

# The Impact Lessons File

By Neil Sharing

**"Top Quality, Original  
Lessons On How To Earn  
SuperWealth Online"**

## Impact Lessons:

- 1: ["Creating Niche Sites For Stellar Profits!"](#)
- 2: ["The Secret To Creating Niche-Sites QUICKLY and EASILY"](#)
- 3: ["Create SuperWealth With Your Own Products!"](#)
- 4: ["Associate Programs: Your Internet Cash Machines!"](#)
- 5: ["Impact Words That Sell Like Crazy!"](#)
- 6: ["Automate, Automate and Automate Some More!"](#)
- 7: ["Let's Get It All Tied Down!"](#)

[Extra: Your 50% discount and Free Info!](#)

Neil Sharing here. Thanks for reading my free IMPACT Lessons.

You will have the top-secret "Power-Info" necessary to make a super success of any online business!

Let's start!

### **IMPACT-Lesson #1:**

**"Creating Niche Sites For Stellar Profits!"**

Getting to the top of the search engine lists is a great time-consuming passion for every Internet webmaster including me! In this Impact Lesson you will learn in a few minutes the search engine tip that took me hundreds of hours to discover and master!

The search engines truly are the main route to \*huge\* amounts of traffic. The KEY is to reach the top of the rankings and STAY THERE! This Impact-lesson describes the latest, most powerful technique for getting your website to the top, and keeping it there!

In the early days it was possible to get high rankings by listing keywords in your title, meta tags, page body and, if you were a little unscrupulous, one million times at the bottom of the page (hey, everyone was doing it)!

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Pssst... If this lesson contains terms you don't understand, (keywords, meta tags) my e-book explains them all from a complete novice-perspective. You may want to read the e-book first and then return to the Impact-lessons.

<http://scamfreezone.com/t.cgi/160934>

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Almost immediately the search engines got wise to the early ranking techniques and built detection mechanisms into their search algorithms.

If you "spammed" the search engine by including keywords too many times your page was dumped and usually the rest of your pages went with it!

Then the counter-attack began. Sophisticated webmasters built "doorway" or "gateway" pages, custom written for the search engines (sometimes custom written for EACH search engine) for every keyword they wanted to rank highly under.

This tactic worked well, but was incredibly time consuming. Hundreds of pages were written for the search engines, only for them to change their algorithms and the pages shoot from "top ten" to "missing, presumed dead"!

So what's the real "search engine secret"?

I'll tell you.

Don't try to beat them at their own game! They change their algorithms when they feel like it, to whatever they feel like. These algorithms are top, TOP secret and you will never know them!

Once you realise the futility of chasing high rankings you will see the profitable flip-side of the coin...

"If you write keyword-rich pages, in a context-correct environment, you will rank highly WITHOUT TRYING"!

Let's digest that sentence....

Write keyword-rich pages. Don't go overboard with your keywords, just have them in the title, in your meta tags and spread liberally within the body of the page.

Don't make them the ONLY words in the title or meta tags, just make sure they're there. Include other, related words on the webpage. Make sure the whole page reflects a common topic, and make sure it's not too long or too short (300 words is about right).

A "context-correct environment" means that the page is based on one topic, and the other pages on the website deal with similar topics. For instance, say your website is about makeup, your first page could be about lipsticks (your TOPIC is lipstick, your keyword could be "hot red lipstick") and your second page could be keyword-focussed around "long lasting lipstick".

You write several pages around that topic before starting another topic, say nail varnish (your TOPIC is nail varnish, your keywords could be "nail varnish remover", "quick-clean nail varnish" and "cheap nail varnish").

Notice how the website is inter-related. Your site, page topics and page keywords all complement each other.

Now just make sure that *\*all\** of the pages in your website link TO EACH OTHER!

This is VITAL because search engine crawlers follow hyperlinks within your website. You should only have to submit your front page for the crawler to return your whole website!

The search engines are not dumb! They know that if your pages all relate to one another and deal with similar topics, then your site is likely to be very valuable to someone searching for makeup tips, and you'll rank highly! Especially as you have helped them target each page specifically with your keywords!

Your website is then known as a "niche site".

Now for the money....

To create "stellar profits" sign up with an associate program closely related to your website topic.

In our example this would be a cosmetic company. You'll get great click-throughs and create a lot of sales!

Don't be tempted to sign up for several programs or any unrelated programs. Use just one, complementary program for top-notch sales and profits!

## **IMPACT-Lesson #2:**

### **"The Secret To Creating Niche-Sites QUICKLY and EASILY"**

In the first Impact lesson, you learnt how to create a search-engine-friendly niche site to generate "stellar profits". It takes time to create a good niche-site, but not as much time as creating hundreds of gateway or doorway pages, then tracking and modifying them!

I've been there and done it. Believe me, creating niche-sites will save you a lot of time and effort!

So how can you create a niche site quickly and easily?

The answer is simple. Write about a topic that you have a passion for. I used the example of a "makeup" site where you write about lipstick and nail varnish. With a link to a related associate-program you would clean up! I think this is an excellent idea for a niche market, but, guess what...

I haven't written a website about makeup. I simply don't have the passion, it's not "my thing". So, if you have a passion for makeup, be my guest, sail in and start making money!

Of course, makeup may not be your favourite topic either.

No problem, just pick one that suits you! What about "cooking for guys" or "best steam engines ever" or "choosing domain names".

The list is endless! Simply pick your favourite topic and begin. There are bound to be people searching for it, and when your site arrives with good keyword placement and relating topics, you'll be at the top of the pile of search results!

As you can tell from my "Scamfreezone" website, my niche market is "scams and fraud online". Another good example is Allan Gardyne's associate programs website

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

Try to guess his niche market... (yep, associate programs)! OK, so "associate programs" is more of a massive market than a niche market, but Allan has managed to create an excellent site \*on his chosen topic\*.

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Pssst...

If you're looking for an associate program specific to your niche market, check out Allan's site... last time I looked he had over 2,000 programs listed. Also, his weekly newsletter gives great info on associate programs, you may want to read it... I always look for it in my inbox.

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Writing about your favourite topic will generate your niche site quickly and easily. You'll be surprised at how quickly you can write the pages, and how excited you'll get!

Just write it all down on paper (well, HTML) and get it on the web!

So now you know how to create a niche market for maximum traffic and profit in concert with an associate program.

I hope you're enjoying these "Impact Lessons". I've written other articles for my newsletter and for my websites. All of them are in my e-book including how to produce and sell your own info-reports. I've helped thousands of people create successful Internet businesses and I can help you, too! For more information go to <http://scamfreezone.com/t.cgi/160934>

### **IMPACT-Lesson #3:**

#### **"Create SuperWealth With Your Own Products!"**

In the first two Impact Lessons we talked about creating niche websites and leveraging them to make "stellar profits" through related associates programs.

But there's a better way to make money online! In fact, this is the **ONLY** way to make "mega bucks" online. For that reason what I'm going to reveal to you now is a closely guarded secret...

You **MUST** have YOUR OWN PRODUCT to create SuperWealth!

There is no-way around the fact that your own product generates the most money. All associate program owners, no matter how generous, have to earn a living.

Most of them will actually rip-you-blind by paying ten percent of any sales! Even the best ones that pay you 50% still have to keep some money back for themselves. So ANY associate program you join will earn you less than if you sold that product for yourself.

The next logical step is to get your own product... but what product should it be for maximum profit?

That's an easy question to answer. In the "Information Age" it should be a product that the customer can DOWNLOAD!

There are only two categories of such product, either software or an info-book. As software takes time to create (and requires the skills of technical programmers) your pathway to Internet SuperWealth dictates that you create an info-book.

People are on the Internet looking for information and they want to find it quickly. They will \*happily\* buy it from you if you can provide the information they need in one resource and at a reasonable price.

Do you remember the niche-site you created? How about writing a report specific to that website describing where the bargains can be found on the Internet? Take the makeup example. Let's pretend that you visited the makeup site and found useful content such as valuable tips, links and ideas. Then you saw a link to a report called..

"Shocking Info Every Makeup Bargain Hunter Needs To Know"!

If you saw that the info was an e-book of 50+ pages describing in detail how to save money on makeup by shopping online, all for \$29 wouldn't you be tempted? I know I would (if I was interested in makeup)!

I hope this Impact lesson has illustrated the need for your own product. To put it bluntly, you will make so much more money from your own products than someone else's associate program it will make your head spin!

Can you imagine if you wrote five niche-sites each with their own related associate program AND related report that you wrote?!

That's right, that's where the BIG money is!

I describe how to get your reports online and accept secure credit card orders for them in my e-book "Success In Seconds" at: <http://scamfreezone.com/t.cgi/160934>

I even explain how to take secure credit card orders without a merchant account, monthly fees or any setup fees!

You can start your online business selling your info-reports today!

Get to it!

#### **IMPACT-Lesson #4:**

### **"Associate Programs: Your Internet Cash Machines!"**

Let's briefly recap what you've learnt in the first three Impact Lessons:

- 1: How to create traffic through niche-sites and earn "stellar profits" with a related associate program
- 2: How to quickly and easily create niche-sites by choosing topics you're passionate about.
- 3: Why you need your own info-product to create SuperWealth and how to tie them into your niche-sites.

Only when you have your own product can you focus on the biggest money-maker of all... associate programs!

Associate programs are the Internet's "Cash Cows".

There is a very good reason why every website that sells something offers you the chance to join their associates program...

They're making money from it!

Let's investigate why associate programs are so useful.

Basically, in the "old world" of marketing such as TV, radio, newspapers it was possible to reach target audiences in their millions. If you had the cash you could buy a 30 second ad during the Superbowl and reach nearly every single American male aged 18-54. Of course the catch was that each ad cost you 1 million dollars per second!

The reason that associate programs work well on the

Internet is that...

"On the Internet NO-ONE can reach EVERYONE!"

It is impossible to have the same "reach" over the Internet that the Superbowl has over TV viewers. Because no-one can reach everyone, associate programs have sprung up allowing merchants to sell their products through a network of resellers. Some merchants allow resellers to earn money based on the sales of people they recruit too! These programs are called "two tier" because they allow the associate to earn money on two levels, firstly for their direct sales and secondly from their indirect sales.

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Pssst... I'm wearing my "Scamfreezone Webmaster" hat here... If a program has more than two levels the associate program meets the definition of MLM (multi-level marketing). In theory MLM is a great way to reach people, but it also suffers from the bad image of pyramid schemes. There is an important difference. Pyramid schemes pay out money based on the fees that others pay to join. A golden rule for the Internet is that you should not have to pay to join a program. Other important points on how to choose the right associates program for you can be found in my e-book "Success In Seconds" at: <http://scamfreezone.com/t.cgi/160934>

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By offering your own associate program you can sell your new products to potential customers through a network of associates and, if any sales are made, you pay the associates an appropriate commission.

Let me say now, the best associates programs pay 50% of the sale price or more.

If you offer 10% on a "real world" item, you're not going to get many associates. That's one reason for making an info-product...it costs nothing to produce and nothing to ship hence you can pay your associates handsomely and still earn a profit!

Think about it...

"You only pay associates for the sales they make! It's a WIN-WIN situation!"

Picking the software to run your associates program is probably the most important decision you'll make with regards to your online success!

Because it's such an important subject, which you need



to get right FIRST TIME, I have devoted a whole chapter of "Success In Seconds" to everything you need to know about associate programs. To find out more please visit: <http://scamfreezone.com/t.cgi/160934>

### **IMPACT-Lesson #5:**

#### **"Impact Words That Sell Like Crazy!"**

So far you've been building a website that could sell.

The ground floor was a search-engine-friendly niche-web site with links to a relevant associates program.

The second floor was your own product, an "info-report".

The third floor was the associates program... a free workforce paid only by results.

Unfortunately, there is no point having visitors, associates or even an info-book if you cannot sell it.

Just because you have a website that "COULD" sell, it doesn't mean that it "WILL" sell!

If your website doesn't sell, your online business is doomed to failure.

In this Impact lesson you'll learn how to push people's buttons to get them to \*really\* want what you're selling!

In an earlier Impact lesson, I encouraged you to write a website around a subject you were passionate about.

When you are truly interested in your topic you can write quickly, lucidly and believably about it. If your website reflects this enthusiasm and commitment, then people will give you their utmost gift..trust.

Once you are believable in their eyes, they will trust you enough to buy from you.

If you write an e-book that coincides with your favourite topic, and your audience already believes you are an expert, they will buy from you. Hence writing an info-report around your niche-website puts you in the position to succeed!

Now you can see why a niche-website makes sense in so many different ways!

If you write about your favourite topic you should create great copy without trying! The enthusiasm you have for

your subject will shine through. Even so, there are a few points you need to bear in mind:

1: Sprinkling words written in all capital letters can be a great way to emphasise particular points, but don't use all caps ALL THE TIME, it looks like you are shouting, and is very difficult to read.

2: In email you can use asterisks to highlight words such to give them added \*impact\*!

3: On a webpage you can use bold to achieve the same effect.

4: Don't underline words on a webpage because people will think the text is a hyperlink and try to click on it... very frustrating!

5: Use what I call "Web-English".

A lot of people who speak English as a first language will not understand your local phrases and expressions (hands up the Americans who know what a "fortnight" means or what "petrol" is).

Additionally, there are millions of people online who use English as a second language. To keep as many visitors as possible interested in your copy use short words, short sentences and no slang words.

Keep it simple and remember "Web English" is a different language!

6: If someone loves your product use a testimonial! Plaster them over your website.

Building credibility in an online world is very difficult but very important. Testimonials will help to bridge the gap between you and the visitor. But whatever you do, don't make them up!

7: Make it exciting for the reader!

Look at it from their point of view. Use "you" and "your" a lot and make them see the reasons why they \*need\* your product!

8: Proof-read your copy. Nothing is worse than a glaring spelling error in your best line of copy! Don't just use a spell-checker. If you wrote "red" instead of "read" how many spell-checkers would correct it? Not many.

Check your copy yourself, and then get a good friend to

proofread it for you.

9: Use some "Impact Words": Free, New, Save, Easy, Guarantee, Fast, Magic, Healthy, Money, Happy!

If you consider all of these factors when writing your sales "copy" you will have almost completed your super selling website. In the next Impact Lesson I'll let you know the final, critical key to success!

By the way, did you know that Success In Seconds comes with a lifetime's free upgrades?

That's right, as far as I know it's the ONLY E-book that the author keeps improving and sending out the upgrades to book owners for free!

<http://scamfreezone.com/t.cgi/160934>

### **IMPACT-Lesson #6:**

#### **"Automate, Automate and Automate Some More!"**

Once you have your fabulously well-written niche-site that ranks highly on the search engines and links to an appropriate reseller program....

Once you have your own relevant info book..

Once you have an army of associates reselling your info book \*for you\*...

Once you have a super sales letter...

...then you only need one more key!

You need to automate everything you do!

Automation is the single most important factor in determining your final outcome...success or failure!

Look at it this way... clever programmers can write tremendously useful software that cuts down on the time you take to do the "chores" online. A lot of the necessary software has already been written, and if it hasn't you just get a programmer to write it!

Instead of filtering junk mail yourself, set up filters to do it for you.

Instead of posting classified ads yourself use software to do it for you!

Instead of manually adding associates, get your software

to do it! (Associate program software is CRUCIAL to your online success. As I mentioned before, it is vital that you choose the right software.

In my Success In Seconds E-book there is a chapter devoted to Associate programs. Check it out:

<http://scamfreezone.com/t.cgi/160934>

There are hundreds of tasks that software can help you to automate. In the long run it will mean the difference between being able to take a day off to go sailing, a weekend off with your family or a week away on holiday and being chained to your computer 24 hours a day!

Believe me, if you don't start automating your online business you will become a slave to it.

Fortunately, the rewards for automating are enormous!

You can either take time off, or start new niche websites.

Imagine that your first niche website earns you \$100,000 per year. Not bad, but if it's totally automated, you could start another niche site! If you automate as you go, you could easily have a total of five websites earning you over \$500,000 per year!

Of course, if you have five different niche-sites you are also protected from one of the "big boys" moving onto the Internet and stealing your customers!

I write extensively about automation in "Success In Seconds", but here are a few of the tools I need to run several websites effectively:

#### 1: Eudora Pro

A professional email program. You can easily setup filters so that all spam is removed before you see it.

<http://www.eudora.com>

#### 2: TextPad

A terrific piece of word processing software! Bigger and better than Wordpad or Notepad, but not as bloated as Word. Enables you to quickly reformat text to the correct width so that people can read your emails and newsletters easily.

<http://www.textpad.com>

#### 3: Internet Explorer (MSIE).

Sorry Netscape, I used to love you, but Internet Explorer has left you in it's dust! It's quicker, quicker and quicker!

<http://www.microsoft.com/windows/ie/default.htm>

#### 4: RoboForm.

I love this piece of software! Click one button (in Internet Explorer) and it fills in the form on the webpage you're looking at. It saves hours of time! Best of all, it's totally free! (works with MSIE only)

<http://www.roboform.com>

#### 5: Impact Autoresponder!

This is the software I use to send out these emails.

It's incredibly clever. After you signed up, I did \*nothing\*.

The software, which I had custom-written, simply sends out each email automatically. It also personalises each email with your name, and generates custom hyperlinks like this one...

Click Here:

<http://scamfreezone.com/t.cgi/160934/impact>

I couldn't find this software for sale anywhere online!

For that reason I had it written for me. This benefits you because the \*only\* place this software is available is via these Impact Lessons! By choosing to use this powerful software you \*immediately\* catapult your marketing strategy up to the level of the "elite" online marketers! Obviously this advantage will only last until everyone starts using this technique, so get in now!

Click Here:

<http://scamfreezone.com/t.cgi/160934/impact>

Your magic key is automation! It has never been so easy to start a website, get it to sell and move on to the next one. No-one hits the jackpot overnight, so start your first website today and by this time next year you'll be looking back on your five super-successful websites!

### **IMPACT-Lesson #7:**

#### **"Let's Get It All Tied Down!"**

This is your final Impact Lesson. I want to review with you everything you've learnt from the previous lessons and throw in some new tips to help you get started.

Here's what you've learnt so far...

Impact 1: It All Begins With A Niche-Website!

Generate several "keyword focussed" pages within each topic, and have several topics within the website theme. Search engines love websites that focus on one theme and if you make their job easier by breaking

your site down into topics and keyword-specific pages  
you will guarantee your high ranking!

Make sure that ALL of your webpages link to at least one other page within your website. You must be able to submit just your front page, and let the search engine crawler visit every page in your site.

By linking your site to a \*relevant\* associate program you will generate high clickthroughs and high sales.

#### Impact 2: Passion Will Produce Your Webpages Quickly!

If you have a passion and commitment to your subject it will be much easier to write terrific webpages. You will also convey your expertise to your audience with your enthusiastic copy who will then be ready and willing to buy from you when you...

#### Impact 3: Write Your Own Info-Product And Sell It!

There is no way you will ever make more money as a "reseller" than a "seller". In addition to your relevant associate program links you need to be selling your own product.

On the Internet the best products to sell are info-products such as e-books because once you have written them, they cost nothing to produce or ship! Each one you sell is pure profit!

#### Impact 4: Recruit An Online Sales Force!

Utilise the power of associate programs and start your own! If your e-book costs you nothing to produce and nothing to ship you can easily give away 50% to any associate who generates a sale. As you only pay per sale (and not per lead or per clickthrough) your costs are kept to a minimum. Your associates will be happy to receive 50% of the sale, and you can bank the other half!

"On the Internet NO-ONE can reach EVERYONE!"  
Therefore you \*must\* make use of other people who can reach their friends etc etc.

Choosing the right associate program software is vital to your online success. My e-book covers the topic in detail and guides you through the possible choices..

<http://scamfreezone.com/t.cgi/160934>

#### Impact 5: Use Impact Words To Sell Like Crazy!

Your site is dead in the water if it can't sell. Just because you've written a website, written an e-book and started an associates program does not mean that you will automatically be successful.

You need to write great sales copy! Use "trigger" words such as "Healthy, Money, Happy" and refer back to Impact lesson 5 for other "do's and don't's".

Impact 6: AUTOMATE!

This is your final hurdle. Once you have your super-selling website you don't want to spend 24 hours each day attending to it. Use all the tools, tips, software and shortcuts you can find to automate every single task.

Once you have cut the workload to the bare minimum you can move on to create another super-successful niche website while the money pours in from the first one.

When you reach five super-successful niche websites, I'll be emailing you to congratulate you for becoming the latest Internet Millionaire!

Further hints, tips and advice can be found in my book, "Success In Seconds". I started my online business with Zero Dollars. I now do tens of thousands of dollars in online trade each year. In the e-book I explain every single step I took and how you can do exactly the same... Check it out... <http://scamfreezone.com/t.cgi/160934>

After he read SIS, John was moved to write:

"I just wanted to tell you that the SIS program has been my "bible" to start my online business. Thanks so much."

The potential market is getting bigger everyday... but so is the number of competitors! Get your business started \*now\* otherwise the BIG money will all be made by others!

Get to it!

Best Regards,

Neil Shearing, Scamfree LLC

PS: I hope you enjoyed my Impact Lessons. Several people have emailed me to say thanks for providing such valuable info for free.

I'd like to offer you some of my other hints and tips for free!

Here's how you can get your hands on my article called "How Not To Design A Webpage!" AND my E-book "Getting Rich the DOT COM Way" for nothing!

Simply join my Scamfree Associates Program! As an associate you'll be treated like royalty... and it costs nothing to join, just 30 seconds of your time.

Here's the link...

<http://scamfreezone.com/t.cgi/160934/assocs>

Check out your bonus...

**Extra: Your 50% discount and Free Info!**

As an associate you are entitled to a discount of FIFTY PERCENT on every Scamfree product!

That's right, if you thought "Success In Seconds" sounded great but it was a bit too expensive, buy it through your own reseller link and I'll mail you a check for FIFTY percent of the price!

Think of this email as your "50%-off" coupon!

If you thought that you would love to have your own copy of the Smart, Personalised Autoresponses Script, now you can, for just \$99! (regular price \$199).

Please note, you *\*must\** use your own reseller link to get the 50% commission.

For more details about the Scamfree Associates Program (truly one of the best on the Net) please visit...

<http://scamfreezone.com/t.cgi/160934/assocs>

Best Regards,

Neil Shearing

<mailto:shearing@scamfreezone.com>

P.P. S: If you want to find out more about how to write, create, promote and sell an Ebook on the Internet, I recommend Dirk Dupon's excellent 4 Day Ebook Email Course.

You can sign up for this free course -and receive some fine bonus gifts- by simply clicking here:

<mailto:ebookcourse@getresponse.com>



Or you can also call up the sign up form on line here:  
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