



January 2009
Issue 2 Vol. 1

Internet **Marketing** Newsletter



HAPPY NEW YEAR!

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A Letter From The Editor

Armand Morin

It's here 2009! I can't think of a better way to start of the New Year than with some great training information from our very own experts.

Inside the second edition of the **Internet Marketing Newsletter** you'll find we're kicking the year off in a big way with great information for you to use immediately in your business.

Now that the holidays are out of the way, it's time get down to some serious work. Have you set your goals of what you want to accomplish? I advise you keep not just yearly goals but monthly goals. By keeping your goals short term it helps keep you on track at a micro level, keeping your long term goals insight.

One of the quickest ways to build your business is by having more products in the market place available for prospects to purchase. How many new products are you going to create this year?

Create 10 new products this year and you can't help but become successful.

Armand Morin



Words Into Profits

Ray Edwards

Email Marketing: Dead or Alive?

Many people say email marketing is dead.

Spam and the spam filters it has given rise to make it harder than ever to get your email delivered.

It's even hard to receive email we want. How many times have you been frustrated because a friend, co-worker, or relative was supposed to send you an email that never arrived... only to discover that email in your "junk mail" or "spam" folder?

With all these challenges, it's easy to agree email marketing is in trouble.

But here's the good news: the death of email marketing has been greatly exaggerated.

Even though deliverability rates are lower than ever, email marketing still works, and is still responsible for many millions of dollars worth of sales. It can work for you as well.

3 Keys to Successful Email Marketing

1. Keep a clean double opt-in email list.

What this means: if someone signs up to receive email from you, you need to get them to confirm that they actually want to receive the

email. Most email marketing providers, (like aweber and 1ShoppingCart) automatically require people to double opt-in to any email list. In some cases the "double opt-in" feature is optional... but I think it's the best way to manage your email list. Single opt-in (no confirmation required) may yield bigger subscriber numbers (it does), but that list will be less responsive to your offers.

2. Educate your customers...on how to white-list or authorize your emails to get through to their inbox. Usually this is just a case of having them put your email address into their address book; if they use a service like Spam Arrest they'll have to go to the actual website and authorize your email address. Teach them how to do that, either using text and illustrations or with screen capture video.

3. Boost response rates to your messages using copywriting and content. How do you do this? Make sure you send relevant and expected content to your list. Emailing your list frequently will get your emails through more

readily and get you a lot fewer spam complaints. Why? Because if you send frequently people are going to do one of two things: they're either going to read your email or unsubscribe. If you email them less frequently, you run the risk that they will forget who you are or even forget that they subscribed to your list... and that will generate spam complaints.

Use these keys to successful email marketing and watch your list numbers and response rates grow. Long live email marketing!

About The Author

Ray Edwards is a direct response copywriter, marketing strategist, author, and speaker. He has written million-dollar sales copy for top marketers including Jack Canfield, Mark Victor Hansen, Jeff Walker, Armand Morin, Rich Schefren, Alex Mandossian, Matt Bacak and many others. Claim your free video showing how he does it, "Sixty Minute Sales Letters", at <http://PowerCopySecrets.com>



Commission Checks

Stu McLaren

You've Lost Touch (and that will cost you)

Humour me for a minute and think back to your school days...

I want you to picture the people that you use to hang around with and think back to all the good times you use to have together.

Now let me ask you this...

Are you still in touch with all of them?

Probably not.

How come?

Without knowing all the specifics, I'm willing to bet that it boils down to one thing...

You Don't Talk To Them Anymore

Inevitably "life" takes over and we all become guilty of not emailing, calling or visiting the people we truly appreciate.

Then, before we know it months and quite often years have passed by. Then it just becomes too "awkward" and the friendship dies.

Well the same thing happens when people manage an affiliate program.

Most product owners get so “busy” with all the other aspects of running their business that they forget to communicate with their affiliates.

That leads to a lot of affiliates losing interest in your products and services and they therefore move on to promote something else.

So how do you prevent that from happening?

Regular communication.

You’ve got to communicate with your affiliates on a regular basis and it’s recommended that you to touch base with them at least once a month but preferably once a week.

Remember, the more you keep them informed about what’s happening in your business, the more likely they’ll promote your products.

Since 95% of your competitors likely neglect their affiliates, you’ll stand out in the minds of your affiliates. It doesn’t take much, but a quick email, video or voice broadcast can make all the difference.

The next question then becomes, what do I talk about?

Here are five quick ideas to jump start your affiliate communication...

1) New Products or Services – It’s critical that you keep your affiliates informed of any new products or services you are about to release. The more notice you give them, the better.

Be sure to let them know the benefits of your new products and if possible, let them have a “sneak peak”. If your affiliates can “try” or “see” your product before you launch it, you’ll find their promotions are a lot better because they’ll be speaking from experience.

2) Upcoming Promotions – If you are planning on doing any kind of promotion such as a “Valentine’s Day” special or a “Scratch and Dent” sale, then tell your affiliates.

These kinds of promotions make it easy for your affiliates because it gives them something to talk about and share. However, if you don't tell your affiliates, they'll never know and won't be able to spread the word.

3) New Tools or Templates – Providing your affiliates the necessary tools to promote your products will increase the likelihood that they'll actually do something. After all, human nature is such that we all want to get the most with the least amount of effort.

Your affiliates are the same. So when you create new tools or templates, send your affiliates an email or video with instructions on how to use them. The easier the tools are to use, the more likely they'll use them.

4) Affiliate Showcase – It's inevitable that you'll have some affiliates that stand out from the rest. Their promotions are better, their conversions are higher and therefore they generate a lot more sales.

So give them some public recognition and show your other affiliates what they are doing to successfully promote your products. These kinds of case studies are very useful for your other affiliates and prove to be a great source of motivation.

5) New Training Materials – When you're running an affiliate program it's important to remember that you'll have affiliates with varying levels of marketing talent.

Therefore, if you can train your affiliates to be a better marketer, you instantly increase the potential of your entire affiliate program.

So develop the habit of providing your affiliates various tips, tricks and training materials to help them sell more of your products. Then when you add those training materials, make sure you tell your affiliates where to find it!

These are all quick examples of reasons for contacting your affiliates but the overall message is clear...

You've got to communicate!

Remember, you don't want your affiliates to become a long lost friend so keep your affiliates informed, connect on a regular basis and your affiliate sales will see a steady increase.

It's easy to understand why having an affiliate program can be one of the most exciting aspects of running an online business.

Other people eagerly send you tons of traffic, help build your list and of course make you lots of sales. The best part is you only pay them when a sale is made.

About The Author

Working with clients like Armand Morin, Mark Victor Hansen, Alex Mandossian, and the Glazer-Kennedy Inner Circle, Stu McLaren has been crafting some of the most successful affiliate campaigns you see circulating online.

Now you can access more free tips, videos and training materials in the fastest growing community for affiliate marketers at <http://www.AffiliateSalesClub.com>



Success Chefs

Michel and Sylvie Fortin

Is Your Traffic System F.I.T. For Your Business?

Online business building involves a number of critical steps, which must be followed in logical order. Here are the steps you should follow:

1. Your first step should always be to conduct proper market research. It lays the foundation for everything else in your business development cycle. (For more, see MarketingESP.com.)

2. The second logical step is to get or develop your product based on what your market wants and is willing to buy.

3. The third step is to set up and optimize your website. It's the mechanism that links your business to your market. A website is not a business in and of itself.

4. And the fourth is to drive traffic to that website. At Success Chef, we think of this 4 step process as a four-course meal, and marketing (i.e., driving traffic) as the dessert.

Contrary to popular opinion, it's the very last step that you take once you've done everything else.

Traffic is the lifeblood of any web-based business, just as foot traffic is the lifeblood of all offline businesses.

But like a restaurant, how can you drive traffic to it when you don't have a restaurant let alone a menu in the first place, and you don't know who or how hungry your market is?

If you set up a brick-and-mortar storefront and don't put up any signage and don't do any advertising and don't do anything to get people to come in, your business is going to die very quickly.

The same thing is true of online businesses. Sure, developing a product and setting up a website and doing all the right things is part of it. But once your site is up and ready, don't deprive yourself of dessert!

Did you know the number one reason that entrepreneurs fail is because they half-heartedly throw a few unqualified clicks at a website and give up?

This is because they have no idea how many different ways there are to drive traffic to a website, and more importantly, they tend to stick to only one source of traffic.

They have no structured plan for what they will do if their favorite source for traffic doesn't work within a few hundred clicks.

Hundreds of thousands of dollars are left unclaimed every day by site owners who just don't see the big picture in their business. They have no plan.

So, let's explore the different types of traffic you should consider implementing for your website.

It's important to understand that there really are only four types of traffic you could possibly go after. Everything can be placed into one or more of the following categories.

- * Free Traffic

- * Paid Traffic

* Rented Traffic

* Passive Traffic

1. Free traffic includes techniques such as article marketing, press release distribution, search engine optimization and forum marketing.

2. Paid traffic includes pay-per-click, banner advertising, ezine ads, and so forth.

3. Rented traffic sources are those which borrow traffic from others, such as with affiliates and joint venture partners.

4. And Passive traffic includes systems which, once set up, are completely out of your control. These methods include creating viral videos, reprintable whitepapers, and rebrandable or resale rights products.

There are hundreds of different types of traffic, but they all fall into one of these four categories.

Focus first on your tried-and-true source of traffic (that is, your priority #1 traffic), and get it running. But rather than moving to a new product or project, start looking at alternate sources of traffic so you can maximize your revenue for each and every product you create.

Start learning about what we call "Frequently Ignored Traffic" (or F.I.T.) sources, the types of traffic that people know they need to explore, but they never seem to get around to it.

Make this year the year you focus on implementing one new traffic source per week for each of your websites. Just one per week will make a world of difference for your business, I promise you!

Within a few weeks, you may find that your priority #1 traffic source, the one you always implement, will represent less in 10% of your overall traffic.

Not sure where to begin? Here are just a few to get you started in the right direction...

- * Find a few targeted blogs and spend just one hour a week contributing useful comments and don't forget to point people to your website for more information about you.
- * Write one high quality article each week for your industry. But instead of just submitting it to the article directories like everyone else does, try finding a high quality, highly trafficked website in your niche and offer them exclusive rights to publish it in their next newsletter or on their site.
- * Spend one hour a week perusing the many question-and-answer sites, like Yahoo Answers. Find questions that are related to your niche and answer them.
- * Personally contact 10 of your most respected competitors. Offer them the opportunity to add value to their product offerings by giving them exclusive rights to give away one of your high quality products on their download page.

Ask for nothing in return. Have them link to a special opt-in page where their customers can download the product after giving you their email address. Build your list and create great relationships in the process.

- * Write a great quality whitepaper for your industry, and let everyone who downloads it give it away for free.
- * Create a professional 30-second radio spot, and let Google Radio Ads work for you in traditional media.
- * Create a snazzy direct mail piece, buy 10,000 leads, and direct them to your site for a special offer. You'd be surprised how cheap and effective this can be.

Pick up the phone and call all your current customers individually. Take just one hour a day to connect to your customers. Your customers will become your evangelists in no time!

Don't wait for resale rights directories to stumble on to your giveaway report. Send your stuff to them as soon as you create it.

So, what is your traffic plan for this year?

About The Authors

Michel and Sylvie Fortin are the founders of SuccessChef.com, a comprehensive internet business training system that teaches entrepreneurs how to start, build, run and grow any type of online business from start to finish. Using easy-to-follow, "no nonsense" video training, they simplify the most complex business building methods and provide concise action steps that virtually guarantee your success. <http://www.SuccessChef.com>



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Client Impact

Chris Howard

Customer Gripes

Encourage complaints! Sound crazy? Not if you know anything about customer service. You should embrace client criticism.

Marketing research shows that only two out of 50 unhappy customers will take the time to complain to you. If they are complaining, there are likely others who are unhappy too.

When a customer takes the time to let you know what you need to improve upon, you owe them a thank you. Yes — I'm serious about this! Remember, if they feel this way, there are surely others who do also.

You should train your staff to involve your customer in determining the solution to a complaint. Tell them to find out what the customer expects and empower your employees to deal with situations.

Put yourself in your customer's shoes. There is nothing worse than finally getting someone to talk to only to explain the situation and then be told that you'll have to talk with someone else. This is a big reason why people don't take the time to complain — they just go somewhere else next time.

Allow your customer to find the comment area easily on your website — the fewer the clicks, the better.

You may want to think about offering them an actual contact name on the website. I just read

somewhere that Electrolux used to get people to call “Mr. Jolly” in response to marketing campaigns. This name was code for a sales lead. You could use a similar name for commenters to contact by email.

And, of course, you must promptly acknowledge their complaint. This seems rather obvious, but many companies ignore the obvious.

There are multiple software applications that offer online customer satisfaction surveys such as FreeOnlineSurveys.com and QuestionPro.com.

My favorite is AskDatabase.com. With this, you can set up an Ask Campaign that can be used for complaints, compliments, or business suggestions. It can be something as simple as one question, “Was your experience good enough with us that you would recommend us to a friend?”



If you are scared to know the answer to that question, you have way bigger issues than customer service!

Making it easy for someone to give you feedback is key. Oh, and don't forget to reward it. You could have a monthly or bi-monthly drawing for anyone who sends in feedback for a \$25 gift certificate for Amazon, iTunes or even a prepaid Visa card.

If you buy in bulk, Bank of America will put your logo on pre-paid Visas you purchase from them. A prepaid credit card with your logo on it won't soon be forgotten!

Follow up after you have received a complaint is mandatory for any business that values service excellence. If their issue is valid and you don't take the time to acknowledge a complaint, you've now pissed them off twice. Remember what I said last month about them blogging about you?

Some of your best opportunities to shine can come through by handling problems!

Here's a story to prove that.

Recently, I was at a seminar. I happened to be in the registration room working online.

It was pretty quiet, when all of the sudden, an irate attendee came to the window yelling that she felt overwhelmed with all of the information being thrown at her and that it wasn't what she expected.

The promoter handled the situation with pure genius. First, she calmed her down and explained that the seminar was actually given as a bonus to a totally separate package the client had purchased on Internet Marketing. (This very observant promoter knew this without looking her up on the computer – I was impressed as only a small fraction of the people at this large seminar were there on this bonus.)

This was the attendee's first event ever, and from the sound of it, I don't believe she had even looked at the material before she got there, so of course, she was overwhelmed.

The promoter asked her what it was that she expected. The attendee couldn't answer and started quietly sobbing saying she just wanted to understand what she was hearing and that she wanted someone to walk her through the course she had purchased.

Not only was this never promised; it wasn't even talked about when the seminar was given as a bonus. This was the customer's perception of what she thought was going to happen.



The promoter surprised me by telling the attendee that she was already at the event away from home so it was silly for her to leave, but she would be happy to give her a ticket to the next event so she would have had time to go through the material and understand what it was being talked about in the room.

This surprised me, as it is a very expensive event. The attendee all but jumped over the counter and hugged the promoter telling her how sorry she was for getting so upset and that she could see that the promoter did care about her.

Oh, and by the way, by the end of the event, the attendee not only became a raving fan, she also purchased a multi-thousand dollar product from the

promoter, so she became a 2nd time customer within hours of that confrontation.

This is a great example of how to shine in the face of a problem. This promoter knew that you can never underestimate the power of one voice to sway other's opinions and handled it like a pro!

Next month: Customer Perception is Your Reality

About The Author:

For tips on boosting your bottom line by improving customer service, visit <http://www.RapportMagazine.com>

Chris Howard has had a successful career in the Service industry for 26 years, working in both the offline and online worlds. She is the editor of RapportMagazine.com, an online magazine debuting in January 2009.



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Online Success Secrets

Jeanette Cates

Organize Your Online Business

People often talk about the importance of setting goals for your business. But they rarely go beyond that to the action steps required to make those goals a reality.

One of the most important action steps is to get organized. This is never more true than in an Online Business. What starts as a simple website with a few articles can quickly mushroom to 15 websites with 500 articles, 7

products, multiple audios - and you've lost control of all of it!

That's why organization is so important to an Online Business. It provides the systems that allow the business to grow, quickly and painlessly. Here are five ways you can start to organize your Online Business.

1. Keep a Web Owner's Manual. This physical notebook should have a page dedicated to each website with the passwords, registrar and other pertinent information. Plus you'll want a master list of all the URLs you own.

2. Inventory Your Assets. Not just your physical items like your computers and printers, but also your intellectual assets. It's time-consuming trying to remember which of your 50 domains you put "that video" on. It's much faster to just search your digital list of videos (or audios or ebooks).

3. Set Up A Dashboard. You have a choice of how you start your browser. Why go to MSN or Yahoo or AOL and immediately get distracted by the latest news? Instead, set up your own web page with links to all of the sites that you use regularly. Then set this page as your Home page.

It's much faster to click on the Home button, then on the name of the site than it is to type it in. And even faster than using favorites or bookmarks, if your list of favorites is as long as most peoples'!

4. Create a Productivity Folder. Even though my most frequently used documents are organized in various folders inside My Documents, I find it very helpful to have links to

them in a single folder on my desktop. That way I can open that folder and immediately click to open the documents I'm likely to use daily.

Why not put them into the same folder to start? Because it makes more sense to have them spread out. For example, my profitability analyses are with the web documents for each site. The daily activity report is with Business Planning Reports, etc. Having the productivity folder provides quick access to the things I am most likely to update frequently.

5. Track Your Success. Once you've determined your revenue generating activities, then you need to find a way to measure your revenue as well as those activities. I use a Success Factors report which is updated daily. It includes all the sources of revenue for the day, as well as the revenue producing activities. It's a one-page summary so you can see exactly where you are every day of the month. No surprises here!

With just a few tools and some consistent attention, you can get - and keep - your Online Business organized.

About The Author

Dr. Jeanette Cates is an Internet strategist who works with new and intermediate online business owners who are ready to create Online Success. She shares her 10 Steps to Online Success in her free report at <http://InternetMarketingQuickStart.com>



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The Audio/Video Web

Mike Stewart

Microphones Used for Internet Audio & Product Creation

Recording yourself is as easy as just using some type of microphone connected to your computers sound card microphone jack or USB port and using recording software that captures your voice allowing you save and edit the sound. Pretty simple, you hit record on the software, start talking, hit stop and “save as” most times an mp3 or wav file. Then you can edit, mix and match clips, add music and you have an audio presentation that can be

delivered as an on demand stream from a webpage (with the proper software or streaming service), download to the listener’s computer, or duplicated on physical products such as audio cds, data cds, thumb drives, and dedicated mp3 players. The way you can make and distribute audio content has never been easier or simpler, and there are a multitude of ways to get that audio in the hands of listeners for promotion or profit. You are the producer and you own an incredible audio studio just by owning a powerful PC or MAC of today. The reason why I got out of the studio business! It is too easy to do on a computer at home these days.

So what makes professional audio versus consumer audio? The microphone you use. That is the first step of getting what the industry calls pro audio. I know many of my colleagues have made great profits from recording with cheap office supply computer microphones or the telephone. But that is not professional broadcast quality audio. You get what you pay for. But it is so affordable and easy these days to get broadcast quality audio with your computer than ever before. You just need to know the types of microphones that are used by radio, TV and recording studios. A great microphone, a quiet room and simple software and you can get broadcast quality results.

Most voice recording in studios is done with a large diaphragm condenser studio microphone. Anything else is not considered best for recording speech, which is what most internet marketers are interested in anyway. When you get close to what is called the “sweet spot of the microphone”, about 1 inch from the side of the live sound pickup side of the diaphragm, you get the best results. To get better results,

because of words that start with “P” or “B”, a pop filter catches that burst of air which causes a thud of distortion and can ruin your take.

I suggest the Audio Technica 3035 or Audio Technica USB 2020. Both are medium priced studio condensers that get broadcast quality results. There are 1000's of other great microphones, but these are the ones I own and I use in my business. So I just don't care about the other choices.

Analog microphones like the AT 3035 have to have a USB audio interface and are powered 48 volts of electricity. That is why you need an audio interface that connects the microphone to the computer. You need this configuration when you are connecting many different non-digital devices to record. I have been recommending the Edirol UA25 for many years. Once again there are many of great interfaces, and they are all good or great. This is what I use to connect my analog microphone to my computer and get broadcast quality sound.

The other option which is considerably cheaper, but limits you just to the one microphone is a USB studio mic, like the AT-2020. Just plug it in your USB port of your computer, it installs itself. Then you can record your voice with audio software in a matter of minutes. This option is a great way to get broadcast quality audio recordings or your spoken word information.

Don't get lost or hung up on the hundreds of options of software and microphones. Just take action to get the equipment and easiest software available for your computer and just get started. The benefits outweigh the learning curve. But remember, you get what you pay for. You could make an audio product with a cheap computer microphone from an office superstore and free software from the internet. But if you want pro-broadcast quality audio, use the tools the pros use and you can get the same results giving your recording quality a higher perceived value.

In this column, I plan to cover the tools, software and case studies of how our new medium of internet broadcast works. I plan to answer your questions about pro-audio and pro-video solutions for the web. Just submit your questions to www.AskMikeStewart.com and I promise to get those answers in future articles.

About The Author

Visit Mike's websites below for more info.

<http://www.InternetAudioGuy.com>

<http://www.InternetVideoGuy.com>

<http://FromTheDeskOfMikeStewart.com>



The Net Reporter

Jim Edwards

Six Steps To A Household Name And Internet Fame

Why would someone want to step into the spotlight of “fame”, a word which carries both good and bad meanings? Remember the old saying, careful what you wish for, because you just might get it! In this case though, turning into a “Household Name on the Internet”, will do several things for that business, which you so badly want to improve.

When people know your name in a good sense, it brings out a feeling of trust. The

greater the amount of trust the easier you can make sales to them. But if no one ever heard of you, selling to someone on line, just got a whole lot harder. The old saying about never meeting someone you didn't like, doesn't mean you'll also buy something from them.

I want to share six tips or steps with you that can help you turn into a “Household Name”, to make more sales and also strive for the title of, “rich and famous online mogul”.

First, you must decide just how you want people to perceive you, or how they think of you at first glance and impression. Several famous Internet gurus gained their reputation

through several different personas. The Instant Sales Letter Guy, The Amazing Formula for copywriting, The World's Greatest Copywriting Coach and Mr. Fire, all describe several people who enjoy instant recognition by thousands on the Internet.

This reputation and “handle”, also guarantee instant success when they release any new products. I want people to know me as “the e book person” and “Mr. Webinar”, when they think of Jim Edwards. So you want to pick an area where you feel comfortable and a passion which you can follow, while developing your skills at product creation and marketing. That way you can build a “persona” around which, you turn into a household name for a specific niche audience.

Second, when you decide on a persona then you go after your target audience with pin point precision. You want to identify them, what they want, what they need and most important, what they expect from you! Don't disappoint them

by falling down on the job with product delivery, after they show up as loyal customers.

Third, you want to give something to your audience in the form of value added information, which doesn't ask them to spend their money first. You give first and then they will willingly spend later, when you finally offer something to buy. This approach will finally determine if you succeed on the Internet or not. You want people to know you first, as a generous person, who puts the well being of customers before any personal profit motives.

Fourth, you always want to “under promise” at the start of any sales activities and then “over deliver” in the end. Always give that extra obvious added value in your products. You only produce high quality stuff or endorse only the best products and always deliver more than you promised. Several times my dad told me about a comment made to him, about my performance. They said that Jim always, way over delivers, on what he says and what he does, in the way of products and services.

Now that kind of criticism, I can live with and try to get more of the same. You should also aim for that type of critique.

Step number five in the Household Name Game, involves one of relationships. You want to keep working to expand your sphere of influence, not in just what you know, but in also, WHO, you know. Do favors, ask questions and just help other people without expecting something in return.

You don't know which person will turn into the superstar of tomorrow and want to help you, because of your unselfish attitude in helping them on their way up. Saying a plain old, "thank you", will go a long way. Asking how you can help them in return for something they did for you, also builds a lasting relationship and improves your "star rating" on the Internet world.

Finally, to build and keep that Household Name on the Web, you must stay on peoples' radar screen. You must keep bringing out products and published material, books and

articles, or you will eventually fade from sight. People view professional athletes, based on their last couple of games or championship, and the same holds true for Internet stars.

One last point to remember! Don't worry about becoming a Household Name in houses where people won't buy, regardless of your fame. You want to turn into that person, in the mind of a specific audience, who can buy, can pay and will put money in your pocket. It doesn't mean becoming world famous, just very well known and respected in your target audience, who will make you rich and famous in their households.

About The Author

Jim Edwards is a syndicated newspaper columnist and the author of an incredible FREE webinar that teaches you exactly how to use simple, UGLY little mini-websites you build in an afternoon to explode your online profits.

FREE 90-Minute Webinar Replay (\$97 Value)
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Marketing Strategy

Armand Morin

Using eBay To Buy A Website Business

Buying a website business can be as easy as logging onto the Internet, going to eBay and searching for a business to buy. eBay is usually the first and the easiest place for people to find a website or a website business for sale, but it also can be the most complex.

When most people think of eBay, they think of the place where you can go to buy someone else's junk. You know what they say — one man's junk is another man's treasure.

Personally, that concept is something that's too complicated for me. When I'm home, I don't want to go out of the house much less go to a garage sale or a yard sale, buy something, put it up online and sell it or have to deal with some kind of wholesaler and then put it online and try to sell it. Then if it does sell, I would have to worry about shipping the item to the winner and hope that the item arrives to it's new owner safe and sound. That, to me, is a complicated business.

For the people that do it, God bless you because you have a method and system that works for you, and that's fantastic. When I first

looked at eBay, that wasn't something I was interested in at all. In fact, I ignored eBay for years.

Then I found a way on eBay where I could generate additional income from what I'm already doing, and I saw huge opportunity.

It's kind of hidden in eBay, so let me give you the exact method to finding this area. Go to Business.eBay.com — no www is necessary. When you get to that particular page, you're going to scroll down and see three columns underneath the heading "Categories within Business & Industrial."

Look in the third column, down near the end under the "Other Industries" subheading. You'll find a link titled "Websites and Business for Sale." Click on that link.

This will take you to a page where it lists all the different websites and businesses for sale. On this page, you will see the total number of websites and businesses for sale. It's going to

be a large number — typically several thousand.

At the time of writing this article, there were 6,129 different items listed for sale. If you go there now, that number will have changed, because every day there are businesses sold, and everyday there are more businesses listed.

Okay — now that you know where to look, you have to know what to look for.

In my perfect world scenario, I'm looking for a business and product that I can purchase for very little money that's digitally delivered. I'm looking for a digital product because I don't want to take any time to tinker with it. I want it to be as automated as possible.

The second thing I'm looking for in these website descriptions is for a website that's not advertising based, meaning, my way to make money is not based upon driving traffic or advertising on this site. The hardest thing for

most people to do on the Internet is generate traffic. If your website revenue is based only on generating traffic to that website, then you've put yourself in a very tough predicament.

A word of caution; just like anything that you buy from eBay, or any other online auction, make sure that you do your homework. Go to the site you are interested in and look it over really well. Contact the seller to get answers to any questions that you may have.

Making the right choices in the types of businesses to buy and using sound judgment when choosing who to buy from can help ensure that you enjoy much success when buying a business from eBay or any online auction site.

About The Author

Armand Morin is known all over the world as an Internet Marketing Strategist, Expert and Seminar Promoter.

You can view his latest project where you he'll train you every month through online videos at <http://MarketingTutorials.com> you'll also receive a **FREE** 28 minute tutorial just for finding out more information.

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