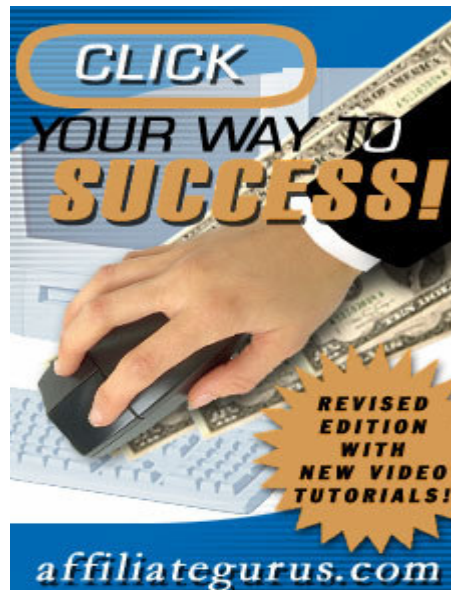


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MJC Publishing Presents
Click Your Way To Success
2nd Edition with Videos
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Introduction

Welcome to the 2nd Edition of Click Your Way to Success.

Our goal here is to provide you with a stepping stone to success. Follow each step carefully and in no time at all you'll be marketing like a pro. What you'll find in this publication is the keys to online marketing success. This success will not come without effort you'll have to put these strategies into action.

In our first edition of Click Your Way to Success we offered 250 information packed Web sites for new

entrepreneurs in cyber marketing. In this edition we're going to take you step-by-step through the process of building yourself a successful online business. These strategies and techniques are the same ones that successful marketers are using online today.

The links within the e book have been included to help you along. This is your e-booklet to success. Inside you'll also find some videos that will help you out. For more information on the videos see

<http://www.affiliategurus.com/marketing-software.html>

If you would like to give this book away free on your site.

Go to <http://www.affiliategurus.com/ebookcopy.html>

We've included a 3-D cover graphic to add to your Web page. You may also share this by sending this link to a friend.

<http://www.affiliategurus.com/ebook.html>

Viewing the Videos

In order to view the videos you must be connected to the internet. The files are easy to download just follow the directions in the blue box below

Please make sure you are connected to the internet. When viewing the videos within the book you will be sent to our site. When you get to the page on our site you will have a selection of videos to choose from. There are 8 videos and they are linked throughout the publication.

When you arrive at <http://www.affiliategurus.com/ebookvideos.html> just click on the video links and you will be prompted to save the video. You are welcome to save it to your computer, but we recommend that you run the video from its current location. This will save you space on your computer system.

Click this link for video #1

<http://www.affiliategurus.com/ebookvideos.html>



<http://www.affiliategurus.com/marketing-software.html>

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Research Information

Here are a few links to help you find vital information on your product or service offering. Remember one thing in order to have a competitive edge use the following links for key information regarding users of the internet.

Keep up to date on matters regarding your expertise or industry. Take the time to look at important factors that will help you to succeed.

<http://www.statmarket.com/>

<http://www.eycan.com/home.cfm>

<http://www.dnb.com/>

<http://www.jup.com/home.jsp>

<http://www.wilsonweb.com/>

<http://www.marketingsource.com/>

<http://netlingo.com>

<http://www.internet.com/>

<http://webopedia.com/>

<http://cyberatlas.com/>

<http://www.anchordesk.com>

Internet Terminology (A - Z)

In order to become a success online, you'll need to familiarize yourself with some key Internet terms. A great place to find definitions of any marketing term is <http://www.marketingterms.com> and for technical terms use <http://www.webopedia.com>

These sites' offer a library of the most common terms and the list is still growing. When you're having troubles come back to this guide and look in the list provided. If your answer is not here click on the links above, type the term and, presto, you have an answer in seconds.

Here are the terms you should get to know:

- ◆ **Authentication:** the process of identifying an individual usually based on the username and password. Authentication merely ensures that the individual is who he or she claims to be, but says nothing about the access rights of the individual.
- ◆ **Autoresponder:** software application that allows you to respond automatically to a certain email request.
- ◆ **Bandwidth:** the transmission capacity of a computer channel. Communications line or bus. It is expressed in cycles per second (Hertz), the bandwidth being the difference between the lowest and highest frequencies transmitted. The frequency is equal to or greater than

the bits per second. Bandwidth is also often stated in bits or bytes per second.

- ◆ **Bit:** (Binary digit). A single digit in a binary number (0 or 1). Within the computer, a bit is physically a transistor or capacitor in a memory cell, a magnetic spot on disk or tape or a high or low voltage pulsing through a circuit. A bit is like a light bulb: on or off. Groups of bits make up storage units in the computer, called characters, bytes, or words, which are manipulated as a group.
- ◆ **Bps:** (bits per second) The measurement of the speed of data transfer in a communications system.
- ◆ **Browsers:** short for Web browser, a software application used to locate and display Web pages. The two most popular browsers are Netscape Navigator and Microsoft Internet Explorer.
- ◆ **Byte:** the common unit of computer storage from micro to mainframe. It is made up of eight binary digits (bits). A byte holds the equivalent of a single character, such as a letter, a dollar sign or decimal point. For numbers, a byte can hold a single decimal digit (0 to 9), two numeric digits (packed decimal) or a number from 0 to 255 (binary numbers)
- ◆ **CGI:** (1) (Common Gateway Interface) A programming interface used to link Web pages to databases and other programs, CGI programs are small and written in Perl or some other script or high-level language. They reside on the Web server and function as the glue between the HTML pages and the databases. (2) (Computer Graphics Interface) A device independent graphics language for display screens, printers and plotters that stemmed from GKS.
- ◆ **Click-through:** the click rate measures the amount of times an ad is clicked versus the amount of times it's viewed.
- ◆ **Domain name:** the term may refer to any type of domain within the computer field, since there are several types of domains. However, today, it often refers to the

address of an Internet site, such as
www.affiliategurus.com

- ◆ E-commerce: (Electronic commerce) doing business online.
- ◆ Email: the transmission of memos and messages over a network. Users can send mail to a single recipient or broadcast it to multiple users. With multitasking workstations, mail can be delivered and announced while the user is working in an application. Otherwise, mail is sent to a simulated mailbox in the network server or host computer, which must be interrogated.
- ◆ Ezine: (Electronic Magazine) A magazine or newsletter published online. To sign up for my company's, go to:
<http://www.affiliategurus.com>
- ◆ Flame: slang for communicating emotionally and/or excessively via email.
- ◆ FTP: (File Transfer Program & File Transfer Protocol) A set of TCP/IP commands used to log onto a network list directories and copy files. It can also translate between ASCII and EBCDIC.
- ◆ Gigabyte: one billion bytes. Also Gb, Gbyte and G-byte.
- ◆ Hits: the retrieval of any item, like a page or a graphic, from a Web server. For example, when a visitor calls up a Web page with four graphics, that's five hits, one for the page and four for the graphics. For this reason, hits often aren't a good indication of Web traffic.
- ◆ Home Page: the main page of a Web site. Typically, the home page serves as an index or table of contents to other documents stored at the site.
- ◆ Hosting: a computer system that is accessed by a user working at a remote location. Typically, the term is used when there are two computer systems connected by modems and telephone lines or cable. The system that contains

the data is called the host, while the computer at which the user sits is called the remote terminal.

- ◆ HTML: (HyperText Markup Language) the document format used on the World Wide Web. Web pages are built with HTML tags, or codes, embedded in the text. HTML defines the page layout, fonts and graphic elements as well as the hypertext links to other documents on the Web. Each link contains the URL, or address, of a Web page residing on the same server or any server worldwide, hence "World Wide Web."
- ◆ HTTP: (Hypertext Transport Protocol) the communications protocol used to connect to servers on the World Wide Web. Its primary function is to establish a connection with a Web server and transmit HTML pages to the client browser. Addresses of Web sites begin with a http:// prefix; however, Web browsers typically default to the HTTP protocol. For example: typing www.affiliategurus.com is the same as typing <http://www.affiliategurus.com>
- ◆ Hyperlink: a predefined linkage between one object and another.
- ◆ Hypertext: the process of linking related information. For example, by selecting a word in a sentence, information about that word is retrieved if it exists, or the next occurrence of the word is found. The concept was coined by Ted Nelson as a method of making the computer respond to the way humans think and require information. Hypertext is the foundation of the World Wide Web. Links embedded within Web pages are addresses to other Web pages stored locally or in a Web server anywhere in the world.
- ◆ Impressions: the gross sum of all media exposures without duplication. The total number of times an ad is seen on a Web page.
- ◆ Internet: a large network made up of a number of smaller networks. "The" Internet is made up of more than 100,000 interconnected networks in more than 100 countries, comprised of commercial, academic and government networks. Originally developed for the military, the Internet became widely used for academic and commercial

research. Users had access to unpublished data and journals on a huge variety of subjects. Due to the World Wide Web facility on the Internet, it has become commercialized into a worldwide information highway, providing information on every subject known to man and women.

- ◆ Intranet: an in house Web site that serves the employees of the enterprise. Although Intranet pages may link to the Internet, an Intranet is not a site accessed by the general public.
- ◆ IP address: (Internet Protocol Address) the physical address of a computer attached to the TCP/IP network. Every client and server station must have a unique IP address. Client workstations have either a permanent address or one that is dynamically assigned for each dial-up session. IP addresses are written as four sets of numbers separated by periods; for example 204.171.64.2.
- ◆ ISP: (Internet Service Provider) an organization that provides Internet access. Small ISPs provide service via modem and ISDN while larger ones also offer private line hookups. Customers are generally billed a fixed rate per month, but other charges may apply. For a fee, a Web site can be hosted on the ISP's server, allowing the smaller organization to have a presence on the Web with its own domain name.
- ◆ Java: A programming language for Internet and Intranet applications from the JavaSoft division of Sun. Java was modeled after C++, and Java programs can be called from within HTML documents or launched stand alone. Java was designed to run in small amounts of memory and provides its own memory management.
- ◆ JPEG: (Joint Photographic Experts Group) an ISO/ITU standard for compressing images using discrete cosine transform. It provides lousy compression (you lose sharpness from the original) and can provide ratios of 100:1 and higher. It depends entirely on the image, but ratios of 10:1 and 20:1 may provide little noticeable loss. The more the loss can be tolerated, the more the image can be compressed. Compression is achieved by dividing the picture into tiny pixel blocks, which are halved over and over until the ratio is achieved.

- ◆ Kilobyte: one thousand bytes. Also KB, Kbyte and K-byte
- ◆ Login: to gain access, or sign in, to a computer system. If restricted, it requires users to identify themselves by entering an ID number and/or password. Service bureaus base their charges for the time between logon and logoff.
- ◆ Megabyte: one million bytes. Also MB, Mbyte and M-byte.
- ◆ Meta Tags: a special HTML tag that provides information about a Web page. Meta tags do not affect the way a page is displayed. Instead they provide information about who created the page, how often it is updated, what the page is about, and which keywords represent the page's content. Many search engines use this information when building their indices.
- ◆ Modem: (Modulator-Demodulator) a device that adapts a terminal or computer to a telephone line. It converts the computer's digital pulses into audio frequencies (analog) for the telephone system and converts the frequencies back into pulses at the receiving side. The modem also dials the line, answers the call and controls transmission speed, which ranges up to 33,6000 bps and higher.
- ◆ Netiquette: (network etiquette) proper manners when conferencing between two or more users on an online service or the Internet. Emily Post may not have told you to curtail your cussing via modem, but netiquette has been established to remind you that profanity is not in good form over the network. Using UPPER CASE TO MAKE A POINT all the time and interjecting emoticons throughout a message is also not good netiquette.
- ◆ Newsgroup: a discussion group on the Internet. It is an on-going collection of messages about a particular subject.
- ◆ Node: In communications, a network junction or connection point (terminal or computer). In database management, an item of data that can be accessed by two or more routes. In computer graphics, an endpoint of a graphical element.

- ◆ Page view: the accessing of a Web page. Often used by sites to give advertisers a sense of traffic, a page view differs from a hit by counting only the number of times a page has been accessed.
- ◆ POP (Post Office Protocol) a standard mail server commonly used on the Internet, the latest version of which is POP3. It provides a message store that holds incoming email until users log on and download it. POP is a simple system with little selectivity. All pending messages and attachments are downloaded at the same time. POP uses the SMTP messaging protocol.
- ◆ Protocol: rules governing transmitting and receiving of data.
- ◆ Search engine: software that searches for data based on some criterion.
- ◆ Security certificate: a block of information, usually stored as a text file that is used by the SSL protocol to establish a secure connection.
- ◆ Server: a computer in a network shared by multiple users. The term may refer to both the hardware and software or just the software that performs the service.
- ◆ SET: (Secure Electronic Transaction) a standard protocol from MasterCard and Visa for securing online credit card payments via the Internet.
- ◆ SMTP: (Simple Mail Transfer Protocol) the standard email protocol on the Internet. It is a TCP/IP protocol that defines the message format and the message transfer agent (MTA), which stores and forwards the mail. SMTP was originally designed for only ASCII text, but MIME and other encoding methods enable program and multimedia files to be attached to email messages. SMTP servers route SMTP messages throughout the Internet to a mail server, such as POP or IMAP, which provides a message store for incoming mail.

- ◆ Spam/spamming: sending copies of the same message to large numbers of newsgroups or users on the Internet. People spam the Internet to advertise products as well as to broadcast some political or social commentary. Most ISPs prohibit spamming.
- ◆ Spider: a search engine that searches the Web by document title and contents, archiving the information for searching purposes.
- ◆ SSL: (Secure Socket Layer) the leading security protocol on the Internet. When an SSL session is started, the browser sends its public key to the server so that the server can securely send a secret key to the browser. The browser and server exchange data via secret key encryption during that session.
- ◆ T1, T2, T3: a T-1 is a 1.544 Mbps point-to-point dedicated line provided by the telephone companies. The monthly cost is typically based on distance. T1 lines are widely used for private networks and high-speed links to and from Internet service providers. A T1 line provides 24 64-Kbps voice or data channels. T2 provides 6.312 Mbps and 96 channels, and T3, 44.736 Mbps and 672 channels.
- ◆ URL: (Uniform Resource Locator) the address that defines the route to a file on the Web or any other Internet facility. URLs are typed into the browser to access Web pages, and URLs are embedded within the pages themselves to provide the hypertext links to other pages. The URL contains the protocol prefix, port address, domain name, subdirectory names and file name. Port addresses are generally defaults and are rarely specified. To access a home page on a Web site, only the protocol and domain name is required. For example, <http://www.affiliategurus.com> retrieves the home page at the Affiliate Gurus Web site. The http:// is the Web protocol, and the www.affiliategurus.com is the domain name. If a required page is stored in a subdirectory, its name is separated by a slash. Like path names in DOS and Windows, subdirectories can be several levels deep.
- ◆ Web Crawler: a search engine that searches the Web by document title and content, archiving the information for searching purposes.

- ◆ **Web Server:** a computer that provides World Wide Web services on the Internet. The term may refer to just the software that provides this service or to the computer system and software.

- ◆ **Webzine:** a magazine published on the World Wide Web.

- ◆ **Web/WWW:** the largest collection of online information in the World. The Web is an Internet facility that has become synonymous with the Internet. Its foundation is the HTML document, which contains links (URLs) to other documents on the same Web server or on servers anywhere in the world. The Web uses the HTTP protocol to download Web pages to a browser, such as Netscape Navigator or Internet Explorer. Using a variety of new programming tools and architectures, such as Java, JavaScript, Jscript, VBScript, JavaBeans and ActiveX, the Web is turning into "the" worldwide information system for education, research, entertainment and commerce.

GETTING STARTED

Domain name registration

Do you want to join the big leagues? Then it is a MUST to get your own domain name. A domain name will tell people that your serious about the products or services you offer. In addition it gives you a professional-looking presence on the Web and your own name - not some extension like 23456@someothercompany.com. Visit these sites to learn more about how you can get your own name:

Please make sure you are connected to the internet. When viewing the videos within the book you will be sent to our site. When you get to the page on our site you will have a selection of videos to choose from. There are 8 videos and they are linked throughout the publication. When you arrive at <http://www.affiliategurus.com/ebookvideos.html> just click on the video links and you will be prompted to save the video. You are welcome to save it to your computer, but we recommend that you run the video from its current location. This will save you space on your computer system

Watch free video #2 by clicking this link

<http://www.affiliategurus.com/ebookvideos.html>

<http://www.networksolutions.com/>

<http://www.domains.com/>

<http://www.nameboy.com>

<http://www.whois.net>

<http://www.budgetregister.com/>

Your Idea (Plan)

Developing a marketing plan is an important part of success. Some people eliminate this part and become part of the .com crashes. In addition to add to that the media takes this very seriously and those thinking of going online end up saying forget it I can't be bothered. Now that you have this e-booklet you have only one thing to do and that's motivating yourself.

The old saying goes those who fail to plan, plan to fail This is critical to your business take the time and outline your idea.

Use this simple formula for everything you do and you'll be amazed at how easy this really is. Ask the following questions Who, What, Why, Where, When, and How will I market my product or service on the net. After each of the mini plans that we're about to help you with do a SWOT analysis. This swot analysis will help you tremendously No you don't have to know everything get help once you've learned something new you won't forget it believe me.

SWOT ANALYSIS

What are your Strengths?

What are your Weaknesses?

What kind of Opportunities will open up for you?

What are your Threats?

Make Mini Plans

Don't worry we'll help you it's all right here in this publication. It is much easier to work on mini plans than to make a large 150 -200 page plan. When each mini plan is completed it makes the next one that much easier. I'm sure you'll start and find it's a simple process that can be achieved by anyone. Don't forget to "SWOT" your plans

Keep in mind you'll need to research your idea and customers continuously. It's essential that you keep up to date on sources of information that can help you further your successes. Read current marketing materials on a continuous basis. Subscribe to newsletters in your industry or field of expertise. Do this now it is important to your business

Make folders and keep vital information and links that will help you succeed. Ask questions, get answers, make changes, keep up to date on your industry. The list is endless but keep plugging away you're sure to succeed.

Have patience success will come in due time and all your hard work will pay off big.

Now that you have an understanding of what we will be doing lets do a layout mini plan for your web site.

Story Board (Layout of your web site)

Your storyboard can begin from the top of your Web page to the bottom. Let's start by doing the index page (home page). This will be your domain `www.yourdomain.com` or whatever extension you will use `.net`, `.org`, or `.tv`. I'm sure when you're ready you'll register a domain name for your business. You'll find some links to do this in this publication. The best advice I could give is to register a domain name. It is worth the annual fee and it's yours.

Start by getting a piece of paper and drafting your idea on it. You may already have a web Site but use this guide to help you better understand the layout and intricacies of your web Site.

Your index page layout is critical and should be taken seriously. Most Web sites use a white background. The reason for this is that it is much easier to read the copy on your web site. When entering your copy into your page make sure that you leave white space.

White space is the break between paragraphs that allows for easy reading. Normally two hard carriage returns will be sufficient after each paragraph. You do this by hitting your enter key twice. The length of your paragraphs should be 5-6 lines. Crowding your copy makes it too hard for your visitor to read.

Next, choose the color of your company logo. Decide on the company logo and use the colors within your site. Develop a tag line for your business logo. Something short and catchy will help you brand your business. A good example would be "The Real Thing" from Coca Cola. Our tag line is "Success Is a Shared Experience". Try to use no more than three

different colors on your Web page. We use blue, black, and white. Consistency throughout your web site is a must.

Too many colors, flashy gizmos, and graphics will tire the visitor's eyes. In addition, it also slows down your load time. I'll give you a place to get your company logo done professionally. We had ours done by the same company.

Now that your color and font for your copy have been chosen, your next decision is where everything will fit into place. This is your decision but I'll help by giving you some suggestions. You may want to put your links to the other pages within your site at the top or the left of the index page. This is called your Web Site navigation. Go to <http://www.affiliategurus.com> and print out our index page. Use that as your guide if you would like. Look at the layout to help you decide where to put everything this site was professionally done

Your navigation should be similar on every page so that visitors can maneuver around easily. You may have a page or two that requires a different navigation and that will be the decision that you'll have to make. In addition, it is common to have the same links at the bottom of your page so that visitors can click there instead of going back to the top of your page.

This makes for easy site navigation. At any given time you could use the browsers back button but not all people will use this feature.

A quick note, make a separate HTML folder for your navigation bar so that when you make changes to the navigation bar on your index page it will be the same for all the other pages. This saves time by allowing you to make a change once instead of changing all of your pages.

Make sure that a link to your homepage is included on all pages of your site. This will allow visitors to click back and forth without having to search all over your site to find something. Now you may have a few pages as you build

your business that you'll want different and at that time you can change the navigation on those pages to your liking.

Keep the banners and graphics to a minimum. The more banners and graphics that you have the slower your Web Site load time will be. When someone comes to your site and it is loaded with graphics it will take too long for the page to open. This will cause the visitor to leave and maybe never return.

Another suggestion would be to offer a free newsletter for your visitors to subscribe to. This newsletter subscribe form should be in a place for the visitor to see. A good way to get visitors to subscribe is to offer something free. A how to report or a free e-book will work in this case.

The subscribe form should be on every page of your web site. You'll receive many more subscriptions to your newsletter/ezine than you would by having it on just your index page. We'll talk more about newsletters later in this publication.

Make sure to have a contact email visible for visitors and your company contact info on every page. This is a good way to build trust and leads for your business. A privacy policy should be included as well this informs the visitor that any information being shared is not for third party viewing.

Now that you have figured out what you're going to do with your index page use this same idea for all your other pages. You may not have any HTML experience, but don't worry because there are many options at your disposal.

Any internet marketer will be required to learn HTML at one time or another but for now let's finish with your plans.

Remember we don't want you to fail

Now let's move on to our next step in the development of your online business plan. You'll need to work on your index page. This is vitally important that you follow these steps. These steps will ensure that you receive visitors from the search engines

I have asked search Engine Guru Bob Massa to include some helpful tips concerning your index page outline

First of all, this is NOT a search engine placement tutorial. I can not tell you how to "do it". I'm only telling you our basic procedures for getting our clients top 20 search engine placement. The major search engines are constantly changing the way they work, and the only "real" answer to consistently placing in the top 20 is caring enough about it to test, study, submit, monitor and then do it all over again until you finally have it figured out. Of course, then they'll change again and you get to start all over.

I don't mean to sound too negative, because Top 20-search engine placement on the major engines can certainly make a huge difference to your web site and your on-line marketing efforts. It takes a lot of focus and work but it IS worth it.

The procedures I'm going to out line here are effective. There are a lot of variables, but in general, we have a great deal of success following these basic guidelines. First let me give up a few tips in regards to the philosophy of top 20-search engine placement.

Content is KING - and fresh content is even more king. If you want people to come to your site and continue coming to your site, you have to give them some reason, that reason is content, and the fresher the content the better. Update often.

Be honest - If you set out to spam or "trick" the search engines, you will eventually lose. You're best bet by far is to simply design your page to actually be relevant to

the keywords you want your page to come up under. Even if you're successful at getting your page at the top by spamming, your competitors will turn you in, the engines will penalize you or delete you, or ban your entire domain.

And your reputation and image as a responsible, reputable on-line marketer will be tarnished.

Try to pick only 3-10 key words/phrases that actually pertain to your web page. It never ceases to amaze me when I see web pages with 50 or 100 or even 200 keywords in their meta tags. Putting something like "sex" on your arts and crafts page will NOT get your page to come up under sex if someone types that in for a search. Also, a lot of people know enough about HTML to know how to look at your document source. Now what kind of impression are you making on people when they see you've selected "sex" as a keyword for your crafts page? All right, let's get started.

SELECT YOUR KEYWORDS:

This is the first step to successful web site promotion through top search engine placement. By selecting your keywords, you can identify your market and develop a strategy. For example, if you want to sell arts and craft supplies, then you can assume that most of your customer base will be women. If women are your target market, then design your page to be "women friendly". Design your page to make women feel comfortable there. If it were me, I would want to have links to fashion sites as opposed to football scores.

Once you decide what product or service you're going to offer, select about 5 to 10 keyword/phrases that you think most people would be typing in if they were looking for a product or service such as yours. Write them down, and then list them in the order of importance, the most important being first.

CREATE YOUR MAIN PAGE:

Its best if the title of this page corresponds with the domain name. I strongly urge you to get your own domain

name. It isn't absolutely necessary, but it is well worth the \$70 for the first two years. Many of the major search engines have recently shifted their focus from looking for relevant pages to looking for relevant sites. It is impossible to build a relevant site on a free web host.

Having your own domain name and a relevant site will get you a boost. This page is the most important. This one is the page you need to spend the most time on. I recommend about 200-500 words of text with at least a couple of graphics including your logo. Remember to stay focused and make sure that 200-500 words of text are actually ABOUT the targeted keywords.

OK, we're ready to start doing the code. I'm terrible at html, so if anything here is "over your head" then you better stop and learn basic html or hire someone to do it for you and just have them follow these guidelines.

TITLE: Title your page with as many keywords as possible, with the most important being first. One thing to remember, the title is the first thing people will see, so don't trade off an effective, professional sounding title just so you can squeeze in more keywords.

DESCRIPTION: Put a short 25 word description of your page in meta tags. Make sure your most important keywords are in your description but remember it's like the title, it's more important for the description to sound right and "sell" than to just have it stuffed with keywords. It won't do any good to achieve a number 1 search engine placement, if no one clicks on your link because your title and description sound unprofessional or just plain stupid.

KEYWORDS: List your keywords/phrases in meta tags separated by commas or spaces. Do not repeat the same word more than 3 times. Let's say I'm going to do a page about beer making and my keywords/phrases are: beer-beer making-beer bottles-beer cans-beer distributorship and home-made beer. Your meta tags keywords should look something like this:

Beer, cans, bottles, home-made, distributorships, beer making

ALT IMAGE TAGS: The whole idea of alt tags is so that people browsing with the graphics turned off can see what the blank box is about. Insert your keywords (don't spam there is no need to repeat them over and over) inside your alt image tags on all your graphics.

TEXT: Make sure all your text looks good. Check your spelling and punctuation. Keep your keyword density at about 7% - 15%. Remember, for search engine placement, that Excite and Yahoo don't read meta tags so they will select something (very randomly) from somewhere in your text to display as a description so you want to feel fairly confident that whatever they select won't embarrass you.

LINKS: You are going to be writing at least 3 other pages. It is very important that your main page links to all these pages and that all your other pages link back to the main page and all of the other pages. It really doesn't matter much where they are, most people just put them all at the bottom, but personally, I like them sprinkled through out the text when the text is making a reference to one of the keywords/phrases.

CREATING YOUR INTERIOR PAGES: The purpose of an interior page in search engine placement, is to be more relevant to a specific keyword/phrase. Follow the same basic guidelines except use no more than two keyword/phrases in your "meta keyword tag". Put your 2 keyword/phrases in all lower case and then again in upper and lower case. Make sure your keyword/phrase is at the beginning of your title and descriptions. Put the description in comment tags once. Keep your text short at 2 - 4 paragraphs. Use one image (logo) with keywords/phrases in the alt image tag. Make sure your keyword density is between 7% - 15%. Make sure all these pages are linked to each other but especially the main pages. Create as many pages like this as you feel you need for every one or two keyword/phrase you would like to get in the top 20 with.

AUTO SUBMIT

Exploit Submission Wizard - <http://www.exploit.com>
Submit IT! Announcement Service - <http://www.submit-it.com>
SEARCH ENGINE PLACEMENT TUTORIALS

Danny Sullivan's Search Engine Watch -
<http://www.searchenginewatch.com>
Planet Ocean - Unfair Advantage
<http://www.searchenginehelp.com>
SEARCH ENGINE PLACEMENT FORUMS

Virtual Promote Search Engine Forums -
<http://www.virtualpromote.com>
Jim's Message Board - <http://www.deadlock.com>
Magic City's Top 20 Search Engine Placement Forum -
<http://www.magic-city.net>
And, if you'd like to accept checks on-line,
<http://www.instantpc.com>

Bob Massa
Magic-City.net
13601 Quiet Cove
McCloud, Oklahoma 74851
405-634-6562

Final Check:

After you have completed your index page and your other pages upload it to your host's server. We'll discuss more about hosting in your next mini plan. Your hosting company will help you with this if they don't, change hosting companies immediately they don't have your best interest at hand.

Your page is up now go to <http://www.netmechanic.com> They will send you an analysis of your page in seconds. Take the information and make corrections if need be. If you have followed the steps from Bob Massa you should be optimized for the search engines.

More importantly look at the other reports and adjust your page to meet the requirements for the page in question.

Follow these steps for all your pages and you'll see traffic from the search engines.

One more piece of advice if you are frustrated because you don't know html. You're not alone here's a solution that takes all the techie stuff out of building a web site.

This software was used for <http://www.affiliategurus.net>

You'll find this site building solution at <http://www.affiliategurus.net/build-a-web-site.html>

This software will help you with more than just building a web site. It has ecommerce built in and an affiliate solution

Hosting

Please make sure you are connected to the internet. When viewing the videos within the book you will be sent to our site. When you get to the page on our site you will have a selection of videos to choose from. There are 8 videos and they are linked throughout the publication.

When you arrive at <http://www.affiliategurus.com/ebookvideos.html> just click on the video links and you will be prompted to save the video. You are welcome to save it to your computer, but we recommend that you run the video from its current location. This will save you space on your computer system

We have included a hosting video #3 with this link

<http://www.affiliategurus.com/ebookvideos.html>

Hosting packages can be found anywhere on the Internet. When choosing a host, make sure that you are able to get access to your statistics. Your Web page statistics are very important to marketing online. In addition, think about what you'll get for the money that you pay.

Most hosting companies will give you information on their packages. Here are a few things that you should be looking into.

How many pop accounts will you get for your monthly payment?

This is the account you use to direct email to your existing email account.

How many alias accounts can be used?

For instance

Mark@affiliategurus.com

Sales@affiliategurus.com

Support@affiliategurus.com and so on.

Does it include autoresponders?

Autoresponders are a way of sending information immediately after a customer request something. Whether it be a welcome message from your subscribe form, a report, or an order confirmation message.

Will you have access to your CGI bins?

These bins are secured on your host's server. They are used for forms on your site. A good example would be a subscribe form.

Will you have access to your stats pages?

Can you access your logs files to find?

Number of hits

Number of visitors

Number of page views

Time visitors spend on your site

Most and Least Requested Pages on your site

Most and Least Requested files

Places of origin Cities, States, Provinces, Countries

Referring URL's: Where is the traffic coming from?

Top Search Keywords and Phrases: What terms are people using to find you?

Has the host had any outages?

Do they have a back-up generator in case of power loss?

Are they able to be contacted 24 hours a day 7 days a week?

Do they have a support system in place?

Can you contact their other clients for a reference?

So you have selected your host and your pages are ready to be uploaded. You will need an FTP (File Transfer Protocol)

We use bulletproof. <http://www.bulletproof.com>

To learn more about uploading to your web site view our video tutorials at

<http://www.affiliategurus.com/internet-marketing-system.html>

Find out how to use your PC if your having troubles then we'll start with some marketing mini plans.

PC Help

These links can help you unlock the secrets of the most powerful tool of your online venture - your computer. Learn the basics, questions that are most frequently asked and get help with tutorials, through these links:

You will find free email courses on various computer tasks at: <http://www.newbieclub.com?gurus>

<http://www.pcinsanity.com/>

<http://www.tutorials.com/>

Now your site is up your using your PC and it's time to start marketing your product or service.

If you need more help we have a total of 40 videos that can show you how



<http://www.affiliategurus.com/marketing-software.html>

Marketing

Mini Plans

Search Engines

The following tip will help you if you are submitting to the major search engines manually. Go to your start menu click start then go to accessories click to open notepad. In case you don't have notepad use another word processing program.

Type the following information in a notepad document. This information will be used when you have to fill in the criteria for each search engine submission. You can use this for any forms it will save you time. Save this and any other form filling information on a disc and on your desktop for a quick reference.

Name
Email
Site Title
Keywords
Site Description
URL

By doing this it will save you some time. All that you need to do is copy and paste your info into the form located on the submission page. Now you may be thinking this will take some time, sure it will, but it is free and you'll know that it has been done. Manually submitting your site to the top ten engines would be the way to start.

There are other methods when submitting to the search engines which are much faster and free as well. Try these:

<http://www.jimtools.com>

<http://www.all4one.com>

Here's a software that you can use that will also submit, analyze, critique, generate pages, and a few other helpful tools. This software does cost a few bucks but it is well worth the investment.

<http://www.webposition.com>

Remember when you submit to the major search engines not to over submit you'll only get banned from submitting your site. This is considered spamming. My best advice would be to submit to the major search engines every sixty days to be safe. You may also submit when there is a significant change to your site or pages within your site.

Here are some Major Search engines that you can submit to

We have provided another video that shows you how to submit to the engines and it explains some other details too.

Please make sure you are connected to the internet. When viewing the videos within the book you will be sent to our site. When you get to the page on our site you will have a selection of videos to choose from. There are 8 videos and they are linked throughout the publication.

When you arrive at <http://www.affiliategurus.com/ebookvideos.html> just click on the video links and you will be prompted to save the video. You are welcome to save it to your computer, but we recommend that you run the video from its current location. This will save you space on your computer system

Search engine submissions video #4

<http://www.affiliategurus.com/ebookvideos.html>

Lycos

<http://home.lycos.com/addasite.html>

Google

<http://www.google.com/addurl.html>

HotBot

<http://hotbot.lycos.com/addurl.asp>

Direct Hit

<http://www.directhit.com/util/addurl.html>

Fast (Formerly All the Web)

http://www.alltheweb.com/add_url.php3

Inktomi

<http://www.positiontech.com/inktomi/index.htm>

More Search Engine Links

Nothing else compares to an effective search engine. When searching here is a little tip put quotations around the word or words you are searching for instance; "Internet Marketing"

Here is a list of the some of the most useful ones on the Internet:

<http://www.dogpile.com>

<http://www.askjeeves.com> .

<http://www.goto.com/linead/getlisted.cgi>

<http://www.altavista.com>

<http://www.infoseek.com>

<http://www.excite.com>

<http://www.hotbot.com>

<http://www.webcrawler.com>

<http://www.mamma.com>

In addition, if you want, someone else can submit for you but make sure that you're receiving confirmations and check your log files. Some reputable companies will do it once, every quarter, month, or all year. You'll have to decide on the amount you can spend.

Always put a share of your profits back into advertising your business. Some may want to submit to 300,000 search engine and directories but this is not the answer. This will not help because most search queries originate from the major search engines. Your inbox will also fill up with email if you decide to go this route and the results will not show any real improvement in traffic.

Directories

When submitting to directories make sure that you put your Web site in the proper category. Here are a few tips to follow.

Let's say your service is advertising. Look for the best subcategory that your type of advertising fits into.

Create a good professional title and description using your important keywords. Don't use hype, write something honest and descriptive. These are people reviewing your submission not robots or machines be professional.

Make sure you type in the correct web address and that there are no spelling or grammatical errors.

DMOZ - Add URL:

<http://dmoz.org/add.html>

YAHOO - Express Submit

<http://docs.yahoo.com/info/suggest/busexpress.html>

LookSmart- Express Submit

<http://submit.looksmart.com/>

NBCI - Add URL

<http://www.nbc.com>

For a monthly submission of your URL to 144 directories submit your site to <http://www.jimtools.com>

Do this once per month and don't over submit or you'll lose the privilege of using Jim's directory submission tool.

For additional help on search engine tips, tricks, and resolutions visit the following web forums.

<http://www.gethighforums.com>

<http://www.searchengineforums.com>

<http://www.keywordwizard.com>

Please do not advertise in these forums you will only get yourself into trouble. You may put a sig file under your message but make sure your question has something to do with the topic of conversation, or search engine ranking. Tell them your new it's a good way to break the ice and read the guidelines for the forum you wish to post in.

Ezine/Newsletter Preparation/Tutorials and more

Use the ezine winning formula for creating a huge customer base. Did you know that ezine advertising is one of the most targeted, cost-effective forms of advertising on the Internet? These links will show you how to get started writing and sending ezines:

Our CD eMarketing Basics Covers creating and delivering your own ezine with 4 how to videos. We also have 36 other how to videos.

<http://www.affiliategurus.com/marketing-software.html>

<http://www.ezineuniversity.com/>

<http://www.ezinehits.com/>

<http://www.ezinearticles.com>

<http://www.EzineNewsWire.com>

<http://www.E-ZineZ.com>

<http://www.newsletteraccess.com>

<http://www.ezineseek.com>

<http://e-zinedirectory.com/>

<http://www.getpub.com/ezdirect.htm>

Ezine Marketing/ Newsletter

Having an Ezine or newsletter for your Web Site is one of the most important marketing tools on the Internet today. Let's assume that you don't have an ezine. This next mini plan will get you prepared and show you how.

Publishing your own ezine can help your business succeed online. Ezines allow you to share important information with subscribers quickly and easily, while informing customers about your services and products. These six simple steps can help you get started publishing your own ezine:

1) Do some research on the market you will be entering?

Start by subscribing to ezines that have similar topics or that are in the same market as your own.

2) Cover topics that will interest your market. Spend time researching some new information. Once or twice a year, ask your subscribers what they would like in your newsletter. When they ask for specific information give it to them they'll be happy you did and stick around a lot longer

3) Make a template to use for your ezine. You can do this yourself with Microsoft Notepad, which you'll find on your computer, if you have Window 3.1 or higher. You can also get a template from the link provided at the end of this topic.

4) Select your font size. I recommend 12 Courier New, for ease in reading. Courier new is set so that all characters are equal in size for easy formatting of your newsletter.

5) Remember, when typing, keep the number of characters on your page at 65 in length. This eliminates broken lines and keeps the newsletter looking clean and professional with most email programs.

6) TIP - type the 65 characters right across the page when you set up your ezine template

Type 65 characters across your ezine template page. (Using Notepad)

12345678901234567890123456789012345678901234567890123456789012345
 10 20 30 40 50 60

Now as you begin to type your text, keep the numbered line below the sentence you're typing. This will allow you to see that the line does not go past 65 characters. When you get to the end of each line hit your enter key and the numbered line drops so you can continually type without having to move the numbered line.

It also makes your newsletter look professional and easy to read. When I first started to figure out ezine templates, I wasted time copying and pasting the line.

One last thing to remember before you send your newsletter. Be sure to delete the numbered line from your newsletter and send it to yourself so you can proofread it. Make sure that the text is not garbled. Then make any adjustments before you send it out to your subscribers.

To learn more on ezine development and how to send out your newsletter view our online videos here

<http://www.affiliategurus.com/internet-marketing-system.html>

Let's not forget about your AOL subscribers use this for links that AOL users can click on.

<http://www.affiliategurus.com>

`AOL CLICK HERE`

This is how you use the link for your email whether it's a link or a mailto: address

`AOL CLICK HERE`

You will see the "" above put your link or mailto address between the quotes and your ready for delivery of your newsletter.

Two addresses

<mailto:mark@affiliategurus.com>

<http://www.affiliategurus.com>

Copy and paste these two addresses in between the quotes and you're done.

`AOL CLICK HERE`

`AOL CLICK HERE`

Write your own articles

You don't have to be a journalist to write newsletters to your subscribers. Here are some simple tips to follow when writing your articles.

Make sure that you do not say I, or me in your copy. People are not interested in you they want information or

answers. Instead use words like we, us, or our. Use words directed at the reader for instance; you, you're, or your.

Each paragraph should have two spaces between them for easier reading.

Make sentences short and concise.

Make sure you check for spelling errors in your copy. Get someone to read it, or read it out loud to your self a few times. When proofreading you'll find this will help you to clean up any misunderstood sentences and wording throughout your copy.

Some topics that you could cover would be industry information, a how-to lesson, tutorial, or just the results of something you have tried. Your goal here with this newsletter is to help your subscribers and to build credibility and trust.

Formatting your copy

As we mentioned earlier send your newsletter to yourself before sending it to your subscribers. Check for inconsistencies, spelling errors, broken links, and broken sentences. Formatting your document will make it look professional and clean looking. Get yourself a free hotmail account and view your newsletter from a hotmail account before sending it out.

Keeping in touch with your visitors

Keeping in touch with your visitors on a weekly, bi weekly, or monthly basis is a good way to produce sales. When a visitor comes to your Web Site and leaves without giving you any email address your chances of getting them back to

your site is almost impossible. This means you'll have to offer something to get their email address. What we have done here at [affiliategurus](http://www.affiliategurus.com) is offered our free book to get an email address from our visitors.

This doesn't mean that you need to do the same but it would help if you offered a free report to get the visitors email address. In eight months time we received 1500-1600 email addresses from our e-book. Imagine if it sold for just ten dollars. This would mean an extra \$2000.00 in income every month which is not bad for a part-time income. Top this off with affiliate program sales and you'll be ahead of the game.

Selling ad space in your ezine

Selling ad space can be another source of income for your online business. Currently we're utilizing this method for an extra source of income. You'll find out how to do this by visiting our adverting page.

<http://www.affiliategurus.com/advertising.html>

We also use ad swaps with other ezine publishers to help build our list. When selecting a price for advertising spots look at the industry average. A sponsor positioned at the top of an ezine would pay more for a cost per thousand (CPM) than that of a sponsor in the second or third position in your newsletter.

For instance, if you had 10,000 subscribers at a cost of \$20/CPM you would have to take 10,000 and divide it over 1000 and multiply your answer by what ever your cost per 1000 is. In the example above we used \$20 (CPM) if we multiplied 20 by 10 this would represent a price of the sponsor positioned at the top. Their investment would be \$200.00 to advertise in your ezine. Now you can see the value of building a subscriber base. In addition, if you sent out a weekly newsletter this could bring in \$800-\$1000 extra dollars for the one sponsor position alone.

Build a page and archive your articles

<http://www.affiliategurus.com/archives.html>

This is one of the best ways to get your site some extra traffic. It doesn't cost you anything but your time and your articles can be used over and over again by other ezine publishers. A nifty little tip to help you out is to set your articles up on an autoresponder for easy delivery.

You do this once it's formatted and is ready for someone else to use. Make sure you add your signature file or by-line underneath your articles. We'll get to that a little later in our mini plans. In addition, you may also want to add one autoresponder that links to all your other articles

Swap ads with other publishers

Another way to get some exposure is to swap ads with other publishers that have similar newsletters. You may run into someone starting out so remember what it was like when you started your ezine. Cut a deal if the swap seems unfair to you. For more information on ezine swaps go to

<http://www.ezineswap.com>

Submit articles

Here's an excellent way to receive free traffic and free publicity in your industry. The following addresses will give you places to start submitting articles. These articles should be informative and not used as a advertising method.

Submit to the top 40 ezines and announcement lists with this new tool

<http://www.newsletterpromote.com/cgi-bin/affiliates/clickthru.cgi?id=Mark7>

<http://www.ezinearticles.com>

<http://ezine-universe.com>

<http://www.ezinepromotion.com/>

http://www.zinos.com/cool/zinos/author_area/main_menu.html

<http://www.webscoutlists.com>

<http://www.topica.com/create>

<http://catalog.com/vivian/intsubform2.html>

<http://www.listtool.com>

<http://www.infojump.com>

<http://www.disobey.com/low/>

<http://paml.net/submissions.html>

<http://new-list.com/instructions>

<http://list-universe.com/>

<http://bestezines.com/submit/>

<http://lifestylespub.com/cgi-bin/new/ezine.cgi>

<http://cumuli.com/ezine/submit/>

<http://ezine-swap.com/submit/>

Building your list of subscribers

Building a subscriber list is one of the most important parts of marketing your business online. Most Internet marketers will agree that keeping in touch with your subscriber base will increase credibility, trust, and sales.

Furthermore, most businesses just starting out online neglect to build their own list. They fail to use this type of strategy because it requires work and a big bank

account. However, this is not the case, building a subscriber base is quite easy once you have an understanding of what needs to be done.

The first thing you must do is to put a subscribe form on every page of your Web Site. Doing this alone will accomplish the goal of building your subscriber base. You should have your designer implement this into your web page plans. The best place is on the top of your page for best results we call this the top fold. This is the best place because most visitors will see it when they arrive. Don't forget to entice them to subscribe with a free article or report.

Moreover, you will have to work at building your subscriber base consistently by writing articles, submitting them to directories, other publishers, and delivering them to your potential customers. Building your subscriber base will take time and effort on your part.

In my opinion this takes up a considerable amount of time, but when done correctly you'll benefit time and time again.

You'll need to utilize a mailing service to deliver and maintain your subscriber list unless you choose to do it in house which most people do. You may check with your local ISP Internet Service Provider on the price they would charge. There are a few services you can use check the following links.

You may also find the software that we use on our videos at

www.affiliategurus.com/marketing-software.html

<http://www.lsoft.com/>

<http://www.listbot.com>

<http://www.sparklist.com>

<http://www.topica.com>

For more information and a directory of free ezine advertising have a look at this site they provide
Opt-in and voluntary e-mail advertising lists "for rent"
E-mail newsletters and e-zines that accept ads
Sponsored discussion lists
Advertiser-supported e-mail services
E-mail list brokers and representatives

<http://www.copywriter.com/lists/>

Don't buy email addresses from someone who has a million or so addresses. You'll just get yourself into big trouble and waste your money. Ask where the email addresses came from.

Finally, give something useful to visitors and a reason for them to sign up to your ezine/newsletter. Free reports are an excellent way to get individual visitors to sign up for your newsletters. In addition, a free book or some other free promotional tool will work just as well.

Be sure to add a privacy policy that lets the subscriber know what you'll be doing with their address and information collected from your site. Again, you'll want to build trust these are real people not just an email address.

List rentals

List rentals can be a very effective way to promote your business. Here's a compilation of some good quality list rental services. You can choose the target audience you want to send your message to. These people have asked to receive such mailings from other sources

Postmaster Direct <http://www.postmasterdirect.com>
YesMail <http://www.yesmail.com>
E-Target <http://www.e-target.com>
Targ-it <http://www.targ-it.com>
Focalex <http://www.focalex.com>
TargitMail <http://www.targitmail.com>

Opt-In Email Account Subscriptions

Opt-in email can help an entrepreneur become familiar with online marketing secrets, tactics, tips, and most importantly, recent information.

If you're going online it is important to subscribe to opt-in email newsletters/ezines that are similar to your field of expertise. I am currently subscribed to the newsletters of the seven affiliate programs that I belong to. In addition, I subscribe to 20 others that are important to marketing online.

The first place to start your opt-in subscriptions would be at <http://www.affiliategurus.com>

If you follow this one tip, you will soon be learning all the most effective marketing strategies and receiving the best information available to entrepreneurs like yourself. Do not worry about reading all the newsletters at once. Save them in a folder or print them to read later. Take notes, generate ideas and implement these proven methods into your marketing strategies. This is important to your success.

You can also purchase targeted email lists for promoting your Web site. The lists are full of email addresses of people who have opted to receive the information you send them.

If you require any other subscriptions for another field of your choice use these links provided here:

<http://www.thewhitsuundays.com/thedotcom/promotionals.html>

<http://www.bulletmail.com/>

<http://www.e-ticketmarketing.com/>

<http://www.optin-email.com/>

<http://www.electricmarketing.com/>

<http://www.netextensions.com/>

<http://www.yourfreeoffice.com/>

<http://www.opt-inemail.net/>

<http://www.onlinebizresources.com/optmail.html>

<http://www.apex-pi.com/doe.html>

<http://www.postmasterdirect.com/>

<http://www.promoman.net>

<http://www.targ-it.com/>

<http://e-target.com/>

<http://www.listbot.com>

Writing ads

It is now time to start writing ads for your web site. What I normally tell my clients is to write 10-15 ads for their product or service. These ads are normally three to four lines at 60 characters per line plus your URL. Here is an example of an ad we used when we started online.

Learn from the Affiliate Gurus!

Making money online becomes so much easier when you learn the tried and true methods of the online experts. Free e-

book, tutorials, guru's tell-all, and much more. Get the real story, and make your dreams a reality today!

<http://www.affiliategurus.com>

Using the same ad with a simple change brought more clicks to the site.

Learn From The Affiliate Gurus!

Making Money Online Becomes So Much Easier

When You Learn the Tried and True Methods of the Online Experts. Free E-book, Tutorials, Guru's Tell-All, and Much More. Get the Real Story, and Make Your Dreams a Reality Today! <http://www.affiliategurus.com>

You'll notice this ad stands out from the other because of the capitalization on almost every word.

What these ads will do is get the click to your web page. Most importantly we want you to track and test the ads that you've written. This is a must or you're wasting your time online. Once we have tracked and tested the ads we will save the ads that have given us the best results. Moreover, now these ads are ready to be placed in paid advertising ezines. Here's a tool we use for tracking our ads <http://www.affiliategurus.com/roibot.html>

Use your ads to generate a click to your web site. Once the prospect arrives at your web site use your sales copy to share the benefits of your product offering, facts, and testimonials of other users. You know that if you get the click the prospect is interested in your offering.

Here's where you pull out the heavy artillery. This simple formula will increase the sales on your site. Use the following formula for your sales copy. This formula was originally used in offline marketing and has been successful in online marketing. All successful sales messages have this in the copy you read.

AIDA

What is AIDA?

Remember this acronym when writing sales letters, webpage copy, advertorials, or whatever works for you.

AIDA is a formula used to write effective copy. Use it and it will payoff. Here's what it stands for:

Attention: Get the readers attention in your headline. Try by solving a problem that your prospect has or by relating with a problem.

Interest: Create interest with benefits and remind them of the problem that exists and state the resolution.

Desire: Make your prospect desire this product or service by telling them how it worked for you or someone else.
(This is done by using legitimate testimonials)

Action: Tell your prospect what to do. Make sure you use a great closer and have a call to action that makes them click.

Do your best in the whole sales process to get an email address from the visitor so that you may send a follow-up message at any time. Let your copy on your web site do the selling for you. Remember the most important part is the call to action.

The call to action makes the prospect decide immediately whether to buy or not and it must be carefully crafted.

A good way to do this is to offer a bonus and to let them know you have a guarantee. This usually works best if you use a limited time offer such as; If you order before Friday midnight we will ad the following bonus for free.

Here is a list of powerful words that you can use for your copy. This collection was obtained over the course of 1 yr. Most of these words came from ads all over the net. Always look at other ads and collect some new ideas and words.

absolutely
approval
all
amazing
approved
attractive
attain
attention
bargain
better
best
big
colorful
colossal
complete
confidential
crammed
delivered
direct
discount
easily
endorsed
enormous
excellent
exciting
excelerate
exclusive
expert
famous
fascinating
fortune
full
genuine
gift
gigantic
greatest
growth
guaranteed
helpful
highest

huge
immediately
improved
informative
instructive
interesting
largest
latest
lifetime
limited
lowest
magic
miracle
noted
odd
outstanding
personalized
popular..
powerful
practical
professional
profitable
proficient..
proven
quality
quickly
rare
reduced
refundable..
remarkable
reliable
revealing
revolutionary
scarce..
secrets
secured
security
selected
sensational
simplified..
sizable
special
startling
strong
sturdy
successful
superior

surprise
tactics
terrific
tested
tremendous
unconditional
unique
unlimited
unparalleled..
unsurpassed
unusual useful
valuable
wealth
wonderful.

Here is a list of key phrases that will get your prospects to take action.

act now
amazing results today
ask for details
only for the next 5 days
limited time offer
offers only good until
be the first to qualify
information included
complete details free
contact us now
details free
details included
email us today
everything supplied
exciting details free
free ebook explains
free upon request
get started today
get your copy now
get started right now free
it's free
satisfaction guaranteed
no obligation
call now
offer limited
offer ends
order now

don't delay
click for details
send for free details
send today

Now you have a library of key words and phrases that you can use to develop your own ads. This may take time but keep your ads that work and make more as your ads lose the click thru. Always track your advertising don't waste your time and money guessing.

Tracking Your Ads

Create different tracking links (which lead to your sales letter) for each single ezine you want to submit your ad to. You must be able to determine exactly which ads (headlines) are successful, and where the responses come from.

You can use these services for this:

<http://www.hypertracker.com/>

<http://www.linkcounter.com/>

Please make sure you are connected to the internet. When viewing the videos within the book you will be sent to our site. When you get to the page on our site you will have a selection of videos to choose from. There are 8 videos and they are linked throughout the publication. When you arrive at

<http://www.affiliategurus.com/ebookvideos.html> just click on the video links and you will be prompted to save the video. You are welcome to save it to your computer, but we recommend that you run the video from its current location. This will save you space on your computer system

This is the 5th video on tracking an ebook

<http://www.affiliategurus.com/ebookvideos.html>

We also have 4 more video tutorials that can show you how to track your advertising efforts.



<http://www.affiliategurus.com/marketing-software.html>

News Groups

Here is a list of some news groups that can help you get extra traffic to your site. You can obtain a list of news groups through your ISP (Internet Service Provider). Be sure before posting your message that you check for commercial postings.

alt.business
alt.business.misc
alt.business.multi-level
alt.business.import-export
biz.general
biz.americast
biz.marketplace.inernational
biz.entrepreneurs
biz.marketplace
biz.misc
biz.general
biz.americast
biz.infosystems.www announce
market.misc
misc.entrepreneurs
alt.make.money.fast
biz.comp.services
biz.newsgroup
biz.marketplace.services.computer
biz.next.newsprod
misc.business
alt.business.home.pc
biz.general
biz.marketplace.non-computer
alt.make.money.fast

aol.misc
alt.america.online

News Group Listings for Marketing

Marketing in newsgroups can be time-consuming, but if it is done consistently you will see results. As you'll see later in this book, a signature file is an effective way to promote your business in newsgroups. Don't spend all your time promoting in newsgroups make a decision to post a few times a week that should be sufficient enough. These links are specifically designed to help you market your business through news groups:

<http://www.liszt.com>

<http://www.iwant.com/index.html>

<http://www.dejanews.com>

Free Email Accounts

Make the most of these FREE email accounts. They can come in useful if you need an additional account because your inbox is filling up.

<http://internetemallist.com/> (directory)

<http://www.eastmail.com/> (Multilingual)

<http://www.bigfoot.com/>

<http://www.eudoramail.com/>

<http://www.mail.com/>

<http://www.entrepener.com/>

<http://www.hotmail.com/>

<http://www.easypost.com/>

Classifieds

Classified ads offer another way to drive traffic to your site. When you start placing ads, you'll wonder why you haven't taken advantage of this option before. Ads can increase your profits dramatically. Remember: "Promote, Promote, Promote." Make sure to get a free email address for ad responses because your mailbox will fill up (sometimes) with responses from the ads you place. Here are some places to get started. These classified ad sites offer you the ability to test your ads before you spend money on advertising. Be sure to test using these free sites.

<http://classifieds.yahoo.com/>

<http://www.web-source.net/classifieds.htm>

<http://www.ffmpeg.com/submit.htm>

<http://www.mgaweb.com/submit/mgacat.asp>

<http://www.linkplace.com/>

<http://www.usubmit.com/>

<http://www.web-source.net>

<http://ecki.com/links/>

<http://global.gr/mtools/linkstation/>

<http://www.websitings.com/classads/sites/gofree.htm>

<http://www.classifiedadsecrets.com/>

<http://www.instantsites.com/instanthits.html>

<http://www.webstars2000.com>

<http://www.websitings.com/classads/sites/source.htm>

<http://www.smart-list.com/classifieds/>

<http://www.submit1000.com/>

<http://www.freeclassifiedlinks.com/>

<http://www.sparklist.com/services/rates/>

<http://netterweb.com/tcn/>

<http://www.uran.net/imal/mother.html>

<http://morecash.moreprofits.com/>

<http://www.classifiedclub.com/>

<http://www.adfront.com>

Signature Files

Signature files serve as your own electronic business card and are placed at the end of all your ezines and releases. Learn how to market yourself exponentially at this link this is a great viral marketing method:

http://www.globalpositioning.com/signature_files/index.html

Targeted Traffic

When it comes to spending any money for advertising Pay Per Click search engines are on the top of my list.

Why, you ask?

This is targeted traffic you're paying for and the results are much better than non targeted traffic. Taking into account that you use the correct keywords relevant to your site is a must. Such words like affiliate marketing, affiliate programs, would be relevant to our site, but words such as sex, or gambling, would not be. On the other hand people will use this just to get traffic but it's not targeted.

My best advice is to use those words that are relevant to your site. You can have all the traffic in the world but with the wrong keywords you're wasting your time, money, and energy for very poor results.

Here is a list of PPC Search engines

<http://www.goto.com>

<http://www.kanoodle.com>

<http://www.searchhound.com>

<http://www.bay9.com>

<http://www.findwhat.com>

<http://www.7search.com>

For more on PPC search engines use:

<http://www.payperclicksearchengines.com>

First you'll want to select a large number of keywords that are relevant to your web site product or service. When selecting these words put them in a Microsoft Excel spreadsheet. These keywords can be easily transferred to the PPC search engine.

Here are a couple of tools that you can use that will help you choose your keywords. The first one has a free version and also a paid version. <http://www.wordtracker.com>

This is the Go To suggestion tool and it is very useful for helping you out with keyword selections.

<http://inventory.goto.com/d/searchinventory/suggestion/>

Please make sure you are connected to the internet. When viewing the videos within the book you will be sent to our site. When you get to the page on our site you will have a selection of videos to choose from. There are 8 videos and they are linked throughout the publication. When you arrive at

<http://www.affiliategurus.com/ebookvideos.html> just click on the video links and you will be prompted to save the video. You are welcome to save it to your computer, but we recommend that you run the video from its current location. This will save you space on your computer system

Good keywords is by far my favorite tool for keyword searching you may have a look with 2 free videos here

The 6th video is the download video it will show you where you can obtain it for free.

<http://www.affiliategurus.com/ebookvideos.html>

This 7th video shows you how to use the program after you have downloaded it.

<http://www.affiliategurus.com/ebookvideos.html>

These tools will help you with the keywords that are similar to the words you choose. When you get their test the tools out and see which keywords you didn't think of. When bidding on keywords, normally you'll have to pay a \$25.00 deposit to get started. Now if you're bidding on keywords at .01 cent per click this would bring in a total of 2500 clicks to your web site.

Here's a strategy that you may find helpful. Let's say you picked online marketing as your keyword. The highest bidder would end up on the top of the search results. That bid may be at .60 if you don't want to bid .60 find a word with the link mentioned above that is less competitive and bid on that term or phrase instead. It may be something similar like Internet marketing.

The term internet marketing could give you the top position for .10. Moreover, you would get top position for .10 rather than 8th position for the same .10 in the online marketing scenario which was .60 for the top bid. It's much better to be in the top position for .10 rather than .60 you'll receive 5 times the traffic for your investment.

Do yourself and business a favor by getting familiar with pay per click search engines. It may not be long before most of the major search engines change to a paid version as well. We also show video tutorials on how to select keywords and use the PPC search engines.

<http://www.affiliategurus.com/marketing-software.html>

Autoresponders

Here is a brief description of an autoresponder.

Autoresponder: software application that allows you to respond automatically to a certain email request.

Rapid response to email = profits. Any marketing expert will tell you that in order to succeed online you must respond to your email customers instantly.

Using an autoresponder can build trust with your customers and save time with bothersome administrative tasks. You simply set up an automatic reply to any email request. The follow-up email will keep your customer informed of the products/services or reports you offer.

Autoresponders have a great number of uses

- Keeping in touch with visitors
- Email reports
- Welcome messages
- Product purchase information

- Receipts
- Sequential Autoresponders (A series of messages)
- Reminders
- Information

Now you can see some of the advantages to using an autoresponder it will cut down on plenty of administrative tasks. This tool is like having a built in secretary with all the answers.

When setting up an autoresponder make sure that you format your message at 65 characters. The set up is similar to the ezine example we used earlier. Always offer the option to remove from the autoresponder series if you are sending a series of messages.

Some users may need more than one message to get them to take action. Moreover, it has been proven that users of the internet may need to see or be reminded of your message up to five times before they buy. This is why a series of autoresponses should be used to get the sale.

When sending your series of responses to potential customers don't send them one day after another send them spread out over a period of time. Anything someone hates more is to be bombarded with email day after day by the same company. Remember your series of responses are made once and work forever so take the allotted time to prepare a good series of responses.

The following links offer more information on such programs:

<http://www.aweber.com>

<http://www.autoresponders.com/>

<http://www.autoresponders.com/getars.htm>

<http://www.autorespondercentral.com/>

<http://www.ezrobot.net>

<http://www.download.com>

Free autoresponders

What's better than an autoresponder? FREE autoresponders. Discover the magic of automation. Your customers will be amazed at how quickly they get a personalized reply from you. These links offer free software:

<http://www.myreply.com>

<http://www.freeautoresponder.com>

Our video tutorials show you exactly how to set up your own sequential autoresponders.

<http://www.affiliategurus.com/marketing-software.html>

Link Popularity

Most internet users will find web pages through other web sites and through search engine searches.

As you attempt to obtain a top listing in the major search engines and directories having a large number of incoming links similar to yours will help in your top ranking. Some engines will rank you higher based on the number of incoming links that your site has, this provides you with a few benefits.

First, with the links on other sites you will build more traffic to your own web site. Secondly, your ranking in the search engines will increase with the more links you have out there. Finally, the more people that are exposed to your links the more popular you become

Here are some other reasons why you should start linkink with others.

Good links provide a valuable resource for visitors. This reason alone will get your visitors to return often.

Depending on the quality of links you have on your site will tell your visitors that you are respected and well known in your industry.

You may say to yourself, why would I want people to leave my site through another link? Good question and here's the answer with another question. Did your visitor come to buy? More than likely not, but they did come for information and if it solves their problem you have a good chance they will come back or bookmark your site.

People don't say, hey, I'm going to buy that book I always wanted off the internet.

The first thing the person that wants a book will do is search for information first. This is the buying process that consumers start with. Now if your site has the information that they're looking for then your chances are that much better in getting them to revisit your site.

Another reason why people don't link to others is that it is to time consuming to track whether the other link partner still has your link on their site. Companies on the internet have developed a way to save you the time of checking to see if your linking partner still has your link on their site. Here is one that we just started using this year it costs around 7-8 dollars a month to use and is very effective.

What type of links can be used?

Banners

E books

Text

Email addresses

Autoresponders

You could exchange any link above with any partner you choose but remember who you choose will decide whether the visitor is targeted or not. Pick your linking partners carefully.

Who are you going to target for link partners? Think in terms of what would be of value to your visitors. Where do you go for information and resources? Who offers good information in your industry? Who offers a product that compliments yours? Who are your competitors?

Help others even your competition. Develop relationships with them through a linking strategy this will help them and you. Who knows if you pick the right partner your products may compliment each other and then you'll both succeed.

My advice would be to start looking for link partners the same way you look for customers. Be specific in what you're looking for, and what you have to offer. What industry leader or expert could you partner with to help you, them and your customer?

Scripts for marketing your business

I have asked Jim Daniels if I could provide you with a script from his private members site that has helped us considerably. Also the article Jim wrote is included. His site may be located at

<http://www.affiliategurus.com/freeguide>

Pop - Up Pages

Many affiliates run their own newsletters, often producing them either once a week, or once or twice a month. By the way if you don't already run a newsletter, you should!

Their constant struggle is to increase subscriber numbers. I know, because this is my constant struggle.

You probably already are very familiar with Popup Pages. But for those who aren't, they are separate pages that popup usually when you either enter a site or exit a site.

I have been reluctant to use popups in the past for fear of the backlash that might eventuate.

I know many people hate them. In fact some people hate them so much they have installed software on their computer to prevent popups popping up!

So I struggled on, gaining many new subscribers each month and building my ezine. But it just didn't seem that I was gaining as many subscribers as I should have.

I had read how some people really lived for popups. They stated they increased their subscriber numbers and / or sales dramatically.

Anyway, a few months ago I thought "Oh heck, I'll give these popups a shot."

Wow!! Is a complete understatement of my reaction to their performance.

I set up a simple popup on my home page for subscribers to subscribe to my free twice-monthly newsletter for affiliates.

The first month my subscriber uptake increased 366%. The second month my subscriber uptake increased a whopping 600%!

All because I put a very simple popup on my home page. And

it only pops up when people leave my site.

But guess what else happened?

Since I put up the popup page I have not received one single complaint. Not one.

This doesn't mean I am going to put dozens of popups all over my site.

On the contrary. From my research, people generally do not seem to mind 1 simple popup page about a quarter to a third the size of a normal page. It's when the popups get out of control that people get angry.

You have all probably seen those pages where another 3 full pages popup immediately behind the site you entered. These types of sites will annoy just about anybody.

But one simple popup page off the homepage getting subscribers to subscribe to a newsletter has worked like "magic" for me.

Here's how to get the free popup script

There are basically 4 steps involved...

Go to <http://www.affiliategurus.com/popupscript.html>

Copy and paste the code into a notepad document save it and follow the directions below.

Step 1. Design a basic page that will offer your giveaway, prize or free gift. Save the page and upload it to your site. When you design your popup page, be sure to keep the content limited since you'll be sizing down the popup box that the content will appear in.

Step 2. Next, you'll need to copy the code from the email we send you and paste it into the page you want to activate your popup from.

Copy the javascript code that we send you by email, and paste it into your web page, right after </head>.

Step 3: After you paste the code into your web page, change **poppy.htm** in the code, to the name of the file you created in step one. You can also change other parameters if you wish, such as the way your popup window looks. Make adjustments in the **orange** line of the code to control other parameters.

Step 4: Next, decide if you want your pop up to activate when the page is entered, or on exit. I've found the latter to be more effective. You control this with a small piece of code. Here's how...

Find the code <body in your web page. Then add the following code directly after it...

```
OnUnload="checkCount () "
```

For instance, my own code was changed from:
<body bgcolor="#FFFFFF">

To:

```
<body OnUnload="checkCount () " bgcolor="#FFFFFF">
```

Using this OnUnload command will make your popup display upon exit from your page.

That's it! Just save your web page (I suggest saving it as a new file so you can test everything before going live) then upload the page you've added that code to.

It's a good idea to turn cookies off in your own browser before testing so you don't have to wait a day to see how your changes will appear.

And remember, if this is your first time trying this, do it on a page other than your main page. Once you have it down pat, you can do the same to whatever page you want. Have fun!

Note: A special thanks goes out to [Paul Austin](#) for sharing his popup script. If you have problems getting your popup to work, Paul's the guy to ask for help.

Pop - Up Pages <http://www.builder.com>

Viral Marketing

One of the best and fastest ways to market your business is viral marketing. This is just one of the most successful methods used when marketing online today.

Here I will discuss the various forms of viral marketing being used online. I will also provide you with a few ways to use Viral marketing to your advantage.

Viral Marketing: by word of mouth

The most common forms of word-of-mouth are "Tell A Friend" or "Recommend it". These are buttons/links that you may put on your web site or in your newsletter as a way of attracting new visitors to your site.

The button/link allows the user to send a message to their friend notifying them of a special deal or web site they have visited.

Viral Marketing: Using e books.

This form of viral marketing is very effective if the content of the e book helps the reader. Putting a free e book on your site will attract visitors. These visitors may like what you have to offer and may give it away on their sites as a free download.

In addition as more people download your e book the more traffic you will get to your site. You can also submit your e book to e book directories and really get the ball rolling. Here are a few to get you started

<http://www.ebooksubmit.com/>

<http://www.ebooksnbytes.com>

<http://www.ebookpalace.com>

Viral Marketing: signature file

Signature files are short 2 to 5 lines of information about your business that are included in out going emails.

Hotmail originally started this type of viral marketing to get more users to join their email service. The more email users the more messages those users sent out with their email which created a snowball effect.

Be sure to ad a signature file to the end of any articles that you submit to directories this is a very good way to get free traffic and recognition for your written work.

When you send an email be sure to ad a short signature file about your business at the end of your email message. Most email programs have this feature included in the program. Have a quick look at a video that will show you just how to set up your own signature file. (add video)

Joint Venture Marketing

Joint venture marketing is an excellent way to open up new doors and opportunities for any business online. Take for instance that you are a web hosting company and you want to offer your services to others. Who could you do a joint venture with? You could look at web designers as a joint venture possibility.

The designer builds the web site for their clients and then the designer directs their client to you for hosting services. You then work out a payment plan where the designer makes a few bucks for the referral.

Similarly you have software that helps people deliver mail to their subscriber base. Find someone with a large email list that caters to people that may need or use that kind of software and cut a deal with them. A good joint venture should help both parties and it will build a continuous cash flow for your business for years to come. This also helps in the building of good business relations with other companies too.

We've recently set up a joint venture with Eva Almeida of ebooksbytes.com. Eva's site is set up specifically for people that want to create ebooks. Ebooks are one of the top reasons people make large sums of money online.

I looked at one of Eva's sites and saw an opportunity for a joint venture. Right away I emailed Eva, and discussed the possibilities with her and she was all for it. Together we developed an e Book Basics course with video tutorials. We assembled the videos along with a Resell Package and plenty of bonuses. This has been a successful joint venture and it was accomplished over a short period of time. Have a look at

[Launching in November 2002](http://www.ebookcreate.com/ebookbasics.html)

<http://www.ebookcreate.com/ebookbasics.html>



We wanted to help others that wanted to learn how to develop, publish, compile, and create their own cover and ebook. The videos show you how to develop and create it all free.

Here is the resource that will actually show you how to develop, publish, compile, make your own cover and make more money. This product will be launching in November 2002 and you have the option to resell it too.

[Launching in November 2002](http://www.ebookcreate.com/ebookbasics.html)

<http://www.ebookcreate.com/ebookbasics.html>



Info Products

Making Your own Info Product/e book

Yes, making an ebook really isn't that hard if you plan out each step. In addition, making an ebook will bring more traffic and money to your business.

A 10 Step Approach to Making an Info Product/ebook

Step 1: Develop an idea that you are passionate about.

This product, whether it be a brochure, a book or making an ebook, should be based on your own experiences. Let's step back and take a closer look at the key word here - experience. If you were a carpenter it would be much easier to share your knowledge about building something than to share knowledge on repairing cars. Unless you do both tasks adequately, you should focus on just one task.

Take one step at a time while making an ebook. Don't worry about the other tasks involved in the creation of your new product. To think about all aspects of creating, marketing and making an ebook is overwhelming and most people end up quitting before they start making an ebook. Follow each step individually don't move onto the next step until you feel comfortable that you have completed the step in question. Making an ebook is a great way to help others online and build relationships with clients.

Step 2: Brainstorm your idea on a sheet of paper.

When trying to come up with an idea, write everything down that comes to mind. For an example, let's say you are building a bookshelf. You would start to develop the idea by writing the word 'bookshelf' in the middle of a sheet of paper. We used this same formula when making an ebook for our site.

Next, you begin to write whatever comes to mind in regards to your idea. For instance, 'wood,' 'glue,' 'nails,' 'size,' 'width,' 'length,' 'screws,' 'sandpaper,' 'saw,' 'paint,' etc. Just keep writing until the entire page is full. You should even list things that you think are absolutely ridiculous. See now your making an ebook and it is that easy!

Step 3: Categorize your words into groups so that they can be discussed in a topic.

Eliminate all words that don't belong in that topic and put them aside for later use. For instance, one topic would be 'materials needed to build a book shelf.' Underneath would be listed, 'wood, glue, nails, screws, etc.' The next category could be the 'size of your shelf' and 'tools needed to build a shelf,' and so on, until you have developed your idea.

Using categories will help you to decipher where each word fits into the idea. It will also help in the planning stages and layout of your overall idea.

You should then develop each topic, by writing paragraphs that explain each. For example, what size nails would be needed and how many or what size shelves work best in certain rooms. Start by explaining all that you know about each topic.

These paragraphs will form your book. They should probably be written on your computer in word format, so that they can be reworded or edited later on. When you get to the making an ebook creation stage, programs will require your text prepared on a computer.

Once you've passed this step, you will now be on your way to making an ebook and additional income. Why? By now you'll feel confident about your idea. If you don't feel confident don't go any further. Just regroup and make some adjustments. This is the stage where most people will quit making an ebook. If you feel that way, just remember the passion you had at the start of the project. Use that as a driving force. A few more simple steps and your idea will come to fruition. Just say to yourself, I'm making an ebook say it 3 times if you need too.

Step 4: Refine the draft and put the topics in order of relevance.

Now that you have written a rough draft and you're pumped up about making an ebook it's time to refine the draft and put the topics in order of relevance. Using the previous example, you would start with the size of the bookshelf, materials needed, where to get the materials, and tools required to build the shelf. Your text should flow in some order of importance. For instance, you wouldn't tell someone how to construct the bookshelf without discussing the materials first.

As you rework your text, see how each topic flows in order of relevance to your idea. Everyone has experiences or knowledge they can sell - it's just a matter of pulling the information from your head and then writing it down. You'll be surprised how easy the ideas flow when you start to write and your sentences and words all come together. This is the reason why we categorized everything in the first place.

Step 5: Share your rough draft with someone who can proof it and give you some constructive criticism.

Have someone in the industry that your business is in review your work. Give it to a few associates. It's best to give it to people that you don't have a relationship with. This will get you an unbiased response and some good feedback.

You might be hesitant to share your rough draft with someone out of fear that your ideas will be stolen. So to protect yourself; copy your work on a disk, print it out and send it to yourself by registered mail. When you receive it, don't open the package, but put it in safe place. If theft does occur, you have your sealed package for proof that you developed the idea. The fear of theft should not stop you from getting valuable feedback from other professionals. Most professionals would never consider stealing another person's work.

Step 6: Find an ebook creator or software program that will tell you how to create your product.

Once you've polished your rough draft and you have all the text that will be used to create your book, you are ready to start making an ebook and an ebook compiler. The benefit of ebooks is that it saves you the cost of publishing a hard-copy book. Ebooks are simply books that are distributed and viewed on a computer like the one your reading now.

Which program to use should be researched with your target audience in mind. A good place to find an ebook compiler is ebookcompilers.com. The one we used at affiliategurus.com was NeoBook and now Acrobat Reader, which has several features that we liked, such as an easily downloadable

format that also allows customers to link directly to web sites or print out the text if they want a hard copy.

Step 7: Have a professional book cover created for your ebook.

You can design your own or get a professional service to do this for you. Your cover should reflect something that relates to your book. Using the example of a bookshelf, you could have a picture of some tools on the front cover or a picture of the product itself. In addition your book title could read - Simple Steps to Building a Custom Bookshelf.

Step 8: Advertise your ebook.

Now you've finished making an ebook and it is time to advertise. This can be a big task in itself. First make several ads - six or ten to start. Write an article about the book and submit it to ezines that pertain to your idea. This should only take about an hour because you have done all your homework and understand the use of your product. Submit your ebook to ebook directories, download sites or have one company do it all for you.

Make a signature file for the bottom of your mailings that includes your web site address. Get testimonials by asking customers to write one. The worst that can happen is they say NO. If they do, don't dwell on it. It will suck the energy, spirit, and passion right out from under you.

Start an affiliate program the options are endless. Come up with your own creative ways to market your product. You can do it. You already have created a product so obviously there's no end to your imagination. See I told you this making an ebook stuff was easy.

Step 9: Get feedback from people who use your product and learn from it.

Make sure that when customers download your ebook, they are leaving their web address for future mailings. Create links so customers can email you with questions or easily subscribe to your newsletter.

When customers write to you take notes, make changes, compile information, but, most importantly, read their comments. You'll find all sorts of great information and comments about your product and ways to improve it. I'm already revising our's from some feedback we received.

Step 10: Reward yourself. You've just finished making an ebook.

Take some time off to grasp the whole concept then set up any other tools that you could use to promote your idea. Then take off a day or two to reward yourself for all your hard work and effort that you put into creating your product.

Once again, my best advice is that you get started making an ebook today. This will drive additional traffic to your web site. Here is a video and all in one package that will show you how to develop your own publication. This product will be launching in November 2002 and you will have the option to resell it too.

[Launching in November 2002](http://www.ebookcreate.com/ebookbasics.html)

<http://www.ebookcreate.com/ebookbasics.html>



Ebook publishing offers an intelligent way to reach and keep your customer base. You can drive traffic and sales to your site with an ebook. At these links, you will find everything you need to develop and promote your knowledge successfully.

Here is a resource that will actually show you how to develop, publish, compile, make your own cover and make more money. <http://www.ebookcreate.com/ebookbasics.html>

E book Promotion

http://www.ebooksnbytes.com/power_promote.html

http://www.ebooksnbytes.com/power_promote_two.html

<http://www.pressblaster.net/>

<http://www.ebook-promotion.com/>

<http://www.ldpublishing.com/>

<http://www.booklocker.com>

<http://www.fatbrain.com/ematter/home.html>

<http://www.electronicbookseller.com>

<http://www.ebooksonte.net>

Merchant Accounts

Having your own merchant account is key to making money for your business online. Maybe you don't have the money needed to get your own merchant account set up. In this section we will discuss how you can obtain money from your customers online.

Your own merchant account is by far the best way to go. I use Internet Secure as my merchant provider and the rate is competitive and the monthly fee is \$37US dollars. The reason I chose them is that they did not require a heavy fee or security deposit to start. In addition there

customer service is excellent and they assist you through the entire merchant process. You can sell both tangible and intangible products. For instance if you have a CD-Rom (tangible) product, or a digital e book (intangible) product you are able to sell both. Contact us if you would like to get set up and I'll help with the initial process.

Email us and I'll get back to you immediately

Affiliate Programs

WHAT ARE AFFILIATE PROGRAMS?

An affiliate program is also referred to as associate, referral or two-tier program. The process is made easy because the producer of a product develops it, takes care of the order fulfillment process and delivery of the product.

When you sign up for a program the producer of the product also includes a web site for the seller at no cost. Inside the seller program site you will find tested ad copy to help promote the product. In addition, you will find banners, newsletters, and a tracking system that lets you know how many hits you have got at your site.

A two-tier program means you get paid a higher percentage for the first sale to an individual customer. If that customer becomes an affiliate under you, you will receive a second-tier commission for their sales at a lower percentage. All the affiliate programs on our web site are two-tier.

Visit <http://www.affiliategurus.com> and have a look at some Affiliate programs that may fit into your sites theme.

Before you sign up to promote an affiliate program, make sure each program has an affiliate agreement. Every program we promote has an agreement so be assured that you will be paid. If you start any other programs become familiar with the affiliate program agreement before you start, if it doesn't have such an agreement, I would be reluctant to join that program.

Is getting started in an online business this easy? You bet it is. All you have to do is market another person's product and collect commissions on your sales. And the best part is it's absolutely FREE.

In addition, sales are easy to track because most programs offer real time statistics. Furthermore, pay-out schedules are monthly and some are paid when you reach a certain amount of sales. Every time you make a sale you are notified by email.

Selecting Affiliate Programs For Your Site.

Let's start off with affiliate programs. Selecting the right affiliate program is important to the product or service that you offer. Let's say for instance your marketing lawn mowers.

What could you offer that would complement the equipment? A few things come to mind maybe gloves for use of equipment, or a cleaning agent to keep clean or a simple oil can to keep your mower lubricated. These are products that complement each other.

Similarly affiliate programs work the same as the example above. Let me explain. Let's say you are providing an info product that helps people market their web site. There are all kinds of marketing methods but what other products or services would complement your product or service. Here's an example; say you published a book on ezines. If someone were to purchase your book they would more than likely need a program for mailing their newsletters.

Research a couple of affiliate programs that offer a mailing system that would complement the product you just sold them.

What do you do when an affiliate program doesn't make any money for you?

There is a simple answer to this problem, "Change affiliate programs". There is no sense wasting time and effort selling high-quality products if they have saturated the market. Notice the high-quality products mentioned you don't want to market a product that does not meet the customer's needs. This in fact will only hurt you in the long run.

My best advice to you would be if the affiliate program your marketing is not making you any money and costing you your time and effort get rid of it. A simple tip to help you out would be to try newer programs or programs that will provide you with a residual income and back end products.

ARE YOU HELPING YOUR AFFILIATES?

If you're new to affiliate marketing you can get more info by clicking here.

<http://www.affiliategurus.net/affiliate.html>.

This section is for individuals promoting a program that they don't own personally.

What do you do when you receive that email informing you of a new affiliate sign-up? Are you as excited as your new affiliate? These are important questions and we'll put several others on the table for you to think about.

When you receive an email informing you of a new affiliate do you?

- 1) Disregard it all together/delete.
- 2) Put it in a folder and forget about it.
- 3) Contact them.
- 4) Send them your auto reply message and be done with them
- 5) Help your new affiliate out.
- 6) Send them another offer for a different program.

If you've picked 1, 2, 4, and 6 you're doomed. Yes, I was just as guilty as the next person when I first started out with affiliate programs. Today I use method 3 and 5. Sending your new partner a first contact email shows them you care about their success.

This first email to your new affiliate partner should be done within the first week, if not sooner. You could send something like this:

I would like to welcome you as my new affiliate in the (program name)affiliate program. What I have found that works best when marketing this program is (explain here). Please feel free to email any questions you may have and good luck.

Copy and paste that example if you like, or make your own.

This works to benefit you in two ways. The first is you show them you care; the second is they can be accountable to someone other than themselves. Consequently, if you're new partner doesn't receive this in their first week you could be jeopardizing your own income. Now there is a possibility that this new affiliate doesn't need your help and that's a tough one to figure out, but you should still send it anyway.

Not all affiliate programs will give you the mailing address of your new affiliate but most successful affiliate

programs do. Keep a separate folder for each program that you promote. My best advice is that you keep in touch with your new partners and mail them regularly just to let them know your their if they need help.

For those of you who are into affiliate marketing, here are some excellent resources:

Associate-It.com - Contains an extensive directory of affiliate programs by category.

<http://www.associate-it.com/>

Associate Programs Directory - Listing of affiliate programs that broken down into 15 categories.

<http://www.associateprograms.com/>

Click Quick - Offers ratings and reviews of affiliate programs.

<http://www.clickquick.com/>

i-revenue - Directory and resources for affiliate programs.

<http://www.i-revenue.net/>

Refer-it - Directory and searchable database of affiliated programs. <http://www.refer-it.com/main.cfm>

Additionally, if you are marketing an affiliate program you may want to use the following tool which makes your affiliate links part of your site.

<http://www.affiliatetoolkit.com/metacreate/>

Finally, affiliate marketing has been one of the most effective marketing strategies for getting your product seen by others. You simply set up your program with the product you're marketing and give a percentage of the profits to those who sell the products for you.

This can be done by writing several ads for your affiliates to use. You should write articles as well for affiliates that may have an ezine, so they can deliver them to their subscriber base. Develop some graphics for your affiliates to download from your affiliate member site.

Your affiliate member site is where your affiliates can find all the ingredients to help them successfully market your products and make money. This is a win, win situation for both the seller of the product and his/her affiliates. To find out more on affiliate software and how you can earn money online look at the following sites for more details.

Where do I get software to run an affiliate program?

<http://www.affiliategurus.com/quick.html>

<http://www.palis.com/new/yoap2/>

<http://www.affiliatetracking.net/>

<http://www.affiliatesoftware.net/>

<http://www.simpleaffiliate.com/>

Start Your Own Affiliate Program

Marketing Your Own Affiliate Program

Here are a few ways to get the word out about your affiliate program.

You should have something on every single page of your site that points to your program. It could be a link, image, banner, or a pop up. This will create a greater chance of your link getting clicked. Every where a visitor goes throughout your site he/she will see the link and get curious and eventually click the link.

Your Newsletter

Your newsletter is a terrific place to promote your affiliate program. Use your top ad placement to advertise your program to your subscribers. Use it in every issue you send out to your subscribers. Before you do that send them an announcement pre selling the idea and then launch your program. This works much better than just one mailing and an ad.

Ezine Ads

Here is a list of ezines that you can advertise in. Test your ads and use the ads that you found that get you the best results. Try a couple of ezines and check your results. Here is a list to advertise in

Affiliategurus Newsletter

<http://www.affiliategurus.com/advertising.html>

Xtreme Marketing Tips

<http://www.ezinehits.com/ad-rates.htm>

Guaranteed Money Ezine

<http://www.guaranteedmoney.tv>

Get Massive Hits Newsletter

<http://www.gmhnewsletter.com>

Cash From Home

<http://www.cashfromhome.com>

The Marketer's Resource Weekly

<http://www.goldbar.net/advert.html>

Work At Home News

<http://www.workathomenews.com/advertising.html>

Nova News

<http://nova-news.com/advertise.html>

Net Income Site

<http://www.netincomesite.com/Ezineadrates/ezineadrates.htm>

Pro Biz Tips

<http://www.ProBizNews.com/advertising.html>

Rim Digest

<http://www.rimdigest.com/ads.html>

Unimax Power Pak

<http://www.unimaxmarketing.com/powerpak.html>

Web Stars 2000

<http://www.webstars2000.com/ads.html>

Avenues 2 Success

<http://topliving.com/marketing/fmailing.htm>

Netpreneur's Notebook

<http://www.buildyourhomebiz.com/adrates.html>

Killerad

<http://www.killerad.com/advertise.html>

Mega Riches

<http://www.megariches.com/advertising1.htm>

The Millennia Web Magazine

<http://www.themillennia.com/order.html>

Answers

<http://www.advertisingtips.net/optin.htm>

Submit-Mart Ezine

<http://submitmart.com/p684.htm>

RJFENT Solos Ezine

<http://www.websitesmore.com/index.taf?page=65>

FREE Business Classifieds Newsletter

<http://www.emailexchange.org/adrates.html>

Advice Daily Smart Ezine

<http://www.promotiontools.net/advertise.html>

The BizBarrel Newsletter

<http://bizbarrel.netfirms.com/adrates.html>

Building Wealth News Ezine

http://www.the-power-to-get-wealth.com/ezine_advertising.htm

Pathways-to-Success E-zine

<http://www.ezine-marketing.com/advertise.html>

A+E Publishing

<http://www.aepublishing.com>

Online Exchange

<http://www.marketingtrendz.com/advertising.htm>

Press Releases

If your affiliate program is new, or unique, a press release is a great way to get your self some exposure. A press release placed on your web site can also give you a boost. This is a must if you want to gain recognition in your industry. Spend time on your press release or get a professional company to do it for you.

A good news release will get you loads of traffic. If you want exposure for your company try these links:

<http://www.internetwriters.com>

<http://www.pressrelease.com/pr/>

<http://www.canadaone.com/promote/newsrelease1.html>

Word of Mouth

Affiliate directories have add your link to there directory use them. Email the owner of the site and ask him/her if you can add a link or make a mention in their newsletter if they have one. Also tell people you know about your program.

Promoting your affiliate program really isn't that hard, and it can make the difference between success and failure. Be prepared to make ads and articles plus an image or 2 so your affiliates can use them for advertising your program.

Forums

Forums are an excellent resource for newcomers to the internet. In addition, it is also a source for those that have been online for quite some time. Using forums can help you develop relationships with people as an expert on a particular topic. You also may have questions that need answering and this is where you'll find them when your new to the internet. First, you'll want to know what you should expect from a forum. There are forums for just about any topic on the internet.

Before posting to forums read the information being shared in that forum and watch some conversations. This will help you get the feel of discussions and you'll understand more about the individuals participating.

When posting to forums read the rules and follow them it is not a place for advertising but you may use a signature file when posting.

Affiliate forums

<http://www.affiliate-forums.com/>

Web Marketing Forums

<http://www.aimwebmarketing.com/forums.htm>

The Entrepreneurial Success Forum

<http://www.ablake.net/forum>

Cyber Marketing Info Board

<http://www.bizweb2000.com/wwwboard/>

Profit Talk

<http://www.profitalk.com/talk/talk.cgi>

Product Discussions

<http://www.profitlines.com/ipub/index.html>

Free Publicity and Promotion

<http://www.free-publicity.com/cgi-bin/talk.cgi>

High Traffic Forums

<http://www.gethighforums.com/bin/Ultimate.cgi>

General Business Discussion

<http://www.the-illuminati.com/board/index.cgi>

For more on forums, discussion groups, and lists follow these links.

<http://www.forumone.com>

<http://www.liszt.com>

<http://www.dejanews.com>

Cool Tools



<http://www.affiliategurus.com/marketing-software.html>

Favicon

Favicon stands for Favourites Icon. A Favicon is an icon image that you can use to 'brand' your Web site and easily

differentiate yourself from the crowd. Be a leader not a follower.

<http://www.global-positioning.com/favicon/index.html>

Good Keywords

Here is a software that is free and its function is to help you select the right keywords for you site. Here is the link for the free download <http://www.goodkeywords.com>

Signature File

Signature files serve as your own electronic business card and are placed at the end of all your ezines and releases. Learn how to market yourself exponentially at this link:

http://www.globalpositioning.com/signature_files/index.html

Meta create for those long affiliate urls

<http://www.affiliatetoolkit.com/metacreate/>

Computer Security

Computer security is an essential part of your business so why not use it. Here is a free program and video for your needs.

Please make sure you are connected to the internet. When viewing the videos within the book you will be sent to our site. When you get to the page on our site you will have a selection of videos to choose from. There are 8 videos and they are linked throughout the publication. When you arrive at

<http://www.affiliategurus.com/ebookvideos.html> just click on the video links and you will be prompted to save the video. You are welcome to save it to your computer, but we recommend that you run the video from its current location. This will save you space on your computer system

Here is a free security and antivirus video

Click here for video #8

<http://www.affiliategurus.com/ebookvideos.html>

Freebies

Who doesn't like FREE stuff?

<http://www.affiliategurus.com/free-online-courses.html>

<http://www.thefreesite.com>

<http://www.freedesktops.com>

<http://www.everything4free.com>

<http://www.webmaster-resources.com>

<http://www.freewareweb.com>

Maintaining Your Site

See to it that your site is up to date and running smoothly. Do a check once a week or once a month. Always add new information and keep broken links off your site.

Use <http://www.internetseer.com> as a way of informing you that your site is live. In the case that your site goes down InternetSeer will tell you when and it will notify you as to how long your site has been down. This is a free service. They have a robot that checks your site all day long and sends you a message as soon as trouble arises.

Conclusion

Now that you've mastered the basics in this ebook, it's time for you to get started making your own business a

success. One step is to put our web site on your list of favorites.

The web site offers a list of programs that can help your own business to succeed. Secondly use the products offered in this ebook. Most successful marketers will tell you these products have brought them success.

Finally keep this e booklet on your desktop, and refer to it as often as you like. With the links, videos, products, and services provided within this publication, I only hope that it will prompt you to take advantage of the business opportunities the Internet has to offer and become more knowledgeable and successful everyday.

A quick note:

Success equals dedication, desire and determination. If you put forth the effort I promise you will become successful. Don't let fear control your destiny. Jump right in and get started today. Yes, you can do it. You're already on your way.

Special Notice

If you still require help please take advantage of our special offer on our video tutorials it will save you plenty of time and aggravation. I only wish I had video tutorials when I started a few years ago. View these free videos on us you'll become the master of your own domain.

<http://www.affiliategurus.com/ebookvideos.html>



<http://www.affiliategurus.com/marketing-software.html>

If you would like to share this book with a friend or colleague Send it to them I would appreciate it.

We would greatly appreciate your feedback.

If this e book has helped you, please send us a quick email outlining your success. <http://www.affiliategurus.com> has set up a special email at the bottom of our home page for you to use. The link says email us.

Best Regards,

Mark Caron

P.S. If you find that a link that does not work, I apologize in advance. You can send us notice of that link and we will update it with the book's next revision. These links were collected during the process of my research and the last revision was October 2002.

MJC Publishing

Mark Caron 10/18/2002

Web site www.affiliategurus.com