are. As long as they generate large and positive returns, you are better off using them than other, less effective methods.

# Part 7: Traffic Generation

At some point or another, all Internet-based businesses struggle with the traffic generation problem. Whether they have no traffic at all or some (but not enough), all webmasters know that they can radically increase their sales volume if they can only find a reliable way to generate more traffic. Unfortunately, this often proves to be a tough task. In this chapter, I will outline some of your best options for traffic generation.

## How to Generate Traffic for Your Blog

For many, writing a blog is something they do in order to vent their frustrations with the world, comment on current events, or simply do the thing they love most: write. For others, a blog is a tool to generate traffic and sell a product, whether directly or indirectly. For other, it is a combination of both. Whatever the case may be, however, no one wants to write a blog that no one reads. So here are some simple methods to get the traffic flowing to your blog.

### *Fresh Content*

It turns readers off to see your last blog post was a month ago. People like to feel like what they are reading—particularly in blog form—is up to date. Plus, the more frequently your blog is updated, the more frequently the search engines will crawl you.

### *Blog Linking*

This is a great way to glom traffic from others, and, of course, do them the favor in return. As long as you have a blog worth reading and are willing to reciprocate, there's no reason why you can't get other bloggers to link to you, thus making their traffic your traffic.

## *Stir the Pot*

People don't want to read timid blogs. Everyone has an opinion, including you. Controversy creates readers. If you have strong opinions about something, don't be afraid to let it all hang out in your blog. Those you offend will be the most likely to return.

## **How to Generate Traffic for Your Site**

One of the most frustrating tasks for any new webmaster is finding out how to bring visitors to their exciting new site. Perhaps you have a product to sell, or ads you want people to click on. Perhaps you just have a fun site you want people to come and enjoy. Nothing can kill your enthusiasm faster than creating new content that no one ever looks at. Here are two easy ways to change all that and bring some much needed traffic to your website.

### *Keywords, Keywords, Keywords*

Their importance cannot be overstated. Gone are the days when you could simply put some relevant meta tags on your web pages and call it a day. Your website has to be keyword rich in order to attract the search engines. Search engines have complicated algorithms, but they aren't intelligent. If your website is about movies, but you always call them "films" on your site, a person searching for "movies" on Google will never find you.

## **Backlinks**

One of the easiest ways to increase your search engine rankings, and thus increase your traffic, is to secure backlinks. Backlinks are nothing more or less than links to your website on other websites. The more of these you have in cyberspace, the more search engines see your site as an "authority". Be careful, though. Don't bother with backlinks from so-called link farms. They will do you no good, and may even hurt you in the rankings.

## **How to Optimize Your Site For Natural Search Engine Traffic**

Search engine traffic is the most powerful form of internet availability. By now, everyone who is surfing the internet knows how to use the major search engines. Studies have shown that visitors who find sites through natural search are up to ten times more likely to stay and even buy from the website. This gives the website owner plenty of incentive to optimize their site to increase their search engine ranking and bring in that sweet traffic. Here are a couple of ways to do that.

### *Make Your Site Keyword Rich*

It has been stated dozens of times before, but this is the most important aspect of ranking well with the search engines. Now, this doesn't mean filling your site with a bunch of gobbledegook with keywords sprinkled within. The content doesn't have to be award winning if your primary goal is just to generate traffic, but it should be readable. If the search engines believe you're practicing keyword-stuffing, they may penalize you.

### *Avoid Duplicate Content*

Nothing will bring down the wrath of the search engines faster than filling your site with content that can already be found elsewhere. In order to rank well, your site must be full of content and it must be unique. We could be talking about hundreds of pages here, so don't think you're going to get away with a few updates here and there. Like anything else, building a successful website takes hard work, so be prepared to put in some hours.

## **How to Use Pay Per Click Advertising**

It is one of the most powerful forms of internet promotion: the pay per click programs offered by the major search engines. Each one has its own peccadilloes and idiosyncracies, but there are some standards that apply to all three of the major engines. Here are some ways to use pay per click advertising to bring traffic to your website.

### *Finding a Balance*

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When starting out in pay per click, its hard to strike the right balance between bidding too much for a particular keyword and bidding too little. If you bid too much, you may rank highly for the keyword, but it might not pay off, particularly if your profit margins are low to begin with. On the other hand, if your bids are too low, you may find yourself unable to generate any traffic. The key is to find that happy medium, and this can only be done through trail and error.

### *Improve the Ad, Improve the Traffic*

A common mistake many people make when venturing into the pay per click world is ignoring the quality of their ad in favor of keyword attacks. Make your ads relevant and helpful, and you will soon find that the cost of your favorite keywords will go down.

### *Follow Through*

The best keywords and the best ads won't do anything for you if your landing page is not optimized to keep the traffic you get. Make sure when people click on an ad promising one thing, they don't wind up on a page that is completely irrelevant. Make a separate landing page for each ad, and your visitors are much less likely to grow restless and click away.

## **How to Retain Traffic (i.e. How to Get Visitors to Return)**

So you think you're on your way. You've got a website people are interested in, you've found a way to increase your natural rankings in the search engines, and your traffic reports are looking better and better every day. But you've still got one problem. When you look at those traffic reports, a troubling statistic stands out to you. Almost all of your traffic is coming from first time visitors. What about yesterday's visitors? Why aren't they coming back? Here are two ways to turn your unique visitors into returners.

### *Bookmark Encouragement*

This is an old trick in the website world, but it is surprisingly successful in bringing return traffic. Of course, most people who use the internet know how to bookmark a site, but it doesn't hurt to remind them, does it? Put a little comment at the top of your website that encourages people to bookmark your site. Give a little instruction on how to do it for all of the popular browsers. After all, people are much more likely to return to your site if it can be found in their bookmark list.

### *Get Your Fresh, Hot Newsletter*

This is one of the most reliable ways to secure repeat traffic. Fashion a form on your website that allows people to subscribe to your newsletter. Send a newsletter out every couple of weeks or so (even more, if you feel up to it). Put things in the newsletter that will encourage people to return to your website (sales, promotions, you get the idea). Before long, those one time visitors will be lifelong fans of your site.

### **How to Select Keywords for Your Site**

Keywords are the backbone of website success. Without them, you could have the best website on the internet, and no one might ever know about it. Keywords help you to rank highly with the search engines, and search engines are the driving force behind internet usage. Being a newcomer, however, you may have little idea of how to choose the right keywords. Here are a couple of ways to select the ones that will help you the most. Populate your site with them, and you'll be on your way to success.

### *Good. . .But Not Too Good*

Let's say your website is about weight loss. You are selling a diet book on this website and you want to find the right keywords to bring in the traffic. Well, you could start with the obvious ones. "Lose weight", "weight loss", "diet book", and by all means, these key words should be present in your website. But consider the competition for weight loss sites. It is enormous, and they have all been established longer than you, and have higher rankings with those keywords. The trick, then, is to find niche keywords that are still good, but not as competitive. For this example, consider the terms "Beyonce diet" or

“Celebrity Fit Club.” This utilizes buzzwords in the weight loss community—things people looking for a diet book might search for. At the same time, you’re avoiding the worst of the competition and giving yourself a chance at the front page of the rankings.

### *Relevancy is Everything*

Make sure, above all, that the keywords you choose are relevant to the content you are posting and, ultimately, to the products you are trying to sell. Going back to the diet website example: just because Britney Spears is a hot search topic doesn’t mean you should pollute your site with Britney content and keywords just to bring in the traffic. The traffic might come, but they won’t buy your diet book. Keep it relevant, and your sell through will improve tremendously.

### **How to Generate Traffic By Posting on Forums**

Forum postings are one of the easiest and most successful ways to bring traffic to your website or blog. People like to help people who they respect, admire, or simply appreciate. By joining a forum that is relevant to the content of your website, you are joining a community of potential customers. Now whether you are selling a product, making money from ads, or only out to enrich the lives of internet users with your compelling content, forum posting is a great way to get the traffic flowing.

The first thing you’ll want to do when signing up for a relevant forum is to place a link to your website in your signature. Unless directly asked about it, this will be the only mention you will ever make about your website on the forum. Direct advertising is considered spam by most message boards and it will cause your stay in any one particular place to be brief and unprofitable. A much better way is to stick around, make several posts each day, make friends, be helpful, and let people discover your website on their own. By learning to trust you through the site, they will be that much more likely to appreciate your website and whatever it may have to offer.

Another benefit of posting on forums with a signature is the creation of your own backlinks. Think about it: each of those posts is another link to your website. Theories vary on whether each of these links would

count as one or count individually, but they certainly can't hurt. If you belong to more than one forum, they will certainly count for more. And more backlinks are always a good thing for your traffic.

## **How to Use Link Exchanges to Generate Traffic**

The World Wide Web is called so for a reason. Each website, in a perfect situation, should be linked to other websites. So on and so forth, until you could theoretically surf the entire internet without ever clicking back to your home page or to a search engine. If you have a quality website, with information people would like to read, you should have no problems increasing your traffic by participating in link exchange. There are two ways to go about it: a good way, and a great way. Here they are, in that order.

### *Link Exchange Directories*

There are directories on the internet where you can sign up (for free) and have your website placed in a directory along with hundreds of other websites. All of them joined the directory with the same goal in mind: exchange links with the other websites in the directory. Most of these directories have an almost automated process with which websites can exchange links. The only problem with this method will be seen when you actually visit these websites to see where your link will be. They may have website lists—so called “friend’s lists”—that stretch into the high hundreds. At this point, the website is little more than a link farm and will do little for your traffic. Still, it probably can't hurt to get your name out there. There is, of course, a better way.

### *Direct Contact*

This method requires a little more personality and a little more work, but the results should be much more pleasant. Simply find websites that are similar to yours. Ask yourself if you think your website would be of interest to readers of the other site, and vice versa. Then write up a proposal for link exchange and send it in an email to the webmaster. Worst case scenario: you don't hear back or get a refusal. Best case scenario: the webmaster consents and you get to be linked with an already established site. The Web is as it should be, and your traffic improves.

## **How to Generate Traffic Inexpensively**

Using banner advertisements, pay per click ads, and offline promotion can be costly for the startup webmaster. If you got into the internet game to sell a product, chances are you hoped to make a little money before you had to spend all you had. There is good news, however. Using these three techniques can net you some traffic and you won't have to spend a dime to get it.

### *Forum Posting*

Let's say you have a website that sells an ebook on how to cook. Well, the first thing you'll find is that there are hundreds, if not thousands of message boards on the internet devoted to the art of cooking. Join one or two of them, place a link to your ebook in the signature of your posts, and get to posting. Don't mention the ebook or your website in your posts, however. Let the signature and your helpful words do the work for you.

### *Link Exchange*

Let's go back to that cookbook you want to sell. Search around and find other websites devoted to cooking and teaching people how to make their way around the kitchen. Send a friendly and professional email to the webmaster asking if he would like to exchange links. Chances are, if the site isn't too far out of your league, and you have enough free content to warrant a casual visit, they will say yes. Just like that, you have a new revenue for traffic. Rinse and repeat.

### *Press Releases*

There are a few free press release websites on the internet where you can send in your pre-written press release and they will post it on the web for free. If you have something newsworthy to share, write up a nice press release and let the world know about it. Even if the release itself doesn't bring the traffic flowing in, it will provide you with another link back, which should improve your search engine ranking.

## How to Generate 100 Visitors Per Day

Getting traffic to your website or blog can be a daunting task for the young up and coming webmaster. However, there are some tricks to getting a constant flow of traffic—ones you might not read about in your average website marketing article. These tricks work, however, and if you put them to consistent use, you can be guaranteed at least a hundred visitors to your site each day.

### *Digg and the Social Networking Sites*

The concept is simple to understand, difficult to master. Write an article that will entice readers to come to your website. “Digg” the article and let the traffic flow like never before. A properly “Dugg” article can bring hundreds of visitors to your website in a matter of an hour. The problem is, it’s difficult to pinpoint just what type of article might become popular on the social networking sites. To discover this, you’ll need to do your own research, which includes simply watching what types of articles get “dugg” the most. Follow in kind.

### *Yahoo Answers*

The terms of service state very clearly that spam of any kind is not appreciated. That doesn’t put this technique firmly into the black hat category, but it might tend to fall into the gray. Because Yahoo Answers will sometimes delete accounts that misuse their service, it’s recommended that you create a new account separate from the one you might use for your personal email before embarking on an answering spree. To increase your longevity, answer only questions that are relevant to your website, and place a link to your site in the “Know Your Source?” box below. For better results, don’t let on that you are the webmaster, wink-wink.

## Conclusion

Right now, you may be eager to rush off and try out all of these different methods for traffic generation; and that's actually a good idea. But keep this in mind: through experimentation and practice, you

will slowly start to gravitate towards the methods which generate the best quality traffic for the cheapest price. Once you find them, stick with them and maximize your gains from those particular sources, rather than spreading your efforts thin.

# BONUS CHAPTER: Putting Together Your Online Business

When it comes to making money online, one of the easiest ways to penetrate some of the most profitable niche markets, while minimizing costs is by creating a high quality information product.

***Information products come in various formats, including:***

- ✓ Ebooks
- ✓ Reports
- ✓ Video Tutorials
- ✓ Courses
- ✓ Multi-media Presentations and Training

Depending on your niche market, and the current demand for specific products, you will want to consider multiple formats for your product, in order to cater to your target audience and maximize sales.

Since people prefer to learn in many different ways, compiling a video guide based on the transcription of your ebook or report can ultimately increase sales and ensure that you deliver exactly what your customers are looking for.

*Let's take a look at what you need to do to create and monetize your next information product!*

## ***Choosing Your Products Focus & Topic***

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The first step in developing an information product is in choosing the topic and overall focus. To do this successfully, you will want to evaluate your niche market and determine what is currently selling

and how you can take a different approach to deliver increased value to your customer base.

When it comes to market evaluation, the easiest way to test the viability of an information product is to browse through info product marketplaces, and investigate what types of products are in demand, and selling successfully.

The largest digital marketplace online is found at <http://www.ClickBank.com/> where you can instantly search for existing products that are relevant to your niche market. Then, take your research a step further, by reviewing the different products as well as the merchant's sales page to identify whether they are catering to a specific segment of your niche, and how you can improve upon existing material.

You can also consider <http://JVZoo.com/> as it is currently the fastest growing marketplace too.

It's important to have a USP (Unique Selling Proposition) when creating information products so that you can produce a quality product that is different from what is already on the market.

The best selling information products always offer distinct value, such as by presenting information in a new way, taking a new route or angle, or in improving the comprehensibility of existing products and offering clarity in areas where potential customers may struggle.

### ***Choosing Your Information Products Format***

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As I mentioned in the introduction segment of this report, the format of your digital product will depend on your markets demand and overall preference.

You will want to survey existing products to determine the methods of distribution they are using, so that you can include those delivery options with your own offer.

Consider including:

***PDF formats, readable on every operating system***  
***Audio Files***

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***Transcripts***  
***Video Tutorials***  
***Companion Handbooks***  
***Reports***

Not only will you be able to increase the perceived value of your information products by offering multiple format options, but you will reach out to your entire customer base, by catering to different preferences.

### ***Creating Your Information Product***

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Not everyone is born a gifted writer, and if you struggle to write a few lines of text, you might want to consider outsourcing your information product to qualified freelance writers.

If you aren't able to outsource your information product, you can still develop a high quality release by either combining reports and articles into a complete ebook, or in using quality private label content that you can modify to feature your own style.

Another affordable and easy way to develop your information products without paying the high costs associated with hiring freelancers is by purchasing custom reports and then melding them together to form a complete and comprehensive ebook.

You can do the same thing with articles, by collecting quality articles from private label distributors and compiling them into seamless ebook products.

### ***Setting Up Your Sales System***

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In order to begin selling your information product, you need two things:

- 1) Website with Sales Copy Reflecting The Benefits Of Your Info Product*
- 2) Payment Processor To Accept Payments And Deliver Your Product*

When writing sales pages, you want to clearly outline the benefits of your product by breaking down the information into bullet-point

format, and using highlighted text to emphasis the important areas of your sales page.

When it comes to writing high converting copy, you need to focus on a compelling headline to initially attract attention from those visiting your site.

Consider the most important question that your niche market is asking themselves, or focus on the strongest benefit of your product.

Your sales page also needs a strong «**call to action**» which clearly instructs your visitors as to what their next move should be (**Click Here To Order!**, etc)

Writing compelling and effective sales copy takes time, but if you split test your sales pages and continue to improve the weak areas of your site, you will be able to develop a high converting sales page in no time at all.

You can create an account with Visual Website Optimizer that will provide you with the tools you need to quickly split test your sales pages at: <http://VisualWebsiteOptimizer.com/>

The final thing that you will need is a way for customers to purchase your information product. You also want to take advantage of a system that will automatically deliver your products after purchase, eliminating support issues and manual delivery.

## ***Recruiting Affiliates***

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The easiest way to jump-start your information products launch is by recruiting active affiliates who will promote your website to their lists and website visitors.

If you plan on showcasing your product within the ClickBank or even JVZoo Marketplace, you will be able to quickly recruit affiliates by highlighting your commission offers and incentives within your marketplace listing.

I recommend offering 50% commissions and above to attract a greater number of affiliates. Remember, every sale generated as a result of an affiliates referral is FREE money to you, as they have done the work in

recruiting business.

Another important component to building an active team of affiliates is in providing your affiliates with promotional material. You should consider setting up a private page that offers a variety of tools including:

**Email Copy** – copy and paste copy that your affiliates can use when promoting your product to their lists.

**Animated Banners** – in various sizes.

**Blog Posts** – that affiliates can use to introduce your product on their own blogs and websites.

**Free Reports** – that your affiliates can give away to their list to generate exposure and interest.

**Landing Pages** – pre-created landing pages that showcase your offer. Affiliates use this to generate leads and funnel customers to your sales page.

The more promotional material you provide, the better!

Thanks,  
Wilfred Bakker

### ***Conclusion***

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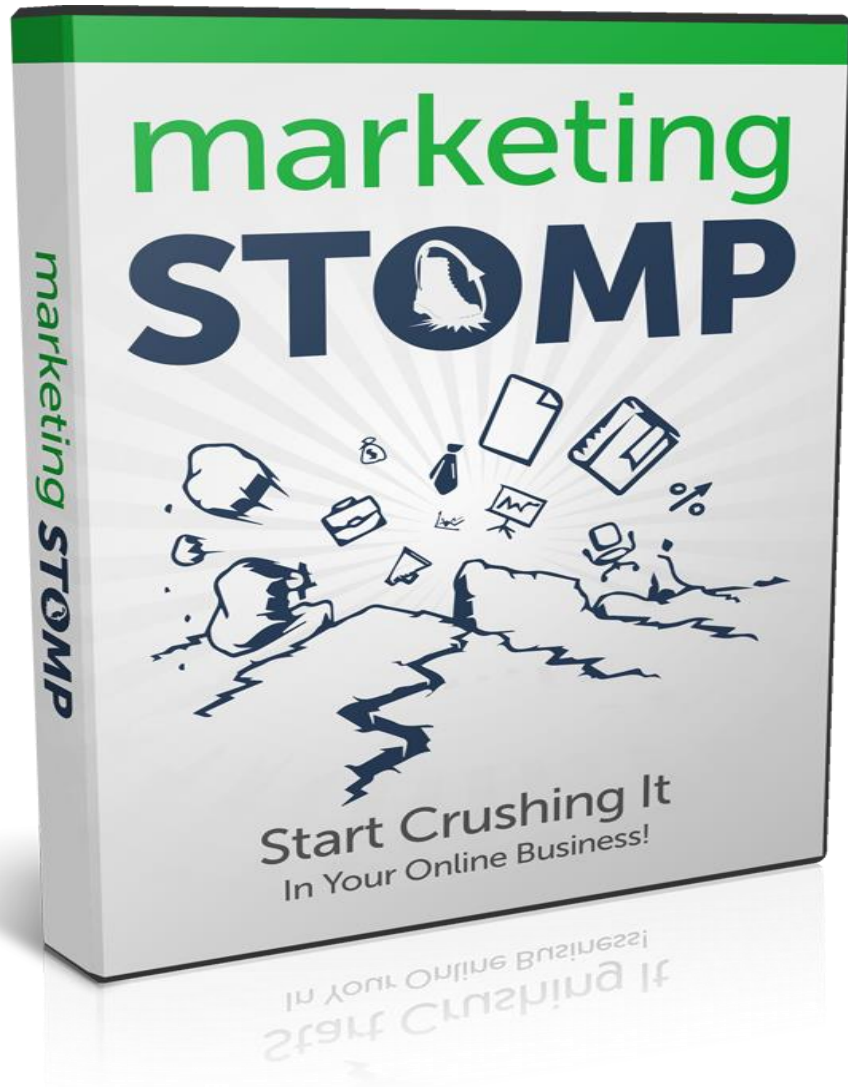
Building an online business with information products is an exciting and profitable opportunity that takes very little time and money to explore.

Start by choosing your topic, evaluating existing products in the marketplace, and then create a rough outline of your product so that you can begin writing, outsourcing or utilizing existing content to create a stunning information product that will appeal to your market.

Make sure to spend time proofing your product so that you are able to deliver a high quality information product that you can be proud of.

Remember, it doesn't have to be perfect. You can continue to improve your product over time. Just get it out there!

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# Resources

## **Purchase domain:**

[Namecheap](#)

[Godaddy](#)

## **Hosting**

[MDD Hosting](#)

[Hostgator](#)

[Ipage](#)

## **Autoresponder**

[Getresponse](#)

[Aweber](#)

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