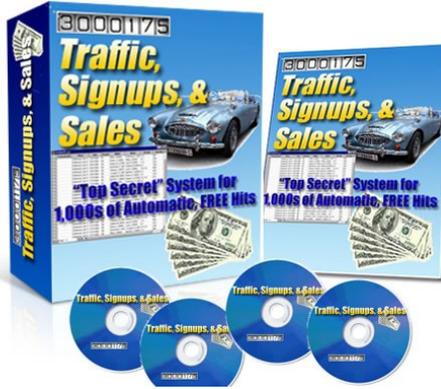


Traffic, Signups, & Sales



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Note: This program is designed to help you in your Internet marketing efforts. We make no representation or guarantee that everyone will achieve the same results. Each individual's success will be determined by his or her desire, dedication, background, product, effort and motivation to work and follow the program. There is no guarantee you will duplicate the results stated here. You recognize any business endeavor has inherent risk for loss of capital.

Congratulations & A Quick Note:

Thank you for taking the time to read this guide. If you do not yet make a full time income with Internet Marketing, or even if you're just starting out, this guide can help you reach your financial goals without spending lots of your money. The power of these principles and steps is very clear: this program enables those people without large budgets or \$1,000s of expendable income to systematically build an Internet Marketing empire without all of the risk normally associated with doing so.

So, get excited and get ready for Traffic, Signups, & Sales!

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1 Module 1: The Internet Marketer's Compass

The *Internet Marketer's Compass* is a tool I developed to help marketers get focused and stay focused on their most important tasks. A critical factor in long term Internet marketing success is the ability to stay focused and follow through on tasks to completion. In case you're thinking, "Oh sure, another organizer tool. I'll just skip this part." Let me warn you—one of the biggest reasons so many Internet marketers never make any real money online is because of lack of focus. Everyone starts with good intentions. But this industry is like a giant onion.

You peel one layer and think that will give you the answers you need to make big profits. Then, just as you think you're "getting it" you see another thing you need to learn and do. Then another and another. Sales letters, e-covers, traffic exchanges, safelists, banners, viral marketing, pay per click, Adsense, matrices, MLM, web audio, web video, and the list goes on. No matter how much you learn, there will always be that next thing.

There are 2 reasons for this—first, the industry is huge and it has hundreds of segments. It's impossible to be an expert at everything. And even though info is readily available online, even that has a wide array of approaches and perspectives on this industry. The second problem is that the industry is dynamic. Not only is there a ton to learn, but the latest and greatest ideas keep evolving and what worked yesterday is old news today.

So, the point is, you NEED focus to be successful. That's not to say you can't have many irons in the fire at one time, but you must have a plan worked out and be able to prioritize your tasks. You will find that **every successful (profitable) online marketer has a plan and is focused**.

Now why is this such a big deal? Why is it so hard to focus? The big reason is that marketing online by nature is distracting. You are trying to do one thing online, and then something catches your eye so you go check that out. Then you are whisked away to another site. Before you know it, an hour has gone by and you can't even remember what you were trying to do. This happens to so many marketers, and then they try to buy shortcut products or programs that promise to “do everything for you—just sign up and watch the checks roll in.” The checks roll in alright—for the person selling those ridiculous claims. Before long, **these marketers can end up thinking they worked hard because they intended to, but in reality they wasted too much time**. Or they may get discouraged because they spend so much money trying all sorts of ideas to make money “quick and easy.”

If you are really serious about making a dramatic lifestyle shift, you need to take this seriously. The ability to take focused action toward a goal might be the single biggest difference between those that achieve their dreams in this industry, and those that keep wishing, calling successful people “lucky”, and getting discouraged and quitting.

Okay, so let's look at the simple power of this tool.

The easiest way to explain how to use it is to share my story of how and why I created it.

I created this tool because in trying to stay organized, focused, and working on the most important things for my business, I used to carry around sheets of paper littered with scribbled tasks and ideas. I would start by writing down everything I needed to do, then I would star the items that had to get done ASAP. But in my Internet travels, I'd stumble upon things that interested me that I wanted to look into in more detail. So I'd scratch down some more notes on my list paper in the corner. Then I would think of something I might want to try as an idea or a tool to use in the future.

Because it wasn't anything I needed to use today, I didn't want it on my "to do" list but I also didn't want to forget about it so I'd write that down somewhere on my paper.

As I bought new things, some were monthly payments and I wanted to keep track of my monthly financial commitment so I wrote down notes about everything I was subscribed to with a monthly fee. I hope you're starting to get the idea—my list had gone from one page with a few bullets to check off when I was done with them to so much info and notes scribbled everywhere I needed more sheets and I could barely read most of what was on my list.

Everything I was tracking was important, but my method was awful. Totally haphazard. But, at the same time, I didn't want to get involved in some complex organizing system—for me I don't like spending much time doing that to begin with, but also I've seen those fancy organizers that take so much time to setup and maintain that you waste all of the time you could have been productive on organizing your organizer!

So I decided to **make a simple tool** that would allow me to keep all vital info at my fingertips, I could update it by hand in seconds, I could take it with me anywhere, and it would hold all my important info in a way that actually empowers me to get more done and be productive—it clears out mental clutter and keeps me focused on my most important tasks all the time. It's completely intuitive—it **won't take more than 10 minutes to learn and use** and it helps clear your mind, especially when you're overloaded with info. And even better, it gives me a **complete snapshot of my business on one normal sheet of paper**. Pretty cool, huh?

So, let me introduce you to the *Internet Marketer's Compass!*



**Keep your old Compass print outs.
They serve as a record of your progress.
You can look back in a month (or year) and
see how far you've come!**

1 List each of your tasks in the left column, one per line. By tasks, I only mean actual actions you need to take. Not ideas, not concepts, not tools. For example, “Write 3 autoresponder messages” is a task. “Possibly launch a site about ____” is not. The purpose of this section is to get you focused on things you need to do so you don’t get distracted from making progress. Momentum is HUGE in the business—once you get it rolling it’s easier to keep it rolling. When you stall, it’s tough to get going again.

Once you have your tasks listed, **each day you want to number the top 3 in order** with a 1, 2, and 3 respectively. Determining your top 3 is simple: ask yourself, “What is the most important thing I can do today to build my business?” or you can ask, “What 3 tasks can I complete today that will have the biggest impact on my success (or sales, etc.)?”

Then you just check off or line out items as you complete them—and you **only work on your top 3 each day until they are done**. Then you move on to others. You will be amazed how much you accomplish in a week by doing this.

2 List your repeating tasks—things you do every week, every 3 days, etc—in the right hand column, and in parentheses “()” list the next day you need to do it if applicable. For example, maybe you use safelists and some allow weekly mailings and some are every 2 days. If you list the day of the week or date in () after the task, it will be a quick reminder when to do it next.

Then line out the date when completed, and write in the next date in (). You will always have an updated timeframe of when to do your important tasks and never miss out on them.

3 List anything you are considering doing/buying/trying/making under the “Possibilities” section in the lower right. These are ideas and

brainstorms you may or may not follow through on, but you don't want to forget about them and are not ready to do them now. Add and delete these as necessary.

The screenshot shows the 'Internet Marketer's Compass' dashboard. It features a central navigation area with 'Monthly Budget' and 'Money Management' sections. The 'Monthly Budget' section includes a table for 'Monthly expenses' and a 'TOTAL' field. The 'Money Management' section includes a table for 'Income allocation %' and a 'TOTAL' field. Below these is a 'Resources/Tools' section with a list of items: Autoresponder, Graphics/covers, Split-testing, Online payments, and Security. The dashboard also has 'Daily Tasks' and 'Repeating Tasks' sections on the sides, and a 'Possibilities' section at the bottom right. A red circle with the number '3' is overlaid on the 'Repeating Tasks' section.

4 **Monthly budget** – list all expenses that repeat every month in this section. This includes subscription payments, memberships, etc. For example, you might have a monthly charge for your autoresponder, web hosting, etc. Then list the amount you pay per month in the box next to it. Note: if you pay something 2 times per month, be sure to double it to reflect how much you are spending each month.

This screenshot is identical to the one above, showing the 'Internet Marketer's Compass' dashboard. However, a red circle with the number '4' is overlaid on the 'Monthly Budget' section, specifically pointing to the first row of the 'Monthly expenses' table.

Total the amounts and write that next to “Total.” Now you know how much you’re spending each month and based on what you can afford you can make decisions about new purchases much easier. Also, you can be aware of these expenses and if it turns out you don’t really use one of them, this will remind you of it so you can cancel it.

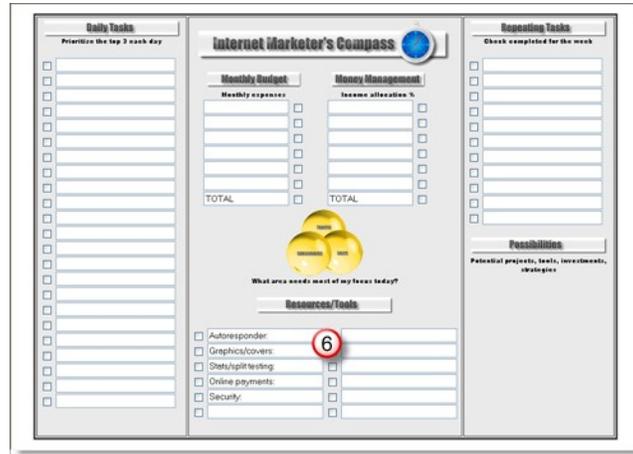
5 Money management – to the right of “Monthly Budget” list all of the things you will spend your Internet marketing income on, and what percentage of it on each. For example, you will need to reinvest some money to build your business, so list “Reinvest” and say “30%” Maybe you want to save for retirement, or buy a new house, or whatever. List the items and % of money, then total the numbers to get 100%. Be sure to allow for taxes also!

The image shows a screenshot of a dashboard titled "Internet Marketer's Compass". The dashboard is organized into several columns and sections. On the left is a "Daily Tasks" section with a list of checkboxes. In the center, there are two main sections: "Monthly Budget" and "Money Management". The "Money Management" section has a red circle with the number "5" over it. Below these sections is a "Resources/Tools" section with a list of items and checkboxes. On the right is a "Repeating Tasks" section with a list of checkboxes. At the bottom right, there is a "Possibilities" section. The dashboard also features a central graphic of two yellow spheres and a question: "What area needs most of my focus today?".

This is important so you don’t misuse your income. The last thing you want to do is get your business running well and actually run out of cash to fund its growth because the money was spent on something else.

6 Resources/Tools – in the middle section at the bottom, list each tool and resource you use on your business. This will help you identify which new tools you should really spend money on, which tools you are happy with, and which tools you could use an upgrade for. For example, you’ll need an e-cover creator to make professional images of software

boxes and ebooks. You'll need an autoresponder to manage your mailing list, and so on.



I had a cover creator but was unhappy with it—it wasn't as professional as some of the images I had seen. On my list, I saw I needed SEO software also, though, and because I didn't have any SEO tools yet that was my priority. I picked up a new cover creator later. It helps you prioritize your needs and know where the holes are in the tools for your business.

Finally, it's useful to point out the **yellow graphic in the middle**. The three interlocking circles represent traffic, list signups, and sales, and this is to serve as a reminder that those three things are the nuts and bolts of your business. You need to always be dividing your time between generating them all in a balance.

If you find that you are getting lots of traffic, but your signup rate is low, focus on improving the signup rate. If traffic and signups are coming in at a good rate but sales are low, spend time working on converting more sales. It sounds like common sense, but it's all too common to focus so much on one area and neglect the other two, and your business will not be profitable that way. **Picture a 3-way scale in your mind with traffic, signups, and sales each on one plate of the scale.** Keep it in balance and you'll have a much better chance of reaching your goals.

2 Module 2: Setup the Traffic Generator

Okay, now that we're organized and know how to maintain our focus on what's most important in building our business, it's time to take some action in getting our system setup.

In this section, we'll setup a completely automatic traffic generation machine that will bring you 1,000s of free hits every month. You can test dozens of different types of ads, headlines, and offers for no cost and no risk. Ready to get started? Let's go!

You know the big tradeoff in getting traffic—it either costs money to buy promotions and hits, or it costs you time to click hundreds of ads to earn “free” traffic. The problem with either is this—you have a limited budget so you want to make sure if you're spending money for traffic you're getting results. The problem is, how can you know that until you try and test? So you can end up wasting \$100s or \$1,000s trying to figure out what works best. When you finally do, you have wasted so much money that it's scary to dig a deeper hole hoping you'll finally make some profits.

Now, if you decide to click for credits, the problem there is it takes hours to get enough to make it worthwhile. And, you need those hours to work on strategy and creating your actual products or marketing campaigns. So, up until now it's always been a tradeoff. But **that's about to change—right here, right now**. Follow me, and let's take a look at the secret to getting 1,000s of free hits every month, from targeted traffic, without spending a dime or a minute clicking. Here's a screenshot of one of my sites. I did not have to spend 1 penny or click 1 time to get these 5009 hits:

Top 30 of 242 Total URLs					
#	Hits	KBytes		URL	
1	5009	13.29%	48153	8.75%	/cgi-bin/traffic/classifieds.cgi
2	4477	11.88%	49781	9.05%	/linkmachine/linkmachine.php
3	911	2.42%	7041	1.28%	/
4	821	2.18%	36	0.01%	/bullets.css
		0.54%		9.51%	/indexboom.html

How is this possible? With a clever “traffic laundering” technique. Now, it’s important to follow this entire process through to the end—some parts of it are probably familiar to you, but this system as a whole is unique.

Step 1: Generate “raw” traffic

Okay, the first step is to visit <http://www.becanada.com/isell/index-isell.html> and download the FREE version of the classified ad script. (They provide complete instructions on how to install and set it up on the website.)

Follow the basic instructions for setup.

Note: It doesn't matter what URL the classified site will run on. This site will not get quality traffic.

If you don't have a website already, I recommend using <http://www.HostingWithUs.com> for hosting. Many of the top Internet Marketers use this service because **HostingWithUs** understands Internet

Marketing and can scale services and bandwidth quickly to meet your changing needs. Some of the fastest growing sites ever launched were done on HostingWithUs.com and never had a minute of downtime or site crashes. If you need to register a new domain name first, they can help you do that at a very reasonable cost at DomainsWithUs.com. Once your hosting account is active, proceed with the setup of the classified ad script.

If you have trouble with the setup, Becanada will even install it for you, free. Just check the website for details. Once the classified site is setup, login to the admin section:



The image shows a rectangular box with a thin black border. Inside the box, the text *Admin ONLY Settings* is centered at the top. Below this, the word *Password:* is followed by a text input field. To the right of the input field is a button labeled "Go Admin!".

This login box is near the bottom of the page in the center. Then the Admin Control Page will appear. You can leave most of the settings as they are and scroll down until you see the fields for Your Name and Email. Make sure to fill out name, email, and the full URL for your classified site (the URL is the directory you installed it plus /classifieds.cgi)

Config Section:

Email Config:

Send Mail Server Setting:

/usr/sbin/sendmail

Your Email Address:

admin@i-vault.biz

Your Full Name:

Brett Ingram

Site Config

Homepage URL:

http://www.i-vault.biz/cgi-bin/traffic/classifieds.cgi

Your Classifieds Name:

i-vault.biz Free Classifieds

NEW! Your Classifieds Image Logo [http://mysite.com/mylogo.jpg]

- 1) Enter your email address.
- 2) Enter your name.
- 3) Enter the full URL of your classified site. Normally the URL you installed it to and add “/classifieds.cgi” without the quotes.
- 4) Name your classified ad site.

Then scroll down the Admin page until you see the fields shown in the figure on the next page:

Show **BEST-HOST** Webhosting Banner? 1

This will allow you to earn 15-25% commission on every account sold, for every month for 12 months, you get commissions for every month it is active, in this case 12 months

Show Commissions Link to Power Submitter to Earn 25% commission on all sales 2

Important:

Make sure if you activate these commissions link[s], make sure you CONFIRM your commissions payments reasons.

Email Advertising:

These "ads" will appear in ALL EMAILS when people post new ads, forward to a friend at the top of the ad, and one at the bottom of the ad, with info about the person's ad in between

Email Copy of all NEW Ads to [leave blank for no copy]:

survey1@i-vault.biz

Send Ads in Plain Text or HTML [enter 'html' for html]?

Top Message in Ad Posted Email: 3

"The 5 Hottest Opt-in List Building Tools on the Planet!"
ebook. Free Download here: <http://www.linkbrander.com/go/4279>

Bottom Message in Ad Posted Email: 4

#1 Site for Opt-in List Building Software, Tools, & Tips!
<http://www.optin-email-list.com>

Top Message in Ad Expired & "Send Ad To A Friend" Email: 5

"The 5 Hottest Opt-in List Building Tools on the Planet!"
ebook. Free Download here: <http://www.linkbrander.com/go/4279>

Bottom Message in Ad Expired & "Send Ad To A Friend" Email: 6

#1 Site for Opt-in List Building Software, Tools, & Tips!
<http://www.optin-email-list.com>

- 1) Make sure box is unchecked. You don't want popups to interfere with your traffic tools. (more on that later)
- 2) Make sure box is blank. Again you don't want exit pop to interfere with your traffic tools.
- 3) Enter a text ad of a couple lines with a link. This will be displayed on the top of emails sent to all people who post ads.
- 4) Same as 3, but use a different one because it will appear at the bottom.
- 5) Same ad as #3 or choose a different one.
- 6) Same ad as #4 or choose a different one.

Next, scroll down further until you see this:

Allow addition to submissions software ['yes' to allow?]

1

Banners Rotation System:

This system will rotate ANY type of HTML, text, ad, banner, script, etc etc - separate each one with %% pages, including the homepage for the classifieds.

Example:

ad 1 text%%ad 2 text%% ad 3 test%%

[use %% to separate between each rotation banner/html]

2

```
<html>
<!-- Start popUnderexchange code -->
<script type="text/javascript" language="JavaScript1.1"
src="http://popunderexchange.com/dohit.cgi?id=621"></script>
<!-- End popUnderexchange code -->
<title>Opt-in Email List and Traffic Builder</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-
8859-1">
</head>
<body>          <!-- BEGIN INSTANTBUZZ.COM HYPERSPACE ADS CODE -
```

3

Current Admin Password:

- 1) Make sure you enter “yes” in this blank. This allows you to use traffic generating code that will deliver the hits to your site. This is the most important section of this free traffic system!
- 2) **Here is where you’ll paste the HTML code provided by the traffic generating tools you’ll use.** We’ll cover that in the next step and you can leave it blank for now. Just make note of it, because you’ll need to come back to it.
- 3) Enter your password and click “Update Config Settings” button. Note that you can change your password by entering a new one in the field below and then clicking the Update button.

Clicking the button will take you to a page that looks like this:

i-vault.biz Free Classifieds

Tuesday, March 7, 2006

Your Config Settings have been updated.

Important:

Make sure you CONFIRM your new site[s].

This will allow your site to appear on NEW SITES lists emailed to every person that places an ad at EVERY classifieds site network wide, as well as making your site GLOBALLY search able, and also so you can get some free traffic from other promotions done by BECANADA - including, [promotion to sites that list directories of free classifieds.](#)

BEFORE confirming, set your site name, homepage etc etc.

Then Confirm your classifieds site.

To confirm it, click on the confirm button - you only have to do this once, each time you install this script on

Confirm Classifieds 

NOTE: You Must return to site to see settings take effect.

[\[Click Here To Return to Classifieds\]](#)

Click the “Confirm Classifieds” button. This is a vital step because it adds your site to the directory. There are 1,000s of users that have auto-submit classified ad programs that place ads in all sites in the directory. By adding your site, you will automatically start receiving hits.

That’s it! Now you can monitor your traffic stats but be aware that it takes a full month or more to reach several thousand hits monthly. This is because it takes time for your site to be added to all of the classified ad sender’s programs. But be patient, and you’ll see a nice steady increase in traffic. You can expect to see 5,000 hits monthly or more.

So, how do you get unlimited hits? Easy, just **setup multiple classified ad sites!** You can create 3, 4, or even 5 directories on your website and install the software exactly like you just did on each. For me, each of my sites has directories called “traffic” “traffic2” and “traffic3” with the software setup in them. It is not recommended to add more than 5 classified sites to any one domain because the load may slow down your site, but you can experiment and decide what’s best for you.

You can setup 5 sites and get $5 \times 5,000 =$ **25,000 FREE Hits Every Month Per Site!** Not too bad for not spending a penny!

Step 2: “Launder” the traffic

Now we have traffic and 1,000s of hits, but they are not targeted or quality because many come from automated software and are not actual views from prospects’ eyes. In this step we’ll convert that into rich, targeted, active traffic that will get results for you!

We need to find traffic tools that provide HTML code to be pasted into your website and generate traffic. You can use whichever ones you like, but make sure they do not cancel your membership if you place the code along with other code (some traffic programs are picky). Also, you need to monitor the hits and check to make sure your traffic programs are actually generating hits. I've tested a number of them, and listed the ones that have given me the best results. I recommend you try at least 2 or 3 of each type and then use the ones that give you the best results. It will take a little time monitoring results and adjusting, but then it's truly "set and forget" and will automatically generate traffic for you without further effort.

Exit Exchanges:

Many of these will only work if they are the only exit exchange on the site. If you try to "stack" several you likely will find you get no credits for any. You need to test the different combos if you are trying to use more than one at a time.

- ✓ **Popunder Exchange** – By far the most reliable for racking up credits. Instant updates of stats allows you to quickly see whether the hits are coming through. Very compatible with several other promotion program codes. **Highly recommended.**
Signup by clicking here: www.PopunderExchange.com

- ✓ **Exit Exchange** – This is one of the oldest and largest of the exit exchange networks. Do not try to combine this with any other exchange code. It is picky about what other promotions are run with it.
Signup by clicking here: www.ExitExchange.com

- ✓ **Free Visits** – This is another large exit exchange network. Do not try to combine this with any other exchange code. It is picky about what other promotions are run with it.
Signup by clicking here: www.FreeVisits.com

Banner Exchanges:

These are great for stacking. You can use as many as 3 or more on the site at one time and get credits from all of them.

- ✓ **BannersGoMLM** – Banner exchange that helps you build a multilevel downline of referrals that earn you additional banner exposures. Great one-to-one exchange ratio. Get \$15 worth of free exposure credits just for joining.
Signup by clicking here: www.BannersGoMLM.com

- ✓ **Free-Banners.com** – Simple banner exchange with fair results. Works with other banner exchanges also.
Signup by clicking here: www.Free-Banners.com

- ✓ **FreeTrafficBar** – Another great banner exchange that includes a text ad exchange that displays ads on a toolbar in your web browser.
Signup by clicking here: www.FreeTrafficBar.com

Float-In Ads:

These programs are updated versions of popup ads. Regular popup advertising has become less effective lately because more Internet users are using popup blocker software. Float-In ads work a little differently. Instead of launching a separate browser window, float-in ads fly into view within the same browser window. Like other exchanges, the more you display the float-in ads, the more displays of your own advertising you earn. These can be very effective.

- ✓ **AdsVert.com** – Great float-in and static ad exchange that displays small text ads. Membership is free, and you get 2500 free ad exposures just for signing up. It also builds a downline that earns you credits when your referrals show the float-in ad. There are two types HTML code offered by AdsVert. For use in your classifieds traffic page above, generate the static website code instead of the floating website code.
Signup by clicking here: www.AdsVert.com

✓ **AdGizmo.com** – AdGizmo is a quirky little float-in advertising tool that I really like. Every time your website displays the float-in ad, your own ad gets displayed on other websites. It also builds a downline that earns you credits when any of your referrals show the float-in ads. The classifieds traffic page launches two copies of AdGizmo, which causes some problems with the display of the AdGizmo code. Instead of using AdGizmo in the classifieds traffic page directly, I suggest that you include the AdGizmo code in the pages that will be launched by the Popunder Exchange and Exit Exchange programs that I mentioned above. Signup by clicking here: www.AdGizmo.com

Other:

You are not limited to the promotion tools listed here. **Any system that allows you to promote a URL and gives you traffic in exchange can work.** Use your imagination and test anything that excites you. Traffic exchanges will work also as long as they give you traffic just for getting hits to your referral URL. The one note of caution is not to use anything that requires the visitors to take action—if referrals need to sign up for you to get credit it won't work well because automated software generates the raw hits. To find other resources, just do web search for “popup exchanges” or “exit exchanges” or whatever, and you will find several.

Once you've signed up for all of your exchange services and have the HTML code from each, go back to your classified site, scroll down to the “admin” field and enter your password. This will open up the configuration page just like we did step by step above.

Now scroll down to the “Banners Rotation System” field again and confirm that “yes” is entered in the “Allow addition to submissions software” box.

Next, copy the HTML from one of your exchanges and paste it into the big code box (#2 below on the diagram). Then copy and paste another right

after it, and repeat the process until all of your HTML codes from all of your exchanges are included.

NOTE: Do NOT use the %% signs between each set of HTML codes as instructed above the box. If you do, the site will show only one of the codes shown between the %% signs each time the site is displayed instead of ALL codes being shown EVERY time the page is displayed (which is what we want).

Also, I recommend **pasting your exit exchange code at the top**—it seems to be the most picky and may not work if pasted after the other codes.

Allow addition to submissions software ['yes' to allow?]
yes

1

Banners Rotation System:

This system will rotate ANY type of HTML, text, ad, banner, script, etc etc - separate each one with %% pages, including the homepage for the classifieds.

Example:
ad 1 text%%ad 2 text%% ad 3 test%%

[use %% to separate between each rotation banner/html]

2

```
<html>
<!-- Start popUnderexchange code -->
<script type="text/javascript" language="JavaScript1.1"
src="http://popunderexchange.com/dohit.cgi?id=621"></script>
<!-- End popUnderexchange code -->
<title>Opt-in Email List and Traffic Builder</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
</head>
<body>          <!-- BEGIN INSTANTBUZZ.COM HYPERSPACE ADS CODE -->
```

3 Current Admin Password:

Update Config Settings

Once you are done pasting your HTML, enter your admin password in the box below (#3) and click “Update Config Settings”. Now you’re done and can test the page to make sure it works.

To test it, type in the web address of the classified page—this time when it comes up it should display banners on it, your static AdsVert ad should come up, and when you leave the page the exit exchange page should be visible. Try it a few times. If you don't see your banners, AdsVert ad, and exit exchange, login again to the admin section and try to paste just one HTML code and save it. Then test the site. When you see it works, login to admin again and add another. Do so until all of your traffic tools are working.

After you confirm all traffic tools are working, next **visit each traffic tool's website and login to check your stats.** Look to see that you have registered a few hits in the stats section of each tool—while your automatic traffic will not have started yet, when you were testing the site you should have registered some hits. (Just take note because some tools won't update stats for a few hours or place a cookie on your site so only 1 hit will register per 24 hours per visitor.) If you find that some tools consistently don't register for you, try others. You should be able to generate consistent hits from several traffic tools if you follow through on confirming them this way.

Now you have traffic to your site causing your banner and exit exchanges to accumulate credits automatically. The most effective way to use this flow of traffic is to build a mailing list with the exit exchange pages and to also build a growing whirlwind of traffic with the banners. Here's how to set it up:

- Use the exit exchange credits to display your mailing list signup page. You will build this signup page in Module 3 later in this report. If you include the AdGizmo code on your signup page, this will generate AdGizmo credits for you automatically.
- Use the banner, AdsVert, and AdGizmo credits to send visitors to your signup page. To do this, you need to create some custom banners.
- Use the banner, AdsVert, and AdGizmo credits to recruit new members to the various traffic exchanges. When your referrals use the

traffic exchanges, you earn additional traffic credits as a percentage of their traffic activity. Each of these exchanges will provide you with a referral URL and referral banners for their service. Use this promotional material to cross-promote a different traffic exchange. By doing that, when users click your banners, they will go to the signup page for a different traffic exchange service that they may not have joined yet. When they sign up for that service, you get more credits every time they use it. In this way, your automatic traffic will build more and more additional traffic for your business.

Manual Traffic Exchanges:

These traffic exchanges produce good quality traffic because they use various methods to insure a person is actually looking at the pages. However, they can not be used with your classifieds page to directly generate automatic traffic. Use your automatic traffic from the above exchanges to recruit referrals for these manual traffic exchanges.

See a list of traffic exchanges by clicking here: [Best Traffic Exchanges](#)



To get the most out of this system, the best way to use it is to setup your banners and signup page, test them, track them, and tweak them until you build a profitable “micro system.”

Then you can invest in bigger promotions and traffic flow because you know your system works!

3 Module 3: Squeeze Hits into Opt-in List Signups

With your stream of traffic now on autopilot, the next important step is to create a compelling, irresistible signup page to gain subscribers. Trying to sell directly from initial web traffic is a big mistake. The main reason this approach does not work well is because there are so many junk offers on the Internet and people are bombarded by crazy claims, so it's difficult to build enough trust in a single ad page to convince readers to buy from you.

FACT:

It takes an average of 7 contacts per prospect before he or she feels comfortable enough to buy from you.

Sales of any type, on average, require 7 contacts with each prospect before enough comfort and rapport is created to make the sale. If your only contact with prospects is when they see your sales page, it's going to take a long time (if ever) to get those prospects to buy from you.

By capturing prospects' names and email addresses, you now have an open invitation to build your relationship and promote products again and again. This is where the real power lies in Internet Marketing. **Your list is what generates a consistent, dependable flow of sales and profits when used correctly.** You will find that every major money earner in this industry

actively builds their lists, and they work hard to target their specific markets to get the best results and most profits.

FACT:

Experts estimate that up to 95% of profits from Internet Marketing come from sales to opt-in lists.

So, what should your list building signup page look like?

There is a lot of room for creativity with this. There is no one “magic page” that will work in every target market. However, there are some general rules of thumb that have been tested and tried for years that seem to work very well.



Search the web for popular sites, products, and tools for Internet marketing. Review those web pages and take note of how the Pros collect names and emails. Patterns you see repeated over and over work very well, and that's why they are used. Incorporate those elements into your own page.

① **First, simple is better than complex.** Make the page simple with just a 2-field signup box for name and email address. Stick with one major theme or message. If you have several benefits to what you're offering or how you can help prospects, rank them in order of value (according to what your prospects want) and either list them in a simple list or only highlight one benefit. Avoid long ad copy that will take readers longer than a glance or a few seconds to read. Your only goal is to get names and emails—you can use long copy to explain everything on your sales promotions later.

② **Create curiosity, don't satisfy it (yet).** To really get a solid conversion rate for signups, you want to promise a benefit to the reader, but deliberately be a bit vague. It's not an easy balance—too vague and readers will be confused and not sign up, too much info and readers may not read the whole page or assume they know what you're going to give them so they don't sign up. If you can get them curious though, you will get far more signups because the tradeoff is worth it. The prospect is thinking, "Wow. It sounds like this could be what I need, but I'm not sure. Well, I better sign up because after all, it doesn't cost me anything and it may not help—but if it can help me I don't want to miss out."

FACT:

People, in general, are more responsive to the fear of losing something than they are to the possibility of gain.

Give people a sense they might miss out if they don't sign up, and that can help your signup rate quite a bit. Be careful to be tasteful, though—if you come across as threatening you will turn people off.

3 **Keep it clean.** Layout and visual appeal to the eye are important in signup pages. If your page is too cluttered it becomes distracting and fewer people will read it. Avoid fonts that are difficult to read—Tahoma, Times New Roman, Georgia, Arial, and similar fonts work well. Use fonts with serifs (those little hooks and lines at the tops and bottoms of letters) for any paragraph text (non-headlines). Serifs help the eyes flow with the page and read easily. If possible, put the signup box high enough on the page that it is visible when the page loads. If readers need to scroll down to sign up, that will hurt your signup rate.

With these points in mind, here’s how to create your signup page:

Start creating your opt-in or signup page by **first determining your target market**—are you marketing to cat owners, fitness enthusiasts, AdSense users, or who? Take time with this step to be sure you are very clear. If you lack focus with targeting you will get low conversion rates and you will see many unsubscribe after they realize you can’t help them. If you’re unsure, ask yourself what knowledge or expertise do you have that others can benefit from?

The importance of being clear with this step cannot be underestimated—imagine you were building a house. This is the foundation. If you just poured a bunch of concrete into a hole and then tried to build your house on it, how sturdy do you think it would be? You guessed it—not very sturdy.

Also **try to be as specific as you can in thinking about your market.** For example, targeting “animal lovers” is such a wide category that it’s tough to create value. Here’s why:

Within animal lovers you have several subgroups. Consider dog lovers, cat lovers, rabbit lovers, etc. Even further, within the “dog lovers” category you have Poodle lovers, Dalmatian lovers and so on. Now imagine your list is built by promoting to animal lovers.

Your competitor has a list of Poodle lovers. You market an ebook called “100 Ways to Love Your Pet” and you’re thinking that’s not bad—good content, consistent with your market. However, the Poodle lovers on your list also subscribe to your competitor’s list. He markets an ebook called “100 Ways to Love Your Poodle”. Who do you think the Poodle lovers will buy from?



**Avoid trying to be all things to all people.
Be as specific as possible about your
target market and get clear on what that
market needs and values.**

**Would you rather have 1% of
a \$5,000,000 market, or
50% of a \$1,000,000 market?**

You may even have a better product, but it doesn’t matter because your competitor was more focused and appealed exactly to the needs of that market. Now, you may be thinking, “That’s okay. I still have everyone else on my list...” The problem is, for every one on your list, they each fall into a more specific category of pet lover. And each of those categories are likely

served by someone targeting them specifically. And there goes your sales, profits, and value of your list.

These are the main points to consider for making your page:

Headline—Your headline is the gateway to the rest of your ad. If your headline is weak, even the best ad copy will not get read. **The 2 most important aspects of your headline are to promise value and create curiosity.** What does your target market want? What pains them? How can you help? And to build curiosity you hold back a bit of the information. This is a tricky balance—you need to be specific enough that your target readers will continue to read your ad, but don't give away everything in the headline—then why would they read the rest of the ad?

Tips:

- ✓ Use red color and 5 or 6 size font (18 or 20 point). Red has been proven to deliver better results than black. You always should test this, but it's a good place to start.
- ✓ Put your headline in quotes. It creates an effect of authority—like someone said it—and generally gets better results.
- ✓ Qualify readers in the headline or sub-headline. By specifying who you are targeting or will benefit, you will get more attention and interest from your target market. Others may stop reading, but you aren't trying to help them anyway.
- ✓ Be specific. Instead of “many” use “43” or instead of “make you rich” use “make you \$28,329.” Specifics build credibility. General words like “best” and “greatest” tend to turn readers off because they don't believe them.

- ✓ Paint the picture. Try to create a visual image in the reader’s mind with your headline. For example, “rack up sales like points on a pinball machine” creates a mental image of a pinball machine.

- ✓ Avoid outrageous claims unless you can prove them. People are constantly being hit with claims and are naturally skeptical. “Make \$10,000 in 5 days without lifting a finger” is not realistic, and everyone knows it. It’s great to be enthusiastic and promote the possibilities of your product or service, but keep it believable

- ✓ Use keywords that grab readers and pull them in. Some very responsive proven words and phrases are:
 - Announcing...
 - Discover...
 - Who else wants to...
 - ...secrets revealed
 - ...closely guarded secrets
 - New
 - Proven
 - What if I could show you...
 - 28 year old college dropout stumbles upon
 - Shocking
 - 4 Steps to...

Think about what makes your value to prospects unique—you may even want to list all the benefits and rank them. Then write a minimum of 10 headlines, ideally 20 or more. By writing so many headlines, your mind will begin to come up with some creative ideas and you may come up with something much better than your first try. Another great way to write headlines is to write some, go do something else, and then look back at your list. You can get a new “1st impression” of them and see what’s going to grab your readers.

Keep in mind that no matter how great you feel about your headline, you really need to test them to see what pulls best. You may find a headline you don't personally like as much gets better results. You're not trying to be a poet—you want to earn money with Internet marketing so **stick with what gets the best results.**

Be careful not to make the mistake of falling in love with one headline and just assuming it's the best you can do. Let your readers decide. After all, you're trying to help them.

Purpose – ultimately this is the most important aspect of your signup page. **Why should prospects join your list? How can you help them?** Make sure you have a compelling reason or free gift to convince prospects. No one will join your email list just because they're lonely (unless, of course your target market is singles looking for love 😊).

It's a good idea to refer back to the list of benefits you created in the headline step and make sure you communicate the strongest benefits that address the biggest needs of your market. Even if your ad copy is weak, you will still get signups if you offer enough of a reason to join.

If your prospects are other Internet marketers or home-based business owners, you can offer this eBook you are reading as a free bonus to convince them to join your mailing list. This eBook comes with full master resale rights as listed on the first page of this report. It gives you permission to give away unlimited copies of this eBook as a bonus to people who subscribe to your mailing list.

Layout – the most important aspect of layout is to **make your page easy to read.** Studies have shown that tall, thin layouts work better because the eye naturally flows along that format. Make one column in the center of the

page about 600-650 pixels wide. Use a clean page with some white space and only one main message. Cluttered or confusing pages will reduce subscriber rates. Again, these are rules of thumb but you should test your pages and see what pulls best.

Signup Box – Place the signup box high enough on the main page that when visitors see your page the box is visible without scrolling down. It may sound picky, but again tests have shown that the less effort prospects need to take the better the results.

To create great signup pages, also learn from the competition. See what else is out there and what aspects the various signup pages have in common. And keep in mind that your main goal is to get the highest percentage of signups from your visitors. The more signups per 1,000 hits, the more options you have for buying larger amounts of promotion and traffic because you can be confident of getting a return on your investment. Here is an example of one that's worked well for me:

**"You Are 30 Seconds Away from Having All of
the Tools & Knowledge to Build a **Laser-
Targeted, 50,000 Subscriber Opt-in List** *in a
Hurry* On a Shoestring Budget...**

And Use it to Generate **\$1,000s Weekly of
Passive Income You Earn Even While
Sleeping!"**

**Experts estimate that 95% of all Money made in
Internet marketing is generated from email marketing
to opt-in lists of subscribers**

it's simple logic that **building an opt-in list is the #1 way to
setup a profitable online marketing business** because with email
marketing to a list you can connect with prospects continuously,
gradually build relationships, and earn customers' trust.

**Fact: it takes an average of 7 contacts with a prospect
before he or she will buy from you**

If you are serious about making money with marketing online, **the
single most important action you can take** is to build a targeted,
opt-in list of prospects. Email marketing to your list can create a
continuous, lifetime income stream!

**Download Your Free Guide, "*The 5 Hottest
Opt-in List Building Tools on the Planet!*"**

**and You'll Also Receive Bonus List Building
Software & a Bonus Hot-Selling Info Product
You Can Market as Your Own!**

Name:

Email:

YES! Download My Free Ebook & Bonuses!

NOTE: Use your primary email address. Your download links will be
emailed.

We respect your privacy and never sell, rent, or share your info!
You will not receive a bunch of unwanted junk emails.

And here are several more sample signup pages that are making money for me everyday. Study them carefully and copy them as templates if you wish. Just open the page, right click and select “View Source Code.” Then copy and paste the code in your HTML editor or web page maker.

[**Signup Page Sample 1**](#)
[**Signup Page Sample 2**](#)
[**Signup Page Sample 3**](#)

Remember if you use these samples, you must change the “form” section of the HTML code to refer to your own autoresponder so subscribers will be added to your list (otherwise my list will grow as you get signups 😊).

4 **Module 4: Convert Subscribers into Your Monthly Income Stream**

So far we've been able to generate effortless, free traffic and turn it into subscribers to your list. Now is the moment we've all been waiting for—let's turn your list into a consistent, monthly stream of income you can depend on. Take care with this step! Many marketers make the mistake of thinking because people subscribed to their lists that all you need to do is paste some affiliate links in emails and blast them out every couple of days. Not only will that not work, but you'll see your list subscribers unsubscribing in record numbers.

Your subscribers joined your list because they believed you could help them solve their problems. Each communication with you after the signup either reinforces that idea or destroys it. No one wants to be taken advantage of, but most people are fine with others profiting because of them as long as they get value also. So, let's talk about the right way to use email...

The best way to approach building relationships (and income!) with your list is to use an autoresponder to send emails at a specified interval to every subscriber. I am going to assume you have an autoresponder, but just in case it is simply a tool that automates emailing. It stores all names and emails of your list subscribers, and you input emails and tell it how many days after signup each subscriber should receive each email. For example, you'll have an email sent immediately when prospects sign up to welcome them. Then you'll send another within 3 days or so, and on and on and on. If you do need one, I personally use and recommend this one:

You can get a FREE trial here: [GetResponse Autoresponder FREE Trial](#)

You can experiment with different time intervals for sending emails, but a general rule of thumb is somewhere around 2 emails per week. If you email every day, your subscribers will get annoyed and many will unsubscribe—they do not want to have their inboxes flooded. If you email once every 2

weeks, your list will forget about you and you will waste a lot of potential income.

Here are some tried and true tips and techniques about the general process of building relationships through email marketing. The next section will deal specifically with making money...

- ✓ **Email twice per week in general.** You can still send out broadcasts with breaking news or time sensitive info, just don't abuse it.

- ✓ **Vary the message and format in your emails.** Sometimes tell a story, sometimes just offer advice without asking for anything, or give a free gift. Mix it up and keep things fresh. It's okay to offer a link in most emails, but it's a good idea to sometimes (maybe 1 in 10) just provide info or something free without anything for sale.

- ✓ **Set the "From" field in your email client to your name.** Do this in your email admin or "options" area. You can build a personal relationship with your list members much more effectively and increase your email open rate dramatically if messages come from "Your Name" instead of admin@yourdomain.com. People get so many emails everyday that often they scan and skip right over junky looking or salesy looking messages.

- ✓ **Use headlines that promise value to the reader for opening the email** and also that create curiosity. Hypey headlines will not get opened as much. And being tricky to the point of deceiving people is a bad idea because it violates their trust in you. If you tell someone in the headline, "Here is the Payment You Asked For" I can guarantee many will open it. But if they see a product offer when they do, many will be angry

and unsubscribe, and some may even need the product but will not buy it from you because of the principle.

✓ **Be personal.** Write in a tone much like you would talk to your friends about something. Being informal helps to create the bond of trust and build the relationship with your subscribers. Include the [firstname] tag in your emails so your email program will add each subscriber's first name and personalize it.

✓ **Write to one person.** Obviously you are sending your emails to your entire list, but each individual will read your email. You will get far better response rates by thinking of just one person as you are writing and use "you" instead of "my subscribers"

✓ **Tell your story.** Telling your story and sharing your experiences is one of the best ways to build a connection with your subscribers for two reasons. First, it helps people get to know you. They start to see how you think, what you've been through, and who you are. That's vital in relationship building. Second, they can relate your experiences to theirs, and the more they feel in common with you, the more they will trust you. This is the foundation of successful affiliate and referral marketing.

Now, keeping those points in mind, how do you make money with your list? Use a mix of stories, tips, reviews, recommendations, and others, and match a product, service, or tool to the topic of each email. Here are the specifics of some of the email types, and specifics about products follow.

Stories - A very effective method is to share stories of your experiences and mistakes you made or knowledge you gained as a result. Give information that will help your subscribers tackle similar issues without the same pain

you experienced or with shortcuts you learned. Then it's logical and makes sense to them when you offer a link to a resource that can take it a step further. By marketing in this way, you are providing value to your list members just for being list members—which is key for maintaining your subscribers and their interest in reading your emails.

Some examples of this type of email are:

The Simple Mistake I Made that...

How I Lost...

A Huge Time Saver I Discovered by Accident

How I Learned...

My Hard Lesson in...

These work very well because they help readers relate to you and believe you. Here's a complete example:

HEADLINE:

This Little 'Banner Test' Might Shock You...

BODY:

Hi [[firstname]],

When the Internet was still "young" as a marketing powerhouse, banner ads were all the rage. Everyone who was marketing used banners. In time, they have been replaced by "more effective" ways to promote.

But I was Shocked by this Little Test...

I decided to run several different banners from the top banner exchanges and compare results. I tested 5 different banners across 5 different exchanges (same banners on all exchanges so I could compare apples to apples).

Do You Know What I Found?

Not only did the banners get clicks and visits to my ads, but ONE exchange produced 10x all of the others. Every banner I tried got at least 5x more clicks through this one exchange, and some got 20x more.

The point is, if you don't use THIS free banner exchange, you're leaving traffic (and profits) on the table. Check it out, and test it for yourself--it's great free promotion:

<http://www.linkbrander.com/go/23288>

[[sig]]

Tips – another popular technique that works well is to give a handful of tips or techniques for doing something. Examples include:

- 10 Tips for...
- 5 Secrets of...
- 4 Ways to...
- 3 Pitfalls of...
- 6 Shortcuts to...

Basically you give a couple sentences about each tip, and you should give some real value (if your email is just a total mask for a promotion people will see through it). That said, these work well because it's impossible to give complete details about how to solve a problem in a simple email. Often times more info or some sort of automated tool is required to really get the best results, and that plays perfectly into the strategy of putting a link in the email for a product.

The main idea here is to provide some useful information, but keep it brief. Then you can mention a product or service you have tried or seen that will make the process quicker, cheaper, easier. Be careful not to hype the product with lots of capital letters or exclamation points when using this style, because the value you provided in the tips will be overshadowed by the salesy feel of the email. Here's a complete example:

HEADLINE:

6 Secrets Pro's Use to Write Hot & Responsive Emails

BODY:

Hi [[firstname]],

Email has become a major part of marketing, and using it the right way can make a major difference in your income.

Here are 6 Secrets Pro's Use to Write Hot & Responsive Emails

Have you ever received an email that had bits of HTML code littered throughout it? Or emails with line breaks in weird places that looks all jumpy and tough to read?

If you format your emails the right way, they look clean, professional, and easy to read. And pure and simple, that means more responses, more credibility, and more sales for You!

1) Use line breaks at 65 characters--this line length ensures all users can easily read and see neatly formatted messages. Longer lines will appear choppy on some email readers. A free tool I use for formatting is Textpad (Wordpad sometimes does weird things with the formatting). Download it free here:
<http://www.optin-email-list.com>

(To set at 65 go to 'View' then 'Document Properties.' Click the 'Preferences' tab and select 'Word wrap long lines' and 'Save with hard breaks', then 'Word break at Column number' and type '65' in the box).

2) Use white space between lines for easy reading. Use single line breaks in any thought longer than 3-4 lines just to break it up. Use multiple line breaks between new thoughts or ideas.

3) Begin emails with a personal greeting, and use the prospects' first name. Most email programs allow you to enter a string like "firstname" or similar & will automatically substitute the names.

4) Create curiosity & call to action in your headlines. Due to

the tremendous number of emails people get daily, only those that interest readers will get opened and read. Even if your format is great, the email won't get opened unless the headline is compelling.

Long headlines are okay to use--the most important factor is to promise the reader some value by reading you email.

5) Use short, masked links.

You've seen emails with website links that are 3 lines long. Plain and simple, they're ugly. Also, many reveal affiliate IDs in them, and some readers will eliminate your ID and then click. If they buy, you lose the commission. Short links are neater, and masked links secure your affiliate income. Here's a free tool that does both: <http://www.linkbrander.com/go/23287>

6) Use a signature with your name, websites, and short ad at the bottom. Your online "brand" if you will is you. Get the word out about who you are and what you offer. And promoting a product or service at the end of your emails just gives you one more chance to generate revenue.

Keep the ad short (2-3 lines at most) with a link.

[[sig]]

Product Review - in this email, you are upfront about the fact you are going to talk about a product or service. With a product review you analyze each important aspect of the product and give some rating of each. For example, if you are reviewing an e-cover creator software program, evaluate its ease of installation/setup, ease of use, time it takes to learn, quality of the images it produces, and extra features (does it offer multiple box and CD image types? Option to add lighting or reflections? Etc) The key with this is to be objective. If there are no bad points and all 5-stars for every feature, no one is going to believe it's a review. If you honestly feel that way about a product, use the "recommendation" type (discussed next) instead. So a review might look like this:

HEADLINE:

Hot Product Review: [product name], is it worthy of the hype?

Then go on to talk about each feature of the product or service and how effective it is.

Recommendation – with this type you can be more positive about the product. Generally this type works well for products and services you use and love. If you swear by something, there's nothing wrong with sharing your enthusiasm with others about it. Share your feelings about it, but also make sure to mention actual results you achieved with it (“This Tool Made Me \$1,239. Profit Last Month”, etc.) And obviously you wouldn't recommend it if you didn't believe in it. Here's an actual example that's working very well for me:

HEADLINE:

Share in the money being made on the Internet

BODY:

Dear [[firstname]],

If you haven't yet heard about AGLOCO, you need to listen up! This new company, founded by a bunch of Stanford MBA students, is creating quite a buzz. Their slogan is 'Own the Internet'... and that's what it's about: you're getting back some of the money you generate for e-businesses just by surfing as you usually do. Skeptical? Well, here's why I chose to join:

- 1) \$\$\$ - I will earn ownership in the company (in the form of shares) and will then begin earning substantial money if this thing takes off (and I have nothing to lose if it doesn't.)
- 2) Simplicity - I use the Internet just as I always have... I just get paid to do it!
- 3) Getting my share! - I like the idea of getting my share of all the billions of wealth being created on the Internet – even if I am not going to be a millionaire because of this.

The company has a very solid privacy structure in place, so your information won't be shared and you won't start receiving loads of spam. AND, you can earn for not only the

time you spend on the net, but for the time your FRIENDS spend on the net. Think about it: you're driving users to the site, so the company earns more, and you, in turn, earn more. Fair and square, right? I used the AGLOCO member calculator – I can get over 5,000 shares a month if I sign up 10 good people who recruit more new members. Once the site has grown enough, I will start earning actual checks.

SIGN UP NOW – this is the key! Remember that you can maximize your earnings by getting referrals to the site... and YOU want to be the one referring everyone!

Here is a link to sign up for this free moneymaker.

<http://www.linkbrander.com/go/23545>

[[sig]]



I highly recommend that for product reviews and recommendations that you only use them for products you have personally used or tried. People have a great ability to tell fake from genuine, and you can only speak (write) with conviction if you believe what you're saying.

There really is no limit to the number of emails you can send and the different types. Use your imagination and get creative. You will be amazed how many ideas you can come up with when you focus on thinking about it. Also, not every email needs to be a long complete story or provide “quantum leap” advice. Anything that helps your readers will work. The most

important thing about your emails to your list, regardless of format or style or anything else is to **make sure for every email these points are true:**

- ① My email provides useful, free information that is important to my list subscribers.
- ② My email is honest and true, and I am being “real” with my subscribers.
- ③ My email will cause my subscribers to feel I am a valuable resource for them and they are better off for having joined my list.

If every email you send satisfies these points, you will be able to **build trusting, successful relationships with your list members and that is without question the #1 most important aspect of long term profits.** Offers will come and go, some will make you big money and some not much at all. But if you’ve established a loyal reader base of subscribers, regardless of what happens in the market you can use communications of any type to generate profits month after month after month with amazing consistency by sharing with them products and services that they need and can really benefit from.

Now let’s talk about adding products to add the finishing touch to your cash flow system and monthly income stream...

You can promote your own products and services through links in your emails, or you can promote other products as an affiliate. You’ll most likely want to do both because you won’t be able to create every product your market needs, but there is some value in having some of your own. With your own products, it’s much easier to position yourself as an expert—after

all, you are creating products that others are using and benefiting from, so you must have some credibility. You can build a great reputation quickly with your own products because you can brand them with your name and word spreads very quickly about quality products. Also, you make 100% of your own sales instead of whatever affiliate percentage you earn from promoting others. Ideas for your own products:

✓ **Write a simple report** – offer 10+ ways to do something and give detailed, specific steps for how to do it. Include clipart or images and create it in Adobe .pdf format because it is universally readable. You can write these in 1-2 days if you spend some time on it and charge \$10-\$29 depending on quality and content. (and talk about a great extension to offer for an email giving a few tips on the same topic!)

✓ **Develop a software title** - hire a contract programmer at elance.com or rentacoder.com to create custom software. What type of products can benefit your market? Is there a way to automate or simplify tasks your market does in software?

✓ **Create a new twist on a proven idea** – you don't need to reinvent the wheel. Look at the products out there and think of ways to tailor them to your market or improve them. Create the new product and market it.

With affiliate products, you have access to 1,000s of products of every type, and they are complete with promotional materials and the works—they require very little effort to promote. You can buy and try whatever ones you like, and focus on promoting the best one of each type. Popular places to find affiliate products:

✓ **Clickbank.com** – huge online database of electronic products for sale with built in affiliate program. You can find tons of products here.

- ✓ **Paydotcom.com** – online payment portal with smaller database of electronic products but better affiliate terms. You can find unique products. I use this service to sell my ebooks.

- ✓ **CommissionJunction.com** – another rich source for affiliate products and affiliate programs. This is the one that I use the most to find profitable affiliate programs to join. Check out this diverse list of affiliate offers made possible through CommissionJunction.com:
 - [Free Business Cards](#)
 - [Free Dialup Internet Access](#)
 - [Cheap Inkjet Printer Cartridges](#)
 - [Inexpensive Auto Insurance](#)

- ✓ **Search engines** – simply do web searches for the types of products you want to find, or for “affiliate programs” in general.

When recommending affiliate products, there are a few points to keep in mind that will give your conversion rates a huge boost:

- **Match affiliate products to the email topic** – you may find an affiliate product you love, but it’s important that it matches the topic. If you’re writing an email about Google AdSense tips, don’t recommend a product for securing web pages, regardless of how great it is. Write another email about that, then include that link.

- **Mask your affiliate links** – it’s just human nature—people don’t mind if you make money from helping them, but they don’t want you to get paid in front of them. For example, if the link in your email looks

something like <http://free-card-matrix.ws/pg/?id=tbsys>, you will get some people that delete the “?id=tbsys” portion of the address before they visit the site. Then if they join or buy the product, you'll lose the commission because your affiliate ID was removed. You can mask your affiliate links to prevent this. Click this link to see how this works: [Masked Link](#)
Get Link Brander free here: [Link Brander](#)

 **Do not use the standard affiliate promo tools** – it's tempting to cut and paste the promotional tools each product gives for affiliates. For banners & graphics it's okay to use them, but for emails, ezine ads, and any text-based promotions make sure to edit them first. The reason for that is you will see the same email subject in your inbox 100 times from people promoting the latest “hot product” and so will your prospects. They won't buy from you if they feel duped by some “personal” email that is exactly the same as the emails they got from others.

 **Track conversions** – you can use Link Brander or your autoresponder (at least if you use Get Response you can) to track how many people click your links, and you will know how many purchased by the affiliate stats you get from the product owner. Let the numbers add up a bit before you change anything, but if you see most product links getting clicked by 10% of your list and one or two by only 2%, you want to change those emails. If you are making sales to 3% of subscribers that click the link for most products, and one is only 1%, you want to change that product. Tweak this and then as your list grows so will your profit and monthly income.

Well, that's all there is to it! It's important to understand that the traffic from this system alone is not going to make you rich—the purpose of this is to get your system up and running and making you profits so when you make a larger investment in traffic and promotions you can be confident that your system will turn a profit on it.

In most cases, people make a big mistake here because they spend \$100s or \$1,000s testing, and by the time they figure out what works they are so far in the hole they are scared to death of spending another penny. If you take this seriously and implement it, you will **gain a \$100,000 education in Internet marketing for pennies on the dollar**. Then you can go on to make your \$1,000,000s without all of the stress, risk, and anxiety.

I wish you the very best in your Internet marketing endeavors. Never give up on your dreams, but be smart about the way you try and make them come true.

To your success,

George Yee

<http://www.slashmybill.com/tss>

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