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Welcome to **Autopilot Niche Ezines**.

You're about to learn our tested and proven marketing strategy!

Please read through this entire product. There's a lot of information here. Also be sure to watch each video in this strategy ... or you may miss some important keys to profiting with this strategy!

## **Numero Uno**

The first thing you need is a plan outline. With everything you take on in marketing, you should always have a PLAN! If you go into it blind, you'll never know what you are getting into, never know your proper destination, and never know when you get there.

Here is the outline for this strategy:

**Step #1** Create Your Ezine for a Niche Market

**Step #2** Create Content for Your Ezine

**Step #3** Put Your Ezine on Autopilot

**Step #4** Get Targeted Subscribers

**Let's get started...**

## Step #1 Create An Ezine

The first thing we will need to do to make this profit plan work is create a specific ezine for a focused target market. *No, it's not hard; so get that thought out of your head!*

**First**, we'll pick a topic for our ezine. Since I'm in the Internet Marketing niche, that's the example niche I'll use for this profit plan.

The topic I have decided on is ... "*Information Product Business Start Ups*".

**Next**, we need to decide on a name for the ezine. The name of my ezine will be "**Info Product Start Up Newsletter**". Yes, it's very simple – but I like to keep things as specific as I can.

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**Side Note:** I use the words ezine and newsletter as the same thing. I prefer the word newsletter because my focus is more on content than it is on advertising. 'Ezine' can sound "spammy" and full of advertising to me.  
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**Option** – you can skip this next part of our ezine creation step, but I don't recommend it.

Now we need a domain name and hosting for our ezine. Whenever I start an ezine that is not linked to any site, I always get a domain name for it.

For example, I have a newsletter called *Marketing For REAL People*. It's not actually linked to any of my sites. It is a newsletter about my business and the Internet Marketing business. So instead of just placing it on one of the sites I already have, I set up a separate domain name for it at <http://www.MarketingForREALPeople.com>

When getting a domain name for you ezine, it's always good to get a descriptive domain name. I picked a domain name that matched the name of my newsletter because it was descriptive AND it matched the name of my newsletter. That just makes good sense all 'round.

If you don't know how to get your own domain name and hosting, please watch the video on how to get your own domain name and

hosting by [clicking here](#). This video walks you through the process step-by-step. When you get everything done, come back here and continue on with this plan.

Now that you have your domain name and hosting, it's time to build your site. Again, this isn't that hard, so don't panic! I have another video to help you through the process!

**First**, let's talk about what should be on your newsletter's website.

Of course you are going to tell people about your website, but how are you going to tell them about it?

- Why should people join your newsletter?
- Do you provide different information than everyone else?
- Do you give free resources or items away for people signing up to your newsletter?

*(You must think about how you are going to get people to sign up for your newsletter once you get them to your site.)*

Now, before we begin, you will need to either open notepad, or Word, or other word processing program that you use and type out your **first rough draft** of exactly what you are going to say on your newsletter website to get people to subscribe.

Once you have that done, you are ready to start building your newsletter's website.

## **Two Things**

Before you watch the video you will need two things:

### **1. Ace Ftp -**

<http://softwares.visicommedia.com/en/products/aceftpfreeware/>

This is an ftp (file transfer protocol) program which transfers files from your computer to your host.

## **2. NVU –**

<http://www.nvu.com/download.html>

This is an HTML (hypertext markup language) editor that will blow you away. It's SUPER easy to use. You don't have to know HTML to use it.

Once you have those, [click here](#) to view your website building video.

Now that you've watched the video and your site is all created. It's time to move on to step #2.

## Step #2 Create content for your ezine.

Since we are creating an ezine to set on autopilot, we're going to create several issues of our ezine. (You'll learn why in Step #3.) For now, just trust me!

Each issue of your ezine needs to be on a different topic within your niche. The niche of your ezine is going to determine the type of content you'll create for it.

In this step I am going to show you how I create content for each new ezine I start. Using the *"Info Product Start Up Newsletter"* I created in Step #1 above.

As I said, you will need to pick a specific topic for each issue of your newsletter. I suggest at least creating enough issues to get you through two months of your ezine.

If you are going to publish weekly, I suggest making 8 or 9 issues. This way, you're two months ahead. This is especially important if you are creating multiple ezines.

So, I have decided to publish my ezine weekly. I'm going to create 9 different issues. This isn't hard. Just pick 9 different topics. I'm going to pick:

1. Deciding What Kind of Product is Best for Your Info Product Business
2. Developing and Finding Info Products for Your Business
3. Building Your Info Product Business
4. Marketing Your Info Product Business
5. Building a List to Market Your Info Products
6. Using a Blog to Soft-Sell Your Info Products
7. Getting Other People to Sell Your Info Products for You
8. Repackaging Your Info Products with Other Info Products for More Profits

## 9. Building MORE Info Product Businesses

Now research each topic independently, one by one.

Make sure that you pick topics that are related to products or services you can promote to those people who subscribe to your newsletter.

For instance, issue #1 of my newsletter is going to be on deciding what kind of product is best for your info product business. While researching that topic I found that I could become an affiliate for a few things related to this topic and make a commission for each sale I generate.

Yes, that is advertising in your ezine, but you are also providing useful content, so you don't appear to be shoving ads down your reader's throat. This is called soft-selling.

### **So, using topic #1 this is how I created my first issue:**

Since I am very knowledgeable in marketing info products, it's easy for me to create content for this topic. As I was writing I was also looking for affiliate programs that were related to what I was writing. It was super easy to do and I have found several great products to promote in my first issue.

You can view the first issue (*"How You Can Find Out EXACTLY What Type of Information Product to Sell or Develop for the Most Profits!"*) I created for my new ezine at by opening up the folder in this package named "ezine issues".

Now I only have to do that eight more times, and then I can move on to Step #3

If you'd like to view the other 8 issues I created you can do so by opening up the folder in this package named "ezine issues".

**Issue 2** – *"How to Develop Your Own Products and Use Other People's Products for Your Info Product Business"*

**Issue 3** – *"Location! Location! Location! Putting Your Information Product Business Online"*

**Issue 4** – *"How to Get Traffic to Your New Information Product Business and Make Them BUY!"*

**Issue 5** – *"The Hardest Part of Your Information Product Business Made Easy – Building Your List"*

**Issue 6** – *"How to Use a Blog to Make Your Readers BUY!"*

**Issue 7** – *"How to Get Other People to Sell Your Information Products"*

**Issue 8** – *"How to Repackage Your Information Products with Other Information Products for More Profits"*

**Issue 9** – *"How to Produce Information Product Business One Right after Another"*

If you have problems developing your own content there are a ton of places you can get content. Here are a few places that you can get content with the right to publish it the way you want to with YOU as the publisher.

### **Self Improvement Millionaires**

<http://tomeymarketing.com/sim.htm>

### **InfoGoRound**

<http://tomeymarketing.com/infogoround.htm>

### **Push Button Health**

<http://tomeymarketing.com/pushbuttonh.htm>

Or, if you would like original content you can pay someone to write it for you. I do this A LOT because I just don't have the time to write any longer. Places like <http://www.elance.com> , <http://www.guru.com>, or <http://www.rentacoder.com> have tons of talented writers.

Now for those of you who just want to create quick ezines, just go to an article directory and pick articles on your topic. Write a small introduction to each article. After each article squeeze in an affiliate

link for a product related to the topic of the article, and you've created an issue.

**WARNING: If you choose to go this route, you will not be as profitable as you would creating your own content. However, this is fast and easy and if you created TONS of articles, you should make money. In the long run, choosing this route is actually MORE work because you have to keep up with more sites.**

## Step #3 Putting Your Ezine On Auto-Pilot

This next step is the key to making this whole process easy.

This is the 'autopilot' part of creating these ezines.

Now that you have 8-9 issues ready for your ezine, load them into an autoresponder and set them to go out every other day, every 3 days, or every week. I suggest no more than every other day and no less than once a week.

You want to keep your subscribers attention, but you don't want to annoy them.

In the next part of this strategy I'm going to show you how to do with a video. There's no better way to learn than to see it being done.

I will be using the Norabots autoresponder system. My friend David Zohar owns it, and I can't say enough good things about it.

The features match any big name autoresponder company at half the price. It's only \$9.97 a month. You'll become more familiar with this system in the first video. The rest of the videos will be teaching you how to use the autoresponder to put your ezine on autopilot.

To sign up for the Norabots autoresponder system just go to <http://tomeymarketing.com/norabots.htm>.

Let's get started, [Click here](#) to view the Autoresponder Autopilots Video. Once it is finished, please come back to this point to finish out with this strategy.

## Step #4 Getting Targeted Subscribers To Your Ezine

I bet your head is just swimming with ideas right now. That's great!

Grab a notebook and start writing them down. You need to work on each idea one at a time.

This is very VERY important that you work on online one ezine at a time. Get one up and going and pulling in profit, and then get another up and going pulling profit for you.

This is a cycle you can repeat time after time.

Okay, here's the hardest part to this whole strategy ... getting people subscribed to your ezine. Here are several ways you can accomplish this:

- **Blogs**

Recently blogging has become the latest craze. Although it's been around for many years, people have finally started to see the profitability with using blogs.

Blogs help you with the search engines, and also give your readers a way to keep up with you other than using the sometimes unreliable email method.

Here is how I use a blog to help my autopilot niche ezine sites get the most traffic.

First, I set up a blog at <http://www.Blogger.com>.

I'm not going to go into detail on how to setup a blog at Blogger because my friend Chip Tarver has already done that. He's also agreed to let me give you his guide on setting up a blog at no cost to you.

Go to <http://www.tomeymarketing.com/free/Blogger3-Min.pdf> to read it and set up your first blog. When you get done, come back to this point and I'll tell you exactly what to do to use a blog to get people to your site.

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***Special Note: Chip Tarver and I will be doing a few courses on how to use blogs to increase traffic to your site, and a few courses on niche marketing that will go into great depth on both subjects. Keep your eyes open for more information soon!***

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Now that you've got your blog setup, you want to start posting content related to your site on your blog.

My blog for <http://www.InABoxInfoProducts.com> is located at <http://inaboxinfoproducts.blogspot.com>. You can use it as a guide on how and what you should post to your site.

When you are posting to your blog, you want to use a lot of the 'keywords' your visitors would use to search for you on the search engines. For instance, I'm targeting people who want to start their own information product business. So I want to target all the keywords that people would search for to find my site, such as:

- start your own business
- start home based business
- how to start an internet business
- how to start a small business
- business start up
- small business start up
- start your own internet business
- start a new business
- information product

**(Be sure to do keyword research before you start deciding on what keywords you want to target. If no one is searching for the keywords you are targeting, WHY target them? I use Keywords Analyzer. You can pick up my review and how to and explanation of how to use it by going to [link](#). (need link)I'd be lost without my Keywords Analyzer for sure!)**

You'll notice in my blog when I use one of these keywords, I link that keyword to my site. This helps build my page rank on Google. Some will debate if PR matters or not.

My opinion is that it doesn't hurt at all to have a high PR, so why not do everything you can to get a higher PR? What doesn't hurt us helps us in the SEO game.

The best way to do this is to either write your own content targeted for the keywords that people use to search for your site, or have them written for you like we discussed earlier. However, you can use other people's articles (with their permission) in your blog.

All you have to do is post their article, and then underneath or before the article write a paragraph or so using your targeted keywords. If nothing else, just be sure you post your URL at the end of each and every post you make to your blog.

- **Google Sitemaps**

Google sitemaps are relatively new at the time of this writing. I learned of them a few months back, and I am a FIRM believer in them.

I started out testing the use of Google sitemaps on one of my sites. <http://www.TomeyMarketing.com>. I started doing this in May. By July when Google did its "dance" my PR went from a PR1 to a PR3 and since my <http://www.TomeyMarketing.com> site has links to my other sites on it.

I also saw the PR of some of my other sites go up.

When the "buzz" first started about Google sitemaps, only the advanced "techies" could implement this on their own sites.

*That has now changed.*

All you have to do is:

1. Go to <http://www.auditmypc.com/free-sitemap-generator.asp> to create your sitemap.

(Google requires your sitemap to be in xml, so unless you know XML, you will need to do take this step.) Once the page loads, an icon will appear. Click on that icon to start creating your sitemap.

Read the directions on this site completely to get the most out of this tool. Once the tool has found all the pages within your site, save your sitemap. I usually save it as sitemap.xml for my site.

2. Upload it to your sever. Example:

<http://www.tomeymarketing.com/sitemap.xml>

3. Go to <https://www.google.com/webmasters/sitemaps/login> and login to your Google.com account. If you don't have one, you can sign up on this page.

Once you have signed up, it's very easy to add your sitemap. It usually takes Google a few hours, but they will start spidering your site and indexing your pages.

This is hands down the easiest way to get your site spidered.

- **Article writing**

Writing articles that relate to your information product business can produce amazing results. When you write your articles, include a link on how to subscribe to your ezine in the resource box.

You can't just write an article and expect it to start working for you. You have to get it in front of people, but this is fairly easy to do.

Before I start telling you how to get your article in front of people we need to talk about how to get your article read. If no one reads your article, you're just wasting your time.

The most important part of an article is the headline.

If your headline doesn't grab their attention and force them to read your article right now, you've just lost a potential subscriber to your ezine. So make sure your headline pulls the reader into your article.

The best way to get your article in front of people is to submit it to article directories. There are a ton of these online.

Go to <http://www.google.com> and do a search for article directories. You'll find a ton of them. Submit your article to the directories that are in line with the content for your article.

By submitting you article to article directories, you are also getting a link back from them (as long as the link to your ezine is in the resource box.) So, not only is your article getting in front of people, you're getting a link back to your site which helps with the search engines.

You're killing two birds with one stone!

You can also submit your article to other ezines publishers. Make sure you contact only the ezine publishers who publish ezines along the same lines as the topic you write your articles on.

An ezine on dogs will not publish an article related to information products, so don't waste your time or theirs. When contacting ezine publishers, don't just say, "*Here's my article. Will you publish it?*"

Instead, contact them on a personal level.

Let them know that you wrote this article and hope readers would benefit from it. Many publishers will publish your article – if it's a good article. (You're giving them free content.)

*I repeat – your article MUST be a good article.*

As an ezine publisher myself, I know what it's like to get articles that are nothing but a poorly formatted, poorly written, promotion sales letters. I NEVER run these articles.

- **Traffic Exchanges**

Traffic exchanges are not something I recommend a lot because they product such little results.

However, traffic exchanges can be potentially great places to get leads. Don't expect a huge number of direct signups for your programs from them.

Most of the people surfing the Traffic Exchanges are advertising their products or sites. They are not looking for programs to join.

The best way I've found to work the Traffic Exchanges, is to join a few lead generation programs of your choice and advertise them on the Traffic Exchanges. The people surfing the Traffic Exchanges who are not getting results are open to offers from new recruiting programs.

- **Pay-Per-Click Search Engines**

This is a more advanced technique, so use it with caution because Pay-Per-Click Search Engines can cost you a lot of money. Here's how it works ...

Build a one-page minisite that offers the visitor something incredible for subscribing (*called an opt-in bribe.*) The better the offer – the more likely you will get them to subscribe.

Since you are paying for every visitor to this one-page site, you want to get as many of them as you can to subscribe.

Once you have your one page site built, start an account with a PPC (pay-per-click) search engine like Google or Overture.

Input all your keywords that people would use to find your ezine. Set it up so that all visitors are sent to your one-page site to sign up. In this way, you are getting targeted subscribers to your ezine.

This is one of the most expensive ways to get subscribers, but it's the best way to get *quality* subscribers.

As I said though, you must educate yourself on Pay-Per-Click Search Engines **BEFORE** you try this. Google Adwords is probably the best Pay-Per-Click Search Engine around.

I suggest you start there. I hate the word guru, but Perry is a Google AdWords guru.

I call him the "Adwords Master" because of what he has taught me has made me a lot of money. Pick up his "*Definitive Guide To Google AdWords*" by going to: <http://tomeymarketing.com/adwords.htm>

- **Have A Contest**

Run contests on your website and have people subscribe to your newsletter as a requirement of entry. If your newsletter is any good they will continue to receive it even after the contest is over. There are a ton of sites out there that will list your contest on their site. You can get a lot of subscribers by using this technique.

- **Viral Marketing**

Develop an ebook or software that is packed full of GOOD content.

Make sure that you put a “blurb” at the top of the product about your ezine. Make the product brandable (meaning people can brand the product with their own information) so you can contact others to give it away.

Once it starts getting passed around, you’ll see a flood of subscribers coming in. Eventually it will slow down a bit, but if you’ve created a good product you always see new subscribers here and there from that product.

**Hint:** Do this over and over again, and you’ll have a MASSIVE list in NO time!

For more information on branding and buying programs that help your customers brand your products, go to:

.exe Ebook Compiler and Brander

<http://www.tomeymarketing.com/brand-ebook.htm>

.pdf Ebook Brander

<http://tomeymarketing.com/viralpdf.htm>

- **Co-Registration Leads**

Co-registration leads are a list of leads you buy from a lead generation source. This too is a **VERY tricky** way to build your list, but can at times produce reasonable results.

I’m not going to go into detail on it, because I have a free product that will teach you everything you possibly need to know. You can get it by going to <http://www.viralebookads.com/videos/coreg/Customers.zip>.

I’ve given you enough ways to build your list here to keep you busy for months! If you don’t use these tactics, everything you have done to create your ezine is worth \$0.

**Absolutely NOTHING!**

You must promote your new ezine and get targeted subscribers to it. Using the above methods, you should have no problem at all.

## Conclusion

You just consumed a lot of information. Go back over it a few times. Use it step by step to create your first ezine, and you should have no problems at all making a full time income from this one underground strategy.

Once you have one niche ezine COMPLETELY set up, start over again creating another one. It's just that simple. The key is to start one, see it all the way through, make sure it's making you money, and THEN start another one. Don't try to start another one until after you have the first one working.

You can view my example of a niche ezine site at:

<http://www.inaboxinfoproducts.com>

If you'd like to implement other underground marketing strategies, visit <http://www.undergroundmarketingstrategy.com>

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***"A special thanks goes out to Chip Tarver of <http://www.FirstContactSecrets.com> for his help in editing this report – and most importantly for being my friend. Thanks for everything you do, Chip!"***

## FAQ

**Q:** *Should I offer advertising in my ezine?*

**A:** My answer to this is “no.” Ezine advertising in my opinion has peaked. I find ezines that have ads in them to be unprofessional. They lack content and all they want to do is shove ads down your throat. I used to have ads in my ezine, but over the last few years I stopped so my ezine can have more content and less advertising.

**Q:** *Should I put Google AdSense on my ezine site?*

**A:** This really isn't a yes or no question. It's an “either–or” question. If you're building a niche ezine site solely to provide content, and not promote any affiliate links then yes, putting Google AdSense on it (or other programs like AdSense) would be the way to make money.

On the other hand, if you are promoting affiliate programs with your ezine site, then I don't recommend using Google AdSense. Why would you want to make pennies when you could be making dollars?