

Issue 1 Vol. 1

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Internet Marketing Newsletter

Exclusive Premiere Edition



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A Letter From The Editor

Armand Morin

I'm proud to welcome you to the premiere issue of **Internet Marketing Newsletter** (IMN). This newsletter has been a passion of mine for some time. I've always wanted to deliver a high quality, no-fluff newsletter which gives readers the real meat.

You'll notice that I've invited the **best marketers** in the industry to contribute their thoughts and knowledge on a monthly basis to you. Each column has been personally chosen by me as an important and integral part of your education as an online business owner.

My team and I have thought long and hard about just how to present this information to you and the layout which you see in front of you right now is key. There's no scrolling just easy to read information with simple navigation for you to learn with ease.

I know you're going to love all of the great information we'll provide each month.

Best of Success,

Armand Morin



Words Into Profits

Ray Edwards

5 Deadly Copywriting Mistakes That Kill Sales

Chances are that you are making many, if not all, of these 5 copywriting mistakes. I call them “deadly” because they’re killing your sales and your profits.

Let me make you a bold promise: examine your own sales copy and eliminate these copywriting mistakes, and you will see an instant improvement in your sales.

Let’s get started:

Deadly Mistake #1: Being Focused On You, Instead Of On Your Market

This is the easiest mistake to make, and the most common. Most ad copy is focused on the advertiser, not on the consumer. Big mistake.

When you read copy that says things like, “We’re the best in the industry... we’ve been in business since 1979... we have the well-trained associates... our facility has won many industry awards...” what is your reaction?

Most likely, your reaction is, “So what? What does that mean to me and my life?”

If you're using copy that says "we", "us", and "our" a lot find a way to change that copy so that it says "you", and "yours". Speak about the things that matter to your customer.

Here's a hint: those things are probably not what you think they are. Why not ask your customers? They know the answer, and they'll be glad to share it with you if you're wise enough to listen.

Deadly Mistake #2: Using a Weak, Wimpy, or Just Plain Bad Headline

In the beginning, you only have one chance to grab the reader's attention. That chance is the headline. Make sure your headline is strong, aggressive (without being pushy), and compelling.

Think of your headline as the sales pitch to get the prospect to read the whole ad it has to be compelling enough that the reader thinks, "Hey, if this is true, I need to know about it..."

You get one shot. You can't afford to blow it.

A poor headline for an automotive shop: "Our Experienced Staff Can Tend to Your Every Automotive Need, And Are ASE Certified with the Guaranteed Lowest Prices."

A much better headline for the same client: "Are Hidden Mechanical Problems with Your Car Threatening the Health and Safety of Your Family? Our 9-Point Safety Inspection Could Save Their Lives And Give You Peace of Mind..."

Deadly Mistake #3: Not Using Enough Bullets

Bullets break up your copy into short, readable bursts. Especially on the web, people tend to scan copy before they read it; breaking your benefits into bullets increases the chances your copy will "catch the eye" and thus get read.

To recap the benefits of bullets:

They break up copy (just like this) into short pieces.

- Makes the copy easier to scan.
- Makes it easier to pick out keywords and phrases.
- Gets more of your copy read.
- Makes you more sales.
- The more the better.

Deadly Mistake #4: Using big words and jargon.

Copy should read like conversation; it should flow naturally and be easy to process.

Using big words and jargon might sound impressive, but it won't get you sales. Which would you prefer?

Use strong, punchy words.

Write simply and clearly.

Read Strunk & White's *Elements of Style* and follow its advice.

Avoid jargon.

Deadly Mistake #5: Using Weak, Wimpy, or Just Plain Bad Sub-Heads

You should use subheads every 3-4 paragraphs in your copy.

Make subheads strong and compelling; think of them as headlines for each section of your copy.

If read in sequence, your subheads should sound like an abbreviated version of your sales pitch (which is what they are). Sub-heads done correctly are a way to "stop the eye", catch the readers interest, and get him to slow down enough to read that section.

What to Do Now

Here's your "takeaway" from this article: Grab your own current sales copy, this list of copy mistakes, your favorite beverage, and go through your copy line-by-line.

Ferret out these mistakes and eliminate them from your copy.

Do it now, and don't put it off.

You'll be glad you did.

And if writing is "not your thing" hire a professional. Having great copy is the single most important tool you have at your disposal to sell your products or services.

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>



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Commission Checks

Stu McLaren

Discover How One Conversation Can Dramatically Boost Your Sales Overnight

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.

The partnership between an affiliate and a product owner can be extremely profitable which is why so many Fortune 500 companies are now doing everything they can to get their affiliate programs up and running. The Gap, Staples, Best Buy, Target and even Wal-Mart all have affiliate programs.

So if it's so profitable, why haven't more small business owners incorporated an affiliate program into their marketing mix?

There are always a multitude of reasons but one of the most common mistakes is thinking that you need to have thousands of affiliates in order to make it worthwhile.

Let me be clear here...

One Single Affiliate Can Transform Your Business... Sometimes Overnight

It doesn't take thousands of affiliates.

In fact, it doesn't even take hundreds of affiliates.

One affiliate, sending a well crafted promotion to a targeted email list can instantly start filling your inbox with "You Made a Sale" notifications.

For example, in Armand Morin's recent promotion for the Internet Marketing Explained course (that generated over \$1 million dollars in collected sales), a whopping 78.35% of the sales came from affiliates. That means if he didn't have an affiliate program he would have missed out on almost \$800,000 of sales.

INSIDER INFO: Even though this campaign had just over 60 affiliates

participate, \$365,451 came from the top 10 affiliates. To add to that, the top affiliate generated over 6-figures in sales!

So to put that in perspective, one relationship was responsible for over \$100,000 in sales.

Remember, you don't need thousands of affiliates. Ten, five or even one affiliate can make a significant difference in your business.

Here are a couple more examples...

When product launch expert Jeff Walker released his Product Launch Formula 2.0, it was anticipated that he would have a very big launch (after all, he is the product launch expert!).

However, in a private email interview, he shared some impressive numbers.

First, this launch is arguably the second largest product launch in the internet marketing industry (for privacy reasons the specific numbers are kept confidential but it was in the multi-millions).

With that in mind, I asked what percentage of sales came from affiliates. The response was eye opening. He said that over 91% of all new Product Launch Formula 2.0 sales came from affiliates.

Yup... 91%!

Then I asked what percentage came from the top 20 affiliates.

His response: 64%.

So it's fair to say that **over a million dollars of sales were generated by 20 people.**

The next example comes not from a product launch per se, but from someone who uses their affiliate program to continuously generate sales on a monthly basis.

His name is Charlie Cook (www.Marketing4Success.net) and he sells marketing training and information products to small business owners.

When I asked Charlie about his affiliate program, he shared that 60-65% of his monthly sales come from affiliates.

Then I dug a little further. I asked him how many of his affiliates promote his materials on a regular basis (month after month).

His response: 3.

Although he has hundreds of affiliates, three affiliates are generating the lion share of his monthly revenue.

The first lesson is clear...

Start your own affiliate program ASAP. If you don't, you're leaving a lot of money on the table.

The second lesson is that you don't need thousands or even hundreds of affiliates to have a successful affiliate program.

Remember, Armand generated \$365,451 with 10 affiliates, Jeff's top 20 affiliates did over a million dollars in sales and a mere 3 affiliates

contribute to roughly 60-65% of Charlie Cook's monthly revenue.

So the next time you are looking to do give your business a major boost, remember that one conversation with a high powered affiliate in your market could immediately transform your business overnight.

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

Reading the Mind of Your Market

When developing a product or service, it must be assumed that you've done your homework. At this point, you should have determined what people are searching for, what thoughts they have when they are searching, and the many ways in which they think while searching. But if you think that's it, you're dead wrong. Lucky for you, this most important concept is overlooked by most marketers, but we're going to lay it out for you here.

As with any internet-based business or product, you need a strong, competitive edge. You literally need to be able to read the mind of your market. Believe it or not, that isn't so hard to do - you just need to understand how to do it. This concept is known as multi-dimensional keyword research. And it will, literally, enable you to predict how people will perform searches in the future.

Preliminary Legwork

Introducing the concept of multi-dimensional research assumes that you've done the preliminary legwork of research associated

with your product or service. This would include:

Standard Keyword Research

A general indication of how many times your generalized keyword (such as weight loss) was searched for.

Vertical Research

A more in-depth look at the types of "end-use" terms used in conjunction with your generalized keyword (such as weight loss pills, weight loss diets, weight loss surgery, etc.).

Horizontal Research

Horizontal research will expand your generalized term into the variety of alternate terms associated with your general keyword (such as Atkins Diet, low carb diet, losing weight, weight loss pills, etc.).

After performing the above research, you should have an amazing list of search terms. But, in reality, what are these terms

telling you? It's no secret that, when done correctly, the above types of keyword research will produce thousands upon thousands of results. Unfortunately, many marketers stop at this point, and attempt to determine their target market based off of this information. When they do this, they are wasting valuable time and energy targeting consumers who WILL NEVER BUY THEIR PRODUCT.

The Secret to Hitting the Bulls Eye

Here's where we get into the meat of it. Any successful, savvy marketer will tell you that while the three methods of research described above are essential, they are merely scratching the surface. Hidden within are the hungry consumers; previously ignored and uncaptured, these consumers are ready, willing and able to purchase your product or service. The secret is how to find out specifically who they are, and how to reach them.

Believe it or not, it can be summed up in one simple sentence...

You need to think like your market.

We know you're thinking that isn't anything new. However, there is an enormous difference in thinking as your target market actually thinks and thinking like you expect your target market to think. You need to be in the shoes of your consumer, and begin to think as they do. And in this process, you should make lots and lots of lists.

For example, referring back to the weight loss analogy, we could look at the variety of popular diets available (Atkins Diet, Green Tea Diet, South Beach Diet, etc.). We could include the many types of diet pills available (Ally, 72 Hour Slimming Pill, HydroxyCut, etc.).

You could build upon this further, with fitness equipment, exercise regimens...the list goes on. When you come at your topic from a wide variety of angles, you will immediately see the endless possibilities. But you may be asking yourself "WHERE do I find all of this information?"

Finding Hidden Resources

As we are all aware, the Internet is an invaluable resource. But to truly locate a plethora of useful information, you need to think outside of the box a bit.

Wikipedia, as an example, has a wonderful compilation of lists. If you were to go to Wikipedia and type in "list of diets", you will notice a nice, long list of popular diet programs. Simply copy, paste and clean up the text, and your multi-dimensional list has begun.

You can continue to build your list by doing a Google search with the terms "list of (your topic)", and continue building your multi-dimensional research. You want to keep in mind that you need to stick to your main search term, without any "extra" keywords.

Once you have a nice, long list compiled, make sure to remove any apostrophes, extra characters and the like, and that's it - you have a targeted list from which to delve into your

multi-dimensional research. But you aren't done yet...

You will now take these lists, and narrow them even further. By using one of the many, low-cost keyword research tools available on the Internet (just remember, however, they are NOT all created equal!), you will import your new list, and research the terms.

A good keyword research tool will provide you with valuable information, such as how many searches per day are conducted per term, enabling you to determine their relevance and popularity.

With your new list, you'll take this one step further. You'll begin combining your terms (again using the example of 'diet plans'), to create even more relevant terms, such as "diet program", "fat burning", "South Beach diet program", etc. This can, however, be a long and laborious task to do manually.

Again, there are many inexpensive tools available on the Internet which can save you

lots of valuable time, and perform this task for you much quicker and efficiently. Once this list is complete, you will need to return to your keyword research tool, and import your new terms.

Predicting the Future

The end result, regardless of the method used, should be a core list of the top 500 relevant, highly searched terms relating to your market. This list should be extremely focused towards your target market, informing you of the top terms that are relevant in the minds of your consumers.

Armed with this multi-dimensional research, you have a powerful method of effectively and profitably reaching your target market, and converting consumers to customers.

To learn more about this powerful and profitable method of targeting customers, please visit <http://www.MarketingESP.com> for more info.

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>



Client Impact

Chris Howard

Marketing Starts with Great Customer Service

It doesn't matter how great of an Internet Marketer you are. Without customer care, you have a business that will not survive.

I don't care what your product or service is, your main business function is service excellence — period! It's a strategy that all successful business owners understand and pay careful attention to.

A great company, one that customers always talk about, is characterized by superior customer service. Many businesses offer excellent products and services, but the company that is willing to provide above average client care will be miles ahead of its competition.

Customer Service has to be the backbone of your marketing plan. Why? It's a basic business truth — No Customers, No Business. No Business, No Money!

Customer service is your least expensive, yet most effective piece of the puzzle in your marketing mix.

Customers want to be treated as people. If you truly understand this, then you are halfway to truly understanding the heart of online customer care.

A recent study commissioned by the White House Office of Consumer Affairs shows that 96% of dissatisfied customers do not complain and 90% will never come back. Another scary statistic of that report says that an unhappy customer tells at least nine to ten others.

If you tick someone off in the online world, you not only have to worry about them telling a few friends, you now have to worry about them blogging about it or posting comments on other people's blogs. This can be devastating to your online business.

Here's the thing, being better than your competition in the customer service arena isn't that hard. Unfortunately, service excellence seems to be perceived as an afterthought to sales and profit.

We have all been victims of customer service being pushed aside for a higher profit margin. When was the last time you were able to get a real person on the phone to discuss a bill without getting a headache?

I just experienced this with the phone company. Actually, I was trying to enlist more of their services — I was trying to give them more business. It took me 10 minutes to get to a real person, and it felt like a whole lot longer. Once I got someone, I questioned why it was so hard and was told they had had cutbacks and were short staffed so everyone was getting stuck in voicemail jail.

I actually felt sorry for the reps. You could tell they were dealing with many irate customers who were feeling the same way I was.

I felt like a number to this company. They were very indifferent to me, and certainly had no respect for my time. It is sad to say, but today this is not the exception, but the rule with many companies.

We are in an unpredictable economy. Many businesses are experiencing declining budgets, and with those smaller budgets, come less staff and diminished services. So what do many companies do — they cut out customer service.

To me, it just doesn't make sense. Think about this — most interactions with displeased customers are not the result of a poor product, but instead, a bad customer service experience. During these downtimes, hanging on to our loyal clients must be a priority, so customer support must be at the forefront of our budgets.

Providing excellent customer service for an online business means that you have to embrace the traditional principles of great customer service while adopting new practices to fit the online world.

Next month... Bring on the Gripes!

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.



Online Success Secrets

Jeanette Cates

Reverse The Flow For Profits

Information comes to you in multiple formats. You're listening to teleseminars, replays, watching webinars, reading email, ebooks and articles. There is rarely a moment when you are not consuming some type of information.

Information coming in is great when you are just starting. All of us have had the experience of getting excited about a new topic - then consuming everything we can get our hands on to learn more about it. It may have been your

new puppy, your new car or your new computer. Regardless of the topic, you recognize the symptoms - insatiable curiosity and appetite for information.

The problem with that behavior comes when you don't step out of the learning mode into the action mode. You see the symptoms in every area of interest - someone becomes a Learner - but never seems to take action. Particularly in money-making endeavors like real-estate investing, business opportunities and making money online, this is a self-defeating pattern seen in a lot of frustrated would-be entrepreneurs.

So what is the cause of this problem - which someone continues to learn but never earns? In fact, it seems that the longer they are in a topic, the less action they take.

Their information pipeline is full. And until they can clean it out and "reverse the flow" they are stuck.

Your information pipe is a certain size. When you first start learning a topic, new information is flowing in. But it doesn't fill the pipe, so you still have some information trickling out in the form of action.

But when your actions don't yield the results you want as soon as you like, you go looking for more information. The cycle repeats until your pipeline is so full of incoming information - that there is no space for outgoing information.

The best thing you can do is stop the input! Stop reading emails, stop buying products, stop reading sales letters, stop listening to new ideas - just until you reverse the flow. You

cannot move forward until you have stopped the influx of new information.

Once you have stopped the flow inward, start the outward flow. Write an article. Write a blog post. Post to a forum. Answer a question. Get into the habit of sharing *your* information with others. The information doesn't have to be perfect - it just needs to be outgoing information.

When you begin to practice flowing information out, you will be amazed at the results. You'll get more traffic to your website, generate more leads, and find people who want to do business with you. You'll start to make money.

The key to this process is to step out of your comfort zone. You are comfortable learning and absorbing information because you've been conditioned for years to be a good student. You're in the learning zone.

But no one pays you to learn. No one pays you for being a walking encyclopedia of knowledge on a topic. It's only when you begin to share

your knowledge that you get the recognition you deserve - and the money along with it.

Clean out your Information Pipeline and watch the profits flow.

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>

A vertical banner for MarketingTutorials.com. At the top, the text 'MarketingTutorials.com' is written in white on a dark blue background. Below this, the question 'DO YOU HAVE MARKETING QUESTIONS?' is written in large, bold, white capital letters. In the center, there is an image of a laptop computer with a CD-ROM tray open, displaying a website on its screen. At the bottom of the banner, the text 'Get The Answers You Need' is written in white. A yellow button with the text 'CLICK HERE' in black is located at the very bottom of the banner.

MarketingTutorials.com

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The Audio/Video Web

Mike Stewart

Online Audio A Little History

My name is Mike Stewart and my passion is helping marketers use audio and video to improve their businesses online and make more money.

I have been online for over 10 years, but in professional audio and video production for over 30 years. I have been branding myself for years now as the Internet Audio & Video Guy pulling from those 30 years of advertising and

corporate communication production experience,

I made a commitment to learn how to bridge professional quality production skills with internet marketing to create improvements in the performance money making websites.

It was obvious to me in 1995; the internet was the new technology of broadcast. This was the night I got it. I saw Bill Gates on a David Letterman episode talking about the then, brand new internet.

LETTERMAN: I can remember a couple of months ago there was like a big break-through announcement that on the Internet or on some

computer deal they were going to broadcast a baseball game, you could listen to a baseball game on your computer, and I just thought to myself, does radio ring a bell? You know what I mean?

GATES: There is a difference.

LETTERMAN: There is a difference?

GATES: It's not a huge difference.

LETTERMAN: What is the difference?

GATES: You can listen to the baseball game whenever you want to.

LETTERMAN: Right. Oh, I see. So it is stored in one of your memory deals?

GATES: Exactly.

LETTERMAN: And then you can come back a year later and --

GATES: That's the ram thing you talked about earlier.

LETTERMAN: Yeah, yeah. Do tape recorders ring a bell?

You see, Dave was like everyone else in broadcast world as he did not get the big picture of how the internet was going to be the future of broadcast of audio, and obviously video to follow as it did a just few years later. He was making fun of Bill's vision. But when Bill said there is not a huge difference between radio and the internet, I heard him say in my mind, the internet is the new radio and TV. It was at that point, I wanted to learn how the internet could broadcast audio and video. I wanted to know what tools made broadcast quality content. I have lived to see the internet is radio and TV that anybody can learn to create and benefit their businesses, lives and pocketbooks. All the marketing strategies that worked in years of advertising on radio and TV do work online. With testing done over the last few years, myself and other marketers have

discovered powerful tactics that combined with direct response marketing, audio and video messages crafted correctly can get increased responses in cases up to 300% better than without audio or video.

In 1995, I had a 486 Acer computer and a 56K dial-up modem. But I after the Bill Gates interview, I noticed it was not a computer monitor, but a TV set. It had speakers for sound. Why were people not using the audio visual power of this device to communicate, teach and sell?

Because not many people at that time thought of that old computer and slow connection as broadcast. It was primitive and unusable for marketing they thought. In fact, most people put those annoying MIDI files on their web pages, the ones you could not shut off and did absolutely nothing to help the website get a response, except how to do I get away from this page!

My first discovery in my audio video quest was www.Real.com. They were the people who

invented our medium of broadcast, - streaming media. Rob Glaser worked at Microsoft and broke away in 1995 to form Real Networks. Real Media was the first way to broadcast real time and recorded audio over the internet, even at dialup connections speeds. It was in August 1995 when Rob broadcast the ballgame between the [Seattle Mariners](#) and the [New York Yankees](#) that Bill Gates and David Letterman were talking about on his show.

I quickly learned, if you could make recorded digital audio, anyone could have an internet radio station.

This was unbelievable! I knew to have a “real” radio station would have meant you needed millions of dollars of capital for equipment, an FCC license, music licensing and a huge staff requiring salaries, programming issues, and no way to make money instantly unless you could prove tens of thousands of listeners to sell advertising.

But with internet radio, you could have just a few listeners or unlimited, you could broadcast

when you felt like it, the content was time-shifted or on-demand, and the cost was owning a computer, a microphone, recording software, internet connection and webhosting account. Your call letters were your .com name! Who could be your advertiser if you got listeners? Duh... YOU, ME!

You see the same model that makes money in radio and TV works on a micro level online. The cost of entry is pennies today; the production tools have never been easier or cheaper. (I paid \$25,000 for my first Pro Tools Digital audio editing system in 1993, and Sony Audio Studio does more than it ever did for \$79)

The road I saw for people was to get over the fear and intimidation of creating the content. Get the tools, see how easy they are to use and create programming that builds an audience. Those who have taken action, including myself, have seen so many benefits that would have been impossible without streaming media.

I am the David Letterman to my niche. Dave needs 10 million viewers plus to make money or CBS would cancel his show. I am the network, I am the producer and I am the star and advertiser of my shows. I am in control of my broadcast success. It works when I take action. Oh, I forgot to mention, my broadcast area is the world and it is growing bigger every day.

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

Explode Your Sales With Other People's Traffic

Ask virtually any website owner to name their #1 problem and invariably it comes back to one word – “Traffic!” How do you get more traffic to your website without breaking the bank? Well, the most immediate source for website traffic is actually quite simple and it's called “OPT” - Other People's Traffic.

Other people have the targeted website visitors you need right now – you just need to persuade them to funnel some of it your way. Your mission is to find people who can refer

you their traffic either for a flat fee, as a trade for services, for a commission, or on a pay-per-click basis.

The quickest way to find people to refer traffic is to take inventory of who you know (and who they know) that runs a site getting the targeted traffic you need. Once you exhaust that list, go to the search engines and search using the keyword phrases that would bring the ideal prospects to your site. Make a list of the websites that rank well in those searches and approach them about a traffic deal.

Try to work all your agreements on a per-sale basis first so you won't have to pay any cash

up front. They get paid only after a sale is made and you have the money in your hand. If they don't want to work a deal on commission, then you should negotiate a pay-per-click deal. This means you only pay when a visitor comes to your site. However, make sure you closely track the visitors coming from the site so you can spot any funny business (click fraud) where the owner might try to inflate the actual click through numbers to increase their commissions.

You have 4 choices for funneling another site's traffic to yours: endorsed mailings, hover ads, text links, and banners.

Endorsed mailings are the best way to funnel traffic from another site. A well-written endorsement letter by a list owner or publisher with a good relationship with subscribers who can buy from you is worth its weight in gold. An effective endorsed mailing can result in traffic, sales, and money in your pocket within minutes of sending it.

“Hover Ads” represent the next fastest way to funnel traffic to your site. When used incorrectly, hover ads create an annoying distraction for web surfers. Make sure your hover ads are relevant to exactly what visitors want by providing focused content (and only showing up once per session).

The next way to funnel traffic from other sites is trading or buying “Text Links” – which simply means you get someone else to link to your site from their site either by paying them or linking back to them from your site. TIP: Make sure you negotiate a high profile spot for your link on the other person's site so you get maximum opportunity for people to click through to you.

Banner ads are making a surge in the marketplace as a viable traffic source. Don't expect nearly the same click-through rate on a banner as for a text ad. However, banners can result in traffic if you only buy them on a per-click basis or negotiate a very low cost per thousand impressions (\$5-10 to start).

When negotiating with other websites to steer some or all of their traffic your way, make sure you create win-win scenarios that make them want to work with you.

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) Reveals All The Secrets To Cashing-in FAST with your own online business.

Get your FREE copy of Jim Edwards' "Next Generation Mini-Site Strategies v2.0" Webinar TODAY

<http://www.MiniSiteCreator2.com/FREE>



The advertisement features a blue shield icon with a white diamond in the center at the top. Below the shield, the text reads "product padlock" in a blue, sans-serif font, followed by "DIGITAL SECURITY SYSTEM" in a smaller, white, all-caps font. The central part of the ad has a dark blue background with the words "STOP DIGITAL THIEVES" in large, bold, red, all-caps letters. Below this, the text "PROTECT ANY FILE INSTANTLY" is written in white, all-caps letters. At the bottom of the ad, there is a photograph of a person's hands typing on a laptop keyboard.



Marketing Strategy

Armand Morin

Defining Your Business Identity In 6 Steps

Businesses struggle with one major point which, in reality, is the KEY to their success whether it is online or offline it makes no difference, the problem is still the same.

The problem is this.

Who are you?

Now this sounds like a simple question, but is it? Do you know who you are as a business? Chances are probably not. Don't feel bad, I

was in the same position as you not too long ago. I knew I had a business because I made money. The question I had is exactly what do I do?

I'm not talking about day to day activities. But really what do I do as a business. This question caused me to do some soul searching and I had to ask myself some important questions. I asked myself 4 important questions which explained everything to me in about an hour. It was almost like a miracle cure.

Here Are The Six Questions You Need To Ask Yourself

1. What do you do?

This sure sounds like a simple question but do you really know the answer?

To answer this question you must ask yourself what is the primary focus of your company.

- Are you an information publisher?
- Are you a training company?
- Are you a software company?
- Are you an affiliate marketer?

What is the primary focus of your company?

The reason why this is such an important question is because once you find the answer to this question, this is where the majority of your time should be spent.

If you find yourself dividing your time among things which are NOT your primary function of your company then quite possibly you haven't answered this question yet.

2.) What Makes You Different?

Simple enough. No matter what you answered to the first question, there is no doubt you have competitors in your marketplace.

What makes you different from your competitors? Essentially what is your Unique Selling Proposition (USP)?

Knowing what you do is one thing, but what differentiates you from your competitors is another.

Once you have the answer to this, then you should be pushing this differentiation in all of your marketing. Let people know why you are different then give them the reason. Shout it out, don't hide it.

This is a primary reason why people should be doing business with you. Let them know it.

3.) Why Should I Care?

This is really an add-on to question #2, but it's extremely important for you to answer this.

Basically, now the customer knows you're different, now what's in it for them?

Why is this differentiation significant to make a prospect do business with me?

To answer this gives you a clear path to winning over more customers in record time.

4.) What Would Make Me Buy From You?

What are the reasons a customer should spend their money with you rather than one of your competitors?

With each answer we give, we're one step closer to defining our place in the market. What I'm doing here is making you think as a customer which is something most business owners rarely do.

In reality, this is where your thinking should be 95% of the time.

The answer to this question is not a one shot answer. It's a list. List every reason why a

customer should buy from you. I hope you have a huge list, the bigger the better.

5.) What do you better than anyone else?

You have to know your strengths and your weaknesses. Too many people focus on their weaknesses, so much so that they totally ignore their strengths which is of most importance to helping them define themselves.

Everyone does something great, something that they are proud. What is it?

6.) Why Is This Important?

Ok, we're back to thinking like a customer again. Why?

So you pride yourself with this one great strength which you do better than anyone else, but why should your customers care about it.

Many people look at what they do best and in reality it's of no benefit or use to the customer.

In other words they're wasting time on something that really doesn't matter. They're

kidding themselves into thinking this one thing is of any kind of importance.

In business we are not here to make ourselves feel good. We are here to turn a profit. You can leave your ego at the door.

Answer these 6 questions and you'll definitely be headed in the right direction to define to yourself and to your customers who you are.

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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