

ClickBank Affiliate Cash



**Generate Easy Cash Windfalls
As A ClickBank Affiliate
Starting TODAY!**

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A New World Of Affiliate Marketing

I want to personally welcome you to this incredible course.

I want to first start off by congratulating you for taking action because if you hadn't done so, you wouldn't possess the information that you now have. This information will literally change your life if you'll just put it to use.

You also need to be aware that there are tons of other courses out there that promise to teach you how to make money on the Internet or how to use affiliate products to make money and most of them fall short of that promise.

This isn't a cheap shot at any one course in particular but it is a shot at some of the shoddy work that's been put out there which is substantial.

The entire purpose of this course is actually quite simple. It's even more simple than the most basic affiliate marketing guide that you may have seen online but its power is far greater.

How is this so?

We aren't focusing on the thousands upon thousands of affiliate programs out there like the other basic affiliate

marketing courses do. They try to get you involved with so many programs that you can never make your mind up, move forward and actually start making money.

Not to mention the fact that almost all of the affiliate networks and affiliate programs are hard to sign up for, hard to get links for and hard to promote.

This is the why we are targeting ONLY Clickbank to source affiliate products. We will be using the vast marketplace at Clickbank for our product location because finding products is easy, getting links is easy and getting tools to promote your link is also easy.

So you can forget about all the confusing programs and just focus on one that we know works and works well. Even more important is the fact that Clickbank tracks your sales, credits your accounts for them and pays you direct. There's no fishy stuff like you've seen with other affiliate programs.

I'm not going to name names but I will say that there are actually affiliate programs that use "in house" software that is run on their own domain that will go in and delete sales where they think people won't notice.

This isn't speculation or a general statement but actual experience that I've had with a company in the "Internet Marketing" niche that you have definitely heard of. Be very

careful when working with companies or “so called companies” which are nothing more than a guy or two at their houses with a PO Box at The UPS Store.

We are only dealing with Clickbank in this course as I stated earlier so this won’t be a problem but I just wanted to let you know what the pitfalls of working with “unknown” entities are and explain briefly why we are doing this course the way that we are.

You will also notice that in this course we are only going over one or two very direct ways of generating traffic so that there is no confusion there as well.

We are going to be targeting Pay Per Click marketing as a way of getting traffic because it’s simply the most effective way of getting traffic to your affiliate link and doing it fast.

A combination of simple affiliate program selections along with a simple and straight forward way of getting traffic can result in dramatic effects when it comes to the bottom line of your business.

I know that you are going to find this course incredible powerful and will benefit greatly just from using the tips that are contained within the pages of the manual that you now have.

Now that we've covered those basics, let's move on to some other vital information that you need as a base for getting going using Clickbank and getting ready to promote your first affiliate product...

ClickBank really is two businesses in one. On the one hand they purchase and then resell through affiliate marketing eBooks, software and any other 'non-physical' downloadable goods you can imagine. On the other hand they are an affiliate broker or service in that they allow marketing of the eBooks and goods they handle (or technically resale) from their list of products by anyone who wants to sign up, paying a commission on any and all sales made as detailed further down in the summary of their payment agreement.

ClickBank is a different type of affiliate network in that they are not just a broker and they are not really a normal vendor – ClickBank fulfills the best of both worlds by supplying a list of available vendors and *electronic media* goods broken down into various categories as well as handling the engines, link creation and tracking necessary to allow you to market and sell those goods on your pages. In effect you can think of ClickBank as a broker who also handles much of the legalities, payment handling and tracking while providing you assistance and guidelines on how best to legally market and sell the service products that they have available. They also allow you to list and sale your own software, eBooks and other goods if approved and if they meet their strict guidelines and

policies, without a huge contractual obligation or a minimum qty of sales as many other online vendors require. ClickBank is quite simply the future of ecommerce for the everyman ...

Here you can earn sales commissions from 5% to 50% by linking customers to your choice of thousands of great ClickBank merchants. You get the chance to link to each merchant easily and commissions from all links can be view from one stats page. You can also earn commissions by referring other associates. Sign up for free and start earning commissions today.

ClickBank is an awesome resource for anyone who is hoping to become a master affiliate because the links alone can really help you out. If you visit the website www.clickbank.com you will get some of the most interesting links to visit and information about affiliate marketing as well. I would definitely recommend this website.

Your Role As An Affiliate Online

This section is going to focus on your role as an affiliate and where you fall in the “sales process” when it comes to doing business online. Read it and make sure that you understand it before moving forward.

The term “Affiliate Program” (also called an “Associate” program at times) refers to the numerous ways you can earn money either through marketing and advertising a merchant’s product or from actual sales of their products on *your* web site. Basically you are selling other company’s goods or services for them and in return they are cutting you in for a percentage or a flat rate of the sale.

Much less intrusive and annoying than the old bulk email craze of the late 90’s this method of reaching the public has the unique benefit of utilizing existing web pages and traffic to push the products and or services that the affiliate needs to present to the masses, and as such revenues that would in the past have gone into the pockets of large research and advertising firms are instead being shared with the hardy web site owner who is willing to put that splash screen or link on their page. If nothing else the lessons learned in the kickback against pop-up advertisements and bulk emailers show that there are limits to what people will stand for when it comes to invasive advertising – unless the product being advertised is

something that they really *want* to see! That is why targeting is so important, and why affiliate programs can be so successful.

As with any good idea however there are caveats and exceptions – most often greedy web site owners will place too many non-related or untargeted advertisements on their page in hopes of gaining great amounts of money, only to find that just like bulk emailers of the past they have killed the proverbial golden goose! The best affiliate program in the world can't make money for the web page designer who doesn't put a little thought into which products or services he presents and how he presents them.

You can in effect think of affiliate programs as the 'vending machines of the 2000's' because that is how they work – all the work and stocking is handled by the people who 'own' the machines, you only supply a little oversight and a place to store the equipment. In exchange for allowing the machines (or in this case the code) to be stored on your property you are given a cut of any profits that are generated, as stipulated by whatever contract you agree to. Since most affiliate sites work by posting links to the merchants site or 'backend' methods to identify where the link came from has to be incorporated into the link so that commissions will be tracked and given to the site from which the customer followed the link.

In any affiliate program there will be at least three parties: the customer, the affiliate site (you or your web site) and the merchant. In some cases an affiliate 'broker' may interface between you and the merchant, handling the code generation and redirects or providing the backend for the actual merchant and in some cases taking a lion's share of any funds paid by the merchant for the service. This particular marketing strategy was started in the late 90's by Amazon founder and CEO Jeff Bezos in an attempt to link book sales from web sites tailored to specific fan groups to available merchants on Amazon.com and was so successful that it now boasts more than half a million affiliate sites, many of which are not commercial sites in themselves but cater to a specific market or user group that see the affiliate service as a service of the web site itself and not a marketing tool.

The Massive Affiliate Army Located At Clickbank

You may have heard that Clickbank has a lot of affiliates and that is correct. As of this writing they have well over 100,000 active affiliates which is what makes them such an attractive provider of order processing and affiliate management.

Sure, their fees are higher than traditional merchant accounts but they give you 100,000 instant affiliates which other merchant accounts don't do. You are going to be one of those affiliates.

One of the great things ClickBank has to offer is a virtual ARMY of affiliates.

What this means to you is an instant database of thousands of affiliates that are ready, willing and waiting to promote your product for you.

They want to make you loads of sales all at their advertising and web traffic expense because they will make a share in the profit your product pulls in based on all the sales they refer!

This is a serious win/win because these affiliates know that you spent your time, and or hard earned dollars to create your product, and all they have to do is refer sales to share in the profits on your labor!

You win because you now have a method to make sales you otherwise would not have if it were not for your new instant army of affiliates ready to promote your new product for you starting today!

What a great concept ClickBank is for not only the product creator and seller but also for the massive number of people that make a great living just selling other peoples products as an affiliate!

Get ready ClickBank!! Here I Come!

Some Affiliate programs pay only a percentage of actual sales, while others pay a stipend for each followed link or 'click through' as it is often referred to. Almost all affiliate programs have a minimum amount of account balance that has to be generated before a payment or check will be cut to the web site owner however, and often the agreement you go into specified 'timeout' periods in which a lack of sales over a certain period of time will void any vested amount not yet paid as well, so it is important to know what exactly you are agreeing to before signing up with a particular affiliate or associate program.

When it comes time to get paid we are all ready to line up, but most of us prefer cold hard cash to checks or goods – if your employer wanted to start paying you in food stamps for instance odds are you wouldn't be too pleased with that, so the method as well as the monetary nature of payment is important to understand. Some affiliate programs only pay with online cash or with 'credits' towards goods or services, which may be okay for some people who can use those products but isn't appropriate for most of us. Today's rich market for affiliate programs and the nature of mankind has pretty much eliminated these sites however, and most sites today pay either in some form on ecommerce cash or direct check payments although often some minimum timeframe and minimum payout amounts are stipulated.

Exactly *what* is it you are getting paid for though? With most affiliates payment terms break down into either one of four methods they will pay based on, including:

➤ Sales

- Also referred to as 'per sale' or 'cost per sale' program the merchant pays a percentage of the sale price (or sets it aside) when the purchase is finalized or a fixed amount based on a sales range.

➤ Clicks

- With this payment method the number of visitors who follow a link from a specific affiliate site is tracked and a 'per click' fee paid for every visit to the page from a unique visitor, whether or not a sale is made.

➤ Leads

- The 'Lead' plan pays based on the number of visitors who are referred and who sign up or request information from the site. Similar to the 'per click' method this simply stipulates some interaction and agreement from the visitor to ensure some worthwhile information is obtained from the transaction.

➤ Volume

- This is effectively a flat 'advertising' program and is often not referred to as a true affiliate program, where a banner ad or link to a merchant site is paid for on a monthly or location basis to attract attention and visitors. Often called a "pay per impression" program or "pay per view" these are a harder sell due to the higher risks for the merchant, and tend to be offered only to very high-volume sites such as eBay or Amazon where being seen is worth the price of admission.

I mentioned earlier that the original concept behind these affiliate programs was to 'remove the middleman' and let individual web sites and owners become the mediators for the merchants to the masses directly – but as with any good thing there will always be people who find a way to take a cut of the pie by identifying ways to add value or make something convenient, and so enters the affiliate "broker" or "networks" – people or companies who will track the activity, oversee and arrange payments and even help edit and create the required links and HTML code for end users to set up a working affiliate program.

Since these brokers or affiliate networks are seeking to fill a niche each may offer unique or different features but most

will have help centers and reports as part of their offerings to incite users to sign up with them. They also tend to have large lists of affiliate programs and items for sale all available and often broken into searchable lists to help you identify which affiliate programs would work best for your web site.

Of course as with any convenience item you pay for these services – often as much as ten to twenty percent of any commissions that are offered from the merchant in fact, but for a user wanting to cash in to a high volume web site but unsure how to proceed this is a great way to gain the expertise and assistance necessary to do so without having to hire professional web designers out of pocket up front! Examples of affiliate brokers include sites Memolink and MyPoints.

The Evolution & Origin Of Affiliate Programs

As mentioned previously the first 'true' affiliate program was begun in the late 1990's by Amazon when they began to invite retailers and web site owners to link to Amazon primarily to market books, but since then a plethora of goods and services has blossomed into existence in the ecommerce world, and affiliate marketing has proven to be wonderful way to reach a target audience without going to great expense and time researching marketplaces and trends.

Other companies that successfully utilized affiliate links include AutoWeb, EPage, BrainPlay and even PC Flowers and Gifts – but these companies did not actually invent the affiliate concept: they simply implemented it into the ecommerce scene. Referrals such as a real estate broker recommending a specific mortgage lender have occurred for years and this practice existed because it works. This basic concept really was expanded to the World Wide Web on one of the first true commercial success stories of the web: porn sites. In those days using a 'per click' model to drive traffic to their site in the form of 'pop ups' became so popular and effective that the industry almost self-destructed as a proliferation of cross-linking and 'pop ups' caused virtual slowdowns and lockups on systems and led to the creation of whole new categories of anti-virus software designed specifically to stop or block the pop-ups ... but the concept worked and when something works people will stick with it!

The success of this type of advertising as proven by the adult entertainment industry caused many other companies dealing with ecommerce sales to begin utilizing online affiliate programs, which led to a new problem – how to track commissions, exchange rates and international payments. To help address some of these issues companies like LinkShare and Be Free starting online solutions of which a company called "Commission Junction" became the most prominent. The time period between 1997 and 1999 saw significant growth in this area, as well as in sites such as "Refer-it.com"

and other companies that listed available affiliate programs such as Gardyne's AssociatePrograms.com all of which earn money or charge commissions just for putting would be affiliate members in touch with the appropriate resources for their sites.

There are many affiliate programs out there, including some from Amazon.com and eBay but the one which outshines them all in ease of use, expandability and features is by far ***ClickBank*** which we will be going over in some degree of detail.

WHY CLICKBANK IS THE BEST PLACE FOR AFFILIATES TO GET GOING

You may wonder what the fuss about Clickbank is and why so many people like them as their affiliate network of choice. In this section we are going to go over that so that you have a firm understanding about why Clickbank is a great place to work from and why they can help you get going fast.

There are many reasons why I like the [ClickBank affiliate program](#) so much. The Clickbank Marketplace is an awesome program that helps you generate revenue that is included in their affiliate zone. This site is a friendly, resourceful one that generates traffic, commission sales and runs by itself.

Clickbank also features a professional design and comes fully developed as a search engine that is fed by the Clickbank's Marketplace of over 50,000 products and businesses. The Clickbank Marketplace offers an automated database update system and Clickbank cookie features giving you commissions on sales from visitor's for up to three months after a visitor has left your site!

The commission percentage structure is based on monthly revenues through sales from your Clickbank ID. You receive a commission rate determined by the partner site from 5-65%.

This is one place where you won't have to sit around and wait for your checks because ClickBank pays you through faster venues like PayPal.

ClickBank not only allows you to accept credit cards on your web site without the need for a merchant account, it also provides other ways in which you can generate income as well. I'll highlight five different ways you can start making money with ClickBank by the end of the day.

1. Locate Products On The Site Itself For You To Promote

You can easily sign up as an affiliate through their website at: <http://clickbank.com> and then you can take some time to look through the full range of products that are in their marketplace for products that you'd like to promote, it's like shopping. For example, you can start by looking in the appropriate category on products that you have a good handle on. You should find products that match up well with your existing business and that you'll be able to promote to your mailing list.

To promote a product, you simply create a hoplink, which is designed in the following format:

`http://hop.clickbank.net/hop.cgi?nickname/merchant`

All you have to do is replace the word 'nickname' above with your own ClickBank nickname, and 'merchant' with the nickname of the merchant. It's that simple. If you're not sure what the nickname of the merchant is, you can always go to their sales page and get it from their sales link which will probably look like this:

<http://www.clickbank.net/sell.cgi?Merchant/1/Productname>

Where 'Merchant' is the merchant's nickname. Or you can look for an automatic way to generate hoplinks by trying to find it at the page below:

<http://clickbanktoolkit.com/promoteaproduct.html>

2. Setup Shop With Your Own Product To Sell When You Are Ready

There's no better way of making money online than selling your own product, and with ClickBank you can start doing this very quickly and with little trouble.

You can sell up to 50 different downloadable products through ClickBank with a single account and to become a merchant costs less than \$50, rather than the hundreds of dollars it often takes to [set up your own merchant account](#).

The best part is that you will not be going it alone either. There are literally thousands of web masters that sell their products through ClickBank. Some of these people include, but are not limited to: people like Ben Prater, Joe Vitale, Jeremy Burns and Jim Edwards.

3. Build Your Own Huge Affiliate Network

When you sign up with ClickBank as a vendor, you can start recruiting affiliates to sell your product almost immediately. If the other affiliates are receiving commissions from selling your product that means YOU are making money as well. The best thing about this is that you can choose exactly what level of commission you want your affiliates to receive.

4. Make Referral Commissions From Sending People To Clickbank

You can earn a great deal of money just by promoting ClickBank itself. You can get complete details about this at: <http://clickbank.net/reseller.html> You won't make millions doing this referral, but it's useful as an additional income stream with commissions that can range between \$0.05 and \$10.00. When you are trying to make some money, every little bit helps.

5. Create Your Own Web Storefront

What makes ClickBank's so great a program is that ClickBank actually has its own MarketPlace that is fairly limited in terms of how functional it is, but various companies offer a 'storefront' for all (or some) of the products listed in ClickBank's MarketPlace, and each one of which will have your ClickBank affiliate nickname attached to it which will give you even more exposure.

The idea is that you can promote your own storefront, and get commissions from people who visit and go on to purchase products that are listed is one that is appealing to all web affiliate marketers.

The most powerful link up that I've seen so far is <http://www.CBGold.com>, but there's a couple others you can view for comparison at 1stPromotion.com and ClickbankAffiliates.com. I guarantee that it will be worth your time.

A note on tracking...

Clickbank Uses Cookies

Cookie Tracking is the most popular and annoying method to track customers "from click through to order", because it is simple to implement & use, it doesn't require any significant web design considerations, nor does it impact the performance of the web site or web server. This method works by simply writing a small text file, which is called a "cookie", to a user's browser when they click on an affiliate link. This cookie holds the referring affiliate's ID, which can be identified at the merchant's order page to credit affiliates for referred sales.

Cookies make tracking affiliate-referred-sales very convenient for the webmaster. The cookie can be read and used on any page or on any form, and can be used in conjunction with almost any ordering system. Not to mention, the cookie that records the affiliate's ID can "live" for as long as the merchant wants it to. This is how the affiliates get credit for customers who clicked on a link weeks, or months, before finally purchasing or making a repeat purchase.

Cookie Tracking is essentially invisible to the user, because cookies are written and read "behind the scenes". Unlike the other methods, the merchant's URL does not need to display the affiliate ID for the tracking to work. The only drawback with cookies is that a small number of web users intentionally "disable" cookies, and therefore, they cannot be tracked.

The number of Cookie Enabled browsers is growing, because a majority of web surfers' favorite sites require cookie use; plus, the option to disable cookies is not obvious in the two major browsers like internet explorer and Netscape. Those users who take the trouble to disable cookies are, oftentimes, the same users who will probably be wary of other tracking methods and have learned to intentionally bypass those as well.

GETTING AN ACCOUNT QUICKLY

You probably want to get going pretty fast and the good thing with Clickbank is that is the key focus of their entire operation.

You can expect to get everything whether it is signing up, promo tools or links extremely fast and in an extremely easy fashion.

The signup process is extremely easy to go through and very fast. Let's get started and get you signed up so that you can get into your own Clickbank account as soon as possible.

To get started simply drop by this URL...

http://www.clickbank.com/promote_products.html



ClickBank affiliates are Internet marketers who earn commissions by promoting ClickBank products. Once you sign up as an affiliate, your internet marketing skills can lead to additional income.

Here are just a few of the features and benefits over 100,000 affiliates just can't stop talking about:

- Simple, fast, and free account setup.
- Over 10,000 products to promote.
- Commissions as high as 75%.
- High-converting products drive high ROI on your marketing programs.
- Reliable and accurate tracking gives you credit for your successful marketing strategies.
- We manage the publisher relationships, so you always get paid what you are owed.
- Since our first day of business in 1998, we've never missed a payment.

ClickBank makes it easy to become a successful affiliate. Opening an account and gaining access to our marketplace will provide opportunities you can't afford to miss. Just follow these simple steps and start earning right away:

1. [Sign Up](#) as a ClickBank affiliate.
2. Search the ClickBank [marketplace](#) for products to promote.
3. Incorporate our simple "[hoplink](#)" into your marketing campaign.
4. Earn [commission](#) on every sale, plus extended commissions on [recurring billing](#) products. (New!)

[Sign Up Now!](#)

Continued from previous page...

The image on the previous page is the page that you will see when you load that URL. You will see several links, the first of which is a link to signup for an account.

To get started simply click on this link which will bring you to this page...

ClickBank Signup Form

Use your mouse, or *tab* and *shift tab* to move from blank to blank.

*** Required**

Where shall we send your checks?

Country:*	<input type="text" value="UNITED STATES"/>
Payee Name:*	<input type="text"/>
Street / PO Box:*	<input type="text"/>
Suite or Apt #:	<input type="text"/>
City:*	<input type="text"/>
State / Province:*	<input type="text" value="ALABAMA"/>
Zip / Post Code:*	<input type="text"/>

How can we contact you?

Your first name:*	<input type="text"/>
Your last name:*	<input type="text"/>
Your email address (example: joe@aol.com):*	<input type="text"/>
Your phone number (required!):*	<input type="text"/> ext. <input type="text"/>
Address of your web site (if any):	<input type="text"/>

Select a nickname for your new account

Account Nickname ≠ (5-10 letters & digits):*	<input type="text"/>
----------------------------------------------	----------------------

Now that you're at the signup page, it's pretty straight forward. Simply fill in all of your personal information so that your account can be created and personalized with all of your information.

Make sure that you use "Good" information in this signup process. What I mean by that is don't use a fake phone number, junk e-mail or fake address because this information if what will be used for paying you.

You will get sale notifications at this e-mail address. You will get your paychecks sent to this physical address. You will get a phone call if anything important with your account or check comes up.

Your address will never be abused and the only thing you are going to get once you get all setup is sale notifications and checks so those are good things that you'll always be willing to let into your e-mail box and your postal box 😊

The last part of this page is the "Agree to our terms and conditions" box. I firmly recommend that you take the next few minutes to read all of these pages.

The box on the signup page looks like this...

Agree to our terms and conditions

By clicking SUBMIT below you consent to the following terms:

- Accounts containing invalid contact information (email address, phone number, etc) may be deleted without notice.
- Accounts with no logins for 90 days may be deleted without notice.
- Accounts associated with network abuse (including unwelcome email, crossposting, mousetraps, or resawning windows) will be suspended without notice.
- Accounts associated with promotions that conflict with ClickBank's [Return and Cancellation Policy](#) will be suspended without notice.
- Payment is always subject to the terms of the [Accounting Policy](#) and the [Client Contract](#).

Submit

In addition to the few main terms that they list in the bullet points you will notice that there are three active links within

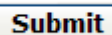
the box which are "Return and Cancellation Policy", "Accounting Policy" and "Client Contract".

I have to admit that I skip over most of the terms which I sign up for things because they are mainly pretty general terms but this is different.

These terms pages explain in detail everything you need to know about getting paid, how you will get paid and when you will get paid. You will also learn how Refunds and Cancellations affect you and the vendor and how they are handled within your account as well as the general rules of using Clickbank.

If there was one place on the web that I said "Take the time and read the terms" for, Clickbank would be it.

Once you've clicked through all of the terms pages and have your signup form filled out simply click on the submit button which looks like this...

A rectangular button with a blue border and the word "Submit" in bold black text.

That's it, check your e-mail and you are now an official affiliate in the Clickbank affiliate marketplace!

You can now go in to your account, make changes, check stats and paycheck information as well as locate products and find other information.

I recommend that you take at least 20 minutes, log in and click around a bit in your account. You can also click on the HELP page at Clickbank to check out some of the additional information available to you or for an answer if you have any questions.

In the next section we are going to be going over how to market the products that you find in the marketplace!

PAY PER CLICK MARKETING EXPLAINED

In this section we are going to be going over the different options that you have available to you in the PPC market and how you can use them to get instant traffic to your affiliate links for instant commissions!

It doesn't really take a whole lot of knowledge to realize that the internet is the new wave in marketing right now. It is even better than traditional methods for marketing because this method can give you returns almost immediately upon your investment if you know what you are doing and how to best capitalize off of it.

As you can probably imagine, the entire purpose of using affiliation as a part of your marketing technique is so that you can make some money. Below, you will learn how you can make money with affiliation without spending more than you can afford to spend. There are more ways to generate traffic to your website and this is just one of them. However, I thought that it deserved more attention on its own as its popularity gets higher. Look Below for more options.

Pay per click affiliate programs (not to be confused with pay per click advertising) is a bonus for affiliate marketers because it basically does exactly what it says. When your visitors click onto your web pages you will get paid just for

the visit. It doesn't apply to how much stuff the visitors purchase. Let's take a look at some of the most common questions about it to help you get an exact idea of what this really is.

Now back to pay per click advertising...

Pay per click advertising on search engines allows you choose keywords you would like your site to appear for when a search query is performed. You get to decide how much you are willing to pay each time a person clicks on the search results. The more you are willing to pay per click, the higher your site will appear in the results for the keywords you choose. Because of this, your site's appearance listing can rapidly fluctuate. However, this method is great for the marketer that is just starting out.

There is literally hundreds of pay per click search engines such as MSN, Yahoo, Google. Generally, the larger the pay per click search engine is, the more you will have to bid to get to the top for your keywords. This is why it is worth investigating different search engines to find what it would cost to bid on your keywords and how much traffic they draw in.

The largest companies in the pay per click industry are Google and Yahoo. Google is not a pay per click search engine, but it does provide pay per click advertising in text ad

boxes to the right of search results it delivers. It also delivers pay per click ads to other content sites as well. One advantage the lesser known search engines have is that these search engines can provide lower costs per click to rank for a keyword than the larger search engines.

In addition to the general pay per click search engines, you may also be able to find thematic search engines that serve your industry or specifically cater to your target audience.

One very important thing that you must do when you use pay per click advertising is that you must test, test, and test again before you settle on your bid amount. You shouldn't start off with a major investment before testing the service. Start with the minimum bid amount and see how the search engine performs in terms of the traffic it delivers and how well that traffic converts into paying customers.

A necessary aspect of your testing is having a method in place that allows you to track your return on the money that you have invested. For example, if your goal is to bring in new subscribers to your newsletter, you could direct visitors arriving from your pay per click link to a subscription form that is set up just for them. You can then monitor how many clicks actually result in a new subscription. As such, you will know how much you are paying for each new subscriber.

Before you begin spending any money with a pay per click search engine, be sure they can answer the following questions first:

- How many searches a month are performed at the search engine approximately?
- What major search partners or affiliates does the search engine already have?
- How many searches are generated each month by the search partners or affiliates?
- Is it possible to avoid having your listing appear in the results of the affiliate sites?
- What fraud prevention and security precautions are in place?
- What is the procedure for filing a "fraudulent clicks" report?
- Will an account be credited for fraudulent clicks discovered?
- Is it possible to refuse to have a listing appearing for searches originating from specific countries?
- Is there a term of service for search partners or affiliates that is easy to see? Look for search engines that have very strict guidelines for dealing with their search affiliates. This is important because you want to be sure the search engine is working hard to prevent fraud among all of its affiliates.

While search engine optimization can be an intensive and time consuming process that requires a complete site overhaul, pay per click advertising is fast, easy and a much more exact science than search engine optimization. Pay per click search engine advertising offers so many benefits that overshadow search engine optimization such as the following benefits:

- You only have to pay for visitors to your website whereas most banner and rich media ad campaigns that are purchased on a CPM (cost per thousand impressions) basis.
- Pay per click programs only charge you when someone actually visits your website.
- You get the chance to reach worldwide consumers during a time when a consumer is using a search engine like Google to look for information so that you don't have to interrupt them while online in order for you to get them to visit your site.
- You get the advantage of Precise Targeting that will help to get Target people who are looking for your products, services, and informational content regardless of age, sex, income, or other classifications.

- You can easily control your expenses when you use pay per click because you know exactly what you are getting for your money. If you receive visitors from the marketing campaign, you'll pay a price that you get to determine for each visitor.
- Rapid testing and feedback from pay per click advertising can be instant if you use one of the pay per click ROI tracking or campaign management tools. You'll know exactly how well your investment is performing in real time. It just doesn't get any easier than this.
- You get the advantage of having Rapid deployment that is complete with ROI tracking is very fast to set up and can be up and running in 15 minutes. There are no banners (and associated costs) to create and haggle over; simply write some text ads and get them up and running.
- The affordability that you get with pay per click is awesome whether your monthly budget is \$20.00 or \$200.00 you can use pay per click advertising to grow your business.
- Not only can you be up and running in 20 minutes, you can reach a global audience quickly and easily, particularly with Google AdWords.

When you setup an account with any pay per click search engine advertising program your ranking for each keyword is determined by the amount you are willing to pay per click (your bid). The higher you bid, the higher you will rank.

You do have the option with search engine's like Google to set a different bid price for each keyword. If you are a small business with a minimal budget to invest in pay per click advertising you'll probably want to take a guerrilla approach and bid low on keywords that your competitors have overlooked. If you've got a larger budget than that it can be best for you if you start with higher bids because then you can collect some conversion data and evaluate the direction your campaign should take a little bit faster.

Programs You Can Use

Google AdWords is by far the best choice right now for pay per click programming; in part because it is the most popular search engine in the world.

Continued on next page...



English (US)

Get new customers with Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

[Click to begin »](#)

Your ads appear beside related search results...

People click your ads...

...And connect to your business



Sign in to Google AdWords with your

Google Account

Email:

Password:

[Sign in](#)

[I cannot access my account](#)

When you take part in the AdWords program you have the option to syndicate your message on all international version of Google, its search partners like AOL, Ask Jeeves, and Earthlink and content sites like HowStuffWorks.com. Next thing you know, you can be up and running with a worldwide advertising test campaign.

When you use Google AdWords you are not buying placement within the actual search results because you can't, but you can purchase text ads in the little colored boxes that are located on the right hand side of the main search results. The ads that generate the most revenue for Google will quickly rise to the top.

Like the pure pay per click search engines like Yahoo you only pay Google when someone clicks on your listing no matter

how many times it is displayed. For now, go check out the tutorial on how to set up a Google AdWords Account.

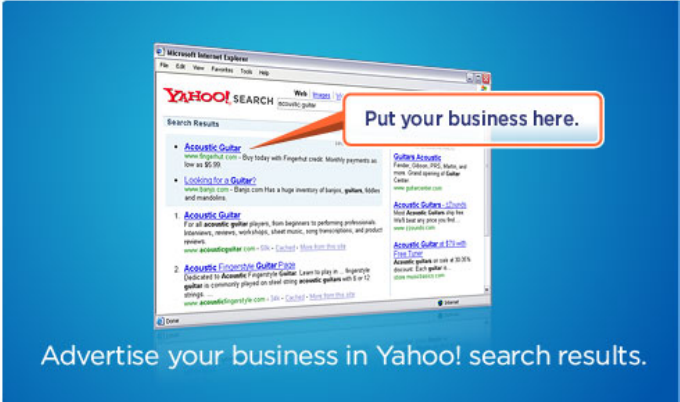
This tutorial can be found by clicking on the Begin button right on the Google Adwords page as displayed in the upper right hand corner of the image above!

Yahoo! Search Marketing...formerly GoTo.com and Overture.com

YAHOO! SEARCH MARKETING

[Help](#)

[Account Login](#)



The screenshot shows a Yahoo! Search results page for the query "Acoustic guitar". A red callout box with the text "Put your business here." points to the search results. The results include several listings for acoustic guitars, such as "Acoustic Guitar" from Fingerhut.com, "Acoustic for a Guitarist" from Kongs.com, and "Acoustic Fingerstyle Guitar" from AcousticFingerstyle.com. The advertisement is set against a blue background with white text.

Search engine marketing connects you with interested customers.

[LEARN MORE](#)

Ready to sign up? [Click here](#)

Talk to a sales representative.
1-866-747-7327
Mon-Fri, 6am-6pm PST

Sponsored Search is an effective way to advertise.

- It's search engine marketing that puts your ads in front of customers at the precise moment they're looking for what you offer.
- Pay only when your ads are clicked.
- Target customers locally or nationally.
- Control how much you spend with budgeting tools.

Want to know more?

- [View demo](#)
- [Pricing](#)
- [New features](#)

Yahoo Search Marketing started out as GoTo.com/Overture which was a pioneer in the pay per click search engine advertising arena and has always based search engine

rankings on the amount of money that the advertiser was willing to pay per click. The price per click on Yahoo Search Marketing starts at \$0.10 and the monthly minimum amount that you can spend is \$20.00.

When you advertise on Yahoo Search Marketing and set your bids high enough to rank in the top 3 spots your listings will usually be syndicated on YAHOO!, MSN, AltaVista, and FAST. Your rankings in Yahoo Search Marketing will change constantly because the market for keyword placements is extremely competitive and everyone is trying to hit at the right balance between traffic, and bid price.

thanks to a more extensive editorial review process than Google AdWords, it generally takes up to a week to get active with the standard account, or 3 days if you choose to sign up for the more expensive (\$199.00) Fast Track option.

LookSmart

The image shows the LookSmart website interface. At the top, the LookSmart logo is on the left, and navigation links for Advertiser, Publisher, About Us, Login, and Contact Us are on the right. Below the navigation bar is a blue banner with the text "Premium and Performance Advertising Solutions". Underneath the banner are two white boxes: "ADVERTISER" with the text "Acquire more traffic and customers with targeted, Pay-Per-Click (PPC) search and contextual advertising." and "PUBLISHER" with the text "Maximize revenue and yield on your website or network with breakthrough feed and ad management technology." To the right of these boxes is the "Advertiser Login" section, which includes a "New Advertiser?" link, a "User Name" input field, a "Password" input field, a "Forgot Password?" link, a "Log In" button, and a "Sign Up" button. At the bottom left, there is a search bar with the LookSmart logo and the text "Search". At the bottom center, there is a copyright notice: "© 2007 LookSmart, Ltd. | Advertiser | Publisher | About Us | Contact | FURL | FindArticles | Corporate Governance | Privacy Policy | Terms of Service".

Just like Yahoo Search Marketing and Google AdWords, business at LookSmart is moving pretty good too. LookSmart offers pay per click advertising at \$0.15 per click. With the LookSmart Small Business Listings, you can submit one URL to the LookSmart directory for a fee of what is usually around \$49.00 unless you get a promotional discount. If your content is approved, and most listings are, your site will be placed in the LookSmart directory. Within a day or two it will be syndicated across the LookSmart syndication network.

CNET is currently the largest and most important syndication partner of LookSmart and 90% or more of the traffic you will receive from the LookSmart network will come from CNET.

The main difference between pay per click advertising on LookSmart and other programs like Google AdWords is the flat \$0.15 rate per click and the fact that you cannot buy specific placements for specific keywords (Google Adwords use fluctuating rates). If you utilize the LookSmart pay per click program you will be subject to a \$15.00 monthly minimum spend. LookSmart creates special offers that lets small businesses to submit up to 5 pages from a website.

In addition to the major programs that are mentioned above there are shopping search engines like that will also offer pay per click programs for product listings, which is smaller pay per click engines. There are literally hundreds of other pay per click search engines out there.

iGetNet keywords is another program that chances are, you have never heard of. You've probably gotten email Spam from someone trying to sell IGN keywords or a phone call from a sales rep that is trying to sell you this product. While it's not a pay per click program, it is a source of confusion for many new to keyword marketing. I would suggest that you leave these people alone because you will likely get more than you bargained for here or not enough.

While LookSmart isn't a huge player in the PPC market, they do have some weight when it comes to getting traffic and can help you in that area of business.

The major downfall for LookSmart was when they lost the partnership with MSN because of the opening of MSN's own proprietary PPC technology which we will talk about next...

MSN formerly part of the LookSmart PPC Program

The screenshot shows the Microsoft Digital Advertising Solutions website. At the top, there's a navigation bar with links: Home, About Us, Advertise, Research Library, Creative Inspiration, and News & Events. The main header area features a large image of a smiling man with curly hair. To the right of the image, the text reads: "Enter the New Era Microsoft Digital Advertising Solutions. Connect with your target audience across multiple digital touchpoints." Below this, there are two links: "Search Advertising >>" and "Digital Ad Opportunities >>". On the far right, there's a list of popular services and their unique users: MSN Money (12,297,000), Windows Live Messenger (25,915,000), Autos (4,066,000), Hotmail (30,623,000), and Lifestyle (6,399,000). Below the main header, there's a "What's New" section with two items: "Start Your Search Campaign in Minutes" and "Microsoft at Advertising Week '07". To the right of this section, there's a "Find an Ad Spec" form with radio buttons for "Ad Placement" and "Creative Type", dropdown menus for "Property" and "Product Type", and a "Search" button.

Microsoft® Digital Advertising Solutions [Contact Sales](#) | [Client Center](#) | [Sign in](#)

[Home](#) [About Us](#) [Advertise](#) [Research Library](#) [Creative Inspiration](#) [News & Events](#)

Enter the New Era
Microsoft Digital Advertising Solutions
Connect with your target audience across multiple digital touchpoints.
[Search Advertising >>](#)
[Digital Ad Opportunities >>](#)

MSN Money
12,297,000 Unique Users
Windows Live Messenger
25,915,000 Unique Users
Autos
4,066,000 Unique Users
Hotmail
30,623,000 Unique Users
Lifestyle
6,399,000 Unique Users

What's New

Start Your Search Campaign in Minutes
We've been hard at work making it even easier for you to sign up for Microsoft search advertising. With our latest improvements, you can get your search campaign up and running in just a matter of minutes. Why not start today?

Microsoft at Advertising Week '07
As a Gold Tier corporate sponsor and technology sponsor of Advertising Week '07, Microsoft is at the forefront of this week's offerings with daily keynotes, forums, and exhibits.

Access Your Ad Reports
[Sign in and read your campaign performance report.](#)

Find an Ad Spec

☒ Ad Placement
☐ Creative Type

Property
All Properties

Product Type
All Product Types

[Search](#)

MSN was part of the LookSmart family of pay per click providers before going solo.

They took a hiatus from the Pay Per Click market publicly and went into Beta mode on some of their own PPC technology. During this period only hand selected beta testers were

allowed to use the new system to help work out the bugs and test it out.

This went on for months and there were also delays but eventually the ad center came out and many people have been singing its praise every sense.

With the release of their own proprietary SE and PPC technology MSN is really stepping into a field of their own within the PPC market and hoping to gain some of the market share.

While obviously not as big as Google, they do have the power of the Microsoft brand to give them so extra push and help get things going.

Overall, the impression and reviews of the new pay per click advertising platform that they have released have been good and well received. This new advertising system is also still open to the public so check them out and test their ability to bring targeted traffic to your site.

A PRIMER ON OTHER PROMOTION METHODS

As I said earlier, we are only going to be focusing on PPC as the main way of generating traffic in this manual but I have had some requests for additional information on traffic generation including some free options so I went ahead and created a basic section that you can begin your traffic generation journey on.

Go through this section and find one or two you'd like to test and give them a whirl. This section was made so that you can taste the waters before going to ddeep into each strategy. If you find one of these options is working for you and you want to take it to the next level you can find a more advanced course. Think about looking through the Clickbank Marketplace for an eBook or course 😊

When it comes to your efforts for generating traffic to your website, you can never do too much to get it. There is more than one way to skin a cat, and there is more than one way to get website traffic. This section is going to show you what they are. So why wait; let's get right to it because this section is a perhaps the most important one.

It likely makes more sense to begin at the top. For starters, you can start to generate traffic with Sub-domains. Sub-domains are websites that are located within a directory of your main site and have their own domain name. This method

is a chosen method of webmasters because it is simple to do. Because sub-domains use the same resources as the main website, they are normally much cheaper than getting another hosting account, however it does require more bandwidth use. Their low cost and flexibility make sub-domains a great way to direct traffic to your site without overstretching your budget.

When you use Sub-domains as Portal Sites, you should know that one of the best uses of sub-domains is portal websites. Portal websites are sites that link to your main website and have a similar theme, for example, if your website is about selling cars, your portal website would be about car parts. Basically, they provide another portal, or doorway, for visitors and search engines to get to your main website. So if someone input a query about car parts, the search engines would send them to your website that is about cars. Do you see what I mean?

Since creating content for a website takes time, often webmasters simply modify the existing text of the main site and reuse it on the portal site. It is important that the content is not exactly the same and that the portals do not just redirect the visitor's to the main site. Otherwise, search engines may not index them.

Portal websites can be submitted to the search engines just like your main site. What this means is that the more portals

you have, the more visitors you will get. If your website is doing alright in the search engines, then imagine having five more websites out there for the spiders to find. Five more listings mean that Web surfers have five times as many ways to find your network of websites. You still with me? Portal websites are just like sub-domains but they do not have their own URLs, so it is actually cheaper than subdomains.

Search engines and links go hand in hand. More and more search engine spiders or robots are taking into consideration the number and ranking of sites that are linked to you. By linking your sub-domains to your main site and to each other, the ranking of all of your sites is going to be greatly improved.

Banner Exchange Programs are an extremely popular way to get traffic to your website. Banner exchange programs allow members to share advertising space on each other's websites. Banner exchanges also help you to bring in new clients and customers that you may not have already had. It is like I said in the first few sections; they are a great way to generate traffic to your website, but you may not want to clutter your main site with ads due to loading issues so you have to be careful. Remember the earlier sections that explained the graphical issues that can slow down loading times of your website and force visitors to shut your site down. Portal websites provide a good place to test different programs and direct the resulting traffic to your main site.

You must also try to find Alternative Markets if you want to get your website out there. Search engine spiders will pick up on content variations among your websites. Subtle differences could place a site in a category that you had not thought of and open up an entirely new base of visitors and/or customers. This is again along the lines of finding and writing keyword rich articles etc. that will draw in and attract people to your wares that may not have been looking. For example, when your site is about car parts and you place reviews about cars and articles about cars on your website, it varies your site information enough to draw in potential car buying customers as well. If you are affiliated to a car merchant, this could really boost both of your business. It falls into the category of becoming affiliated with "like" sites.

Product and Service Specialization is going to be a great asset to your website's traffic. Your main website may have dozens of different products and services. This is great for your business, but when your website is only general, it can hurt your ranking in the search engines. That is why you must focus on one specialization with your website. Specializing allows you to set yourself up as an authority on the product or service that you are selling. Using sub-domains to create sites that specialize in one product or service increases your keyword density and improves your ranking. Plus, many consumers would prefer to work with a specialized business than a one-stop shop because when you are selling

everything, it tells them that you are an authority on nothing! Believe me, this is not going to help you in the long run.

Using Text Links For Advertising

One of the most successful forms of advertising today is text link ads. They are a bit friendlier for your bandwidth and they don't take up a lot of space. They can be easily implemented into most page layouts with little effort. Good text link ads offer some information as to why your web site visitor should investigate the offer that is being advertised rather than just saying buy me.

A company that wishes to make an advertisement should also supply you with very short text links which only state the product or company name. The reason for this is so that you can implement the links directly into the content of related keyword articles and reviews.

This form of web site advertising is a bit time-consuming since it is so hands on, so you really have to choose your products carefully. The information that you supply to your web site visitors will help them make their choices so you have to be honest in your sales copy. If you are successful in this promotion strategy, over time your reviews won't be seen as hype and bluster, but as a reliable source of information that visitors depend on.

One-Way Linking Sources

There are quite a few ways that you can use to get links from other sites back to yours. The most important principle to keep in mind is that you will get the most links when you offer something significant to link to. Think of what you can provide that people will want to link to if you want things to run smoothly:

- Natural links given from topic-related websites that like your website
- Providing free content (as mentioned before), such as access to articles, e-books, FAQ's and white papers
- Directory links, listed under the category related to your topic
- Business directory links, listed under the category that is directly related or 'like' to your topic
- Blogs, submitted to a blog directory and archived online
- Create Business associations, listed under the category related to your topic
- Newsletter and ezine text ads promoting your business, archived online at topic-related websites
- Creating Original articles, submitted to and archived online at topic-related websites
- Designing Original press releases, submitted to and archived online at topic-related websites

- Original newsletters, submitted to and archived online at topic-related websites that re regularly updated
- White papers, submitted to and archived online at topic-related websites
- Selling or offering free E-books, submitted to and archived online at topic-related websites
- Free software tools and downloads can be provided with required link back to website

For each of these types of content that you can add, you will want to have an active link that is pointing back to your site. Of course, when you are creating your own original content, you must always archive your own work on your website to build your content and increase your own link popularity by growing the number of pages on your website.

The extra value that you can get out of one-way links is the fact that you are also promoting your website from the listing as well as the active link. Articles, newsletters, white papers, directory and business association links may bring in traffic from visitors who are interested in the what the description is of your website listing.

Solo Ads To Other eZines are another great way of generating traffic to your website and sell services. What they are is just another form of contact information that you can use to get and keep in touch with new clientele. Using hot

lists is not the same thing as a contact list. Email hot lists are things that you pay for from other companies that contain the email addresses of people who are looking to buy or are buying items just like those that you are selling. They are called hot lists because there is no guess work here. Your contact list is from people that meet your targeted audience already. That is why it is so important for you to know who you are trying to sell to.

Building Your Own eZine Subscriber Base

Are you reluctant to use unsolicited email to contact new prospects? You should be. The last thing you want to do is make all of your potential clients mad launching terrible 'flame campaigns' against you or your company or worse....about your affiliates. My advice is to not get involved with anything that even resembles spam.

However, if you use email lists properly, and in a non-intrusive way, you can make a lot of money and keep perfectly safe in the process. In this section we'll reveal how to use email to your profitable advantage, without getting flamed.

There is only one 'right' way to use email lists for marketing purposes and that is to use it with a list of prospects who have contacted you first. This is what is called an Opt-In list. What it means is the consumers have opted to include their

email address in a mailing list which means that your mails are not considered spam because they were 'opted' for. Here's why...

Your contacts will not complain about receiving valuable information from you. They welcome the opportunity to receive many different types of emails such as:

- 'last minute' reminders
- special offers
- hot information about new products
- news 'from the very hub' of their industry
- product/website updates
- even links to affiliate 'like' sites

Here are some more key tips to keep in mind when trying to build your own email hot list.

1. The Biggest Thing (The eMail)

You can only email your customers if you have their addresses, so start collecting them now. Make sure there is a prominent place for an email address on all customer response forms you use both online and offline. It helps when you use software that is designed to hold multiple email hot lists so that you will only have to input the information once.

2. Simpler Is Better (Text Based eMails)

Keep it simple. Include lots of white space in your messages. Use headlines and sub-headlines. Don't overuse words that are in all capital letter. Make it easy for the readers to scan and to read.

3. How Wide Should Your eMail Be?

Limit yourself to 64 characters or less per line because it is simply more attractive to the reader and it helps you to point out anything that you want to draw attention to.

4. Catch Your Readers Interest Fast & Get Them Invested In Your Message

Key benefits and sales points must be communicated in the first screen people read because many readers do not read an entire email whether they opted in for it or not. If you save the good stuff for the end of the email or try to capture a reader's attention by leading into it, you will do nothing except for lose business. Think about it; would you want to have to hunt around for the best part?

5. The Headline In eMails (Your Subject)

Since this is what people are going to see first? If your headline is strong, crisp, and compelling, they'll open your email. Concentrate on this all-important element. For example, if you are offering a free gift with purchase, your subject line could read "FREE gift for you!" I don't know about you, but this would get my attention if it is from a web source that I signed up for.

6. Cover What Needs To Be Covered (Not One Word More)

Unlike other kinds of sales writing where long copy outsells short copy, the standard for email sales letters are different. Think about the way you sort through email, especially when you have a backlog of messages. The time you spend online is generally short. Respond to this new business medium by keeping your emails just as short.

7. Analyze The Results Of Each eMail To See Which Pulls The Best

Keep a good record of your responses by testing one element of your email at a time. Start with the subject line. Test headlines, body copy, layout, and the PS. at the end. Successful marketing copy is always tested, one element at a time to make sure those things are running smoothly and to get rid of the stuff that is not floating.

Today the largest companies online including Apple, Excite, Intuit, Microsoft, Symantec, Yahoo! and many, many more are using acceptable and responsible commercial email. If they can do it, YOU can do it too.

Start building your opt-in email lists today!. I would suggest that you keep it simple to begin with, and build a growing text file of email addresses. But ultimately you will want to personalize your messages, because it substantially increases

your response. Gather as much information as you can when people contact you, such as the readers name and apply it to the email, but at a minimum capture their name and email address. In time, this list will become highly profitable for you. The list is the most important aspect of any successful email marketing campaign.

8. Smart Autoresponders And Automation

When you are contacting your clients through emails that require a reply from the reader or a sign up or order form etc. you should be sure to include an autoresponder that will let your client know that their email was received. You can find many different types of software that will do this for you. If for no other reason than so that you can free up some of your time.

WRITE KILLER AUTORESPONDER MESSAGES THAT MAKE MONEY

This section is very important to this course.

In the previous Primer section on other ways of getting traffic you also learned about building an e-mail list. You should think about that as more PART of this course than just an extra way to make money. If you start building yourself a list you are building an asset in that group of people you can market to over and over.

It's important that you build a list so that you can also build relationships with these people that you can then leverage for later profits when a new related product or service (with an affiliate program) comes down the pipe.

This is the secret of the affiliates that set themselves apart from the others and make a ton of money. This section expands on e-mail and shows you how to automate your e-mail activities via autoresponders.

The autoresponder is fast becoming the hardest worker of Internet marketing. With the autoresponder, you can deliver your sales message or other information to all of your clients very quickly. And you can deliver it 24 hours a day to any Internet email user in the world. This must sound awesome

right? But you might be wondering how you can create an autoresponder message that gets real results.

Here are some methods of power communication that will give you the success that you crave. I know this because I have used them. It is great for emails, letters, mailbot copy, World Wide Web content, ads and more.

1. Write For The Reader, Not For Yourself

Your message should be about the customer's needs and how your product will fulfill those needs, not about how wonderful you are and how great your product is because in the end it is all just your own opinions and it turns people right off.

Don't focus on yourself and your life too much. Take a look at my first few paragraphs above. How many times did I talk about "you" and "your" as opposed to "I" and "me"?

2. Write From The Heart

As with any sales letter, you have to write your autoresponder message as if you were having a one-to-one conversation. Pretend you're sitting down to talk to a friend. Allow your message be friendly, animated and informal. You can even use some slang if it's appropriate.

3. Convey Benefits, Not Features

Rather than thinking of yourself as selling a product or a service, think of yourself as providing real services to your clients. If you want to know what the benefits to these services really are here is what you should be asking yourself.

"What does the customer get out of my product?"

The answer should be something like "more time," "more money," "more fun," "an easier life," "better health," or "greater safety."

Benefits and features are two different things. Feature are: "This computer has a Pentium 4 processor." A benefit is more like this: "Lightning-fast Pentium 4 processor means you get more work done in less time."

4. Tell Them Exactly What You Want Them To Do

You need to know exactly what you want the reader to do after reading your message and then tell them to do it. Ask yourself these questions: What do you want? Do you want a reply by email? A visit to your Web site? An order called in to your toll-free number? Let the user know what responses you want, and let them know in a compelling, urgent, benefits-oriented way. Include complete contact information, and triple-check it for accuracy.

5. Additional Tips & Information

One good autoresponder strategy is to offer a free report that offers useful information but including a sales message and an "advertorial" approach.

For an example, distribute a report, "10 Tips for Selling on the Internet and the Web." Tell the user how to order your book on the subject etc. you can even include an order form. Readers will not resent your pitch because they got so much value from the report.

6. Make Sure Your Message Is Free Of Spelling & Grammatical Errors

You tell the world whether you're a professional or an amateur by the quality of your marketing communications. Take the time to edit your autoresponder message for errors. If you're terrible at grammar etc. get someone who can edit it for you.

7. Make The Layout Of Your eMail Easy To Read

Since a mailbot message is delivered in plain ASCII text, your design capabilities are going to be very limited. Here are a few tricks you can use to make your message a bit more readable:

- For a headline, use ALL-CAPS and insert a blank line before

and after it.

- Use short paragraphs, say 5-7 lines at the most (100 words).
- Set out all of your material in bulleted lists its easier to read.
- Use "white space with catchy headlines" to center important material and call attention to it, like the following does:

Now available:

Solid strategies for "Affiliate Marketing"!

Send any message to ebook@marketing.com

Notice: Don't get fancy with your script fonts because not all computers are the same.

8. Be Honest & Within The Lines Of Legal

False advertising is still illegal, even if you're on the Internet. In many countries, pyramid schemes (MLM) and chain letters are illegal. You should assume that all tax and licensing laws in your town, state, province, country and so forth still apply. If you're not sure about something, check.

9. Make Changes Based On eMail Responses &

Feedback From Subscribers

A good autoresponder system will send you a copy of the request every time someone sends for your report. With most systems, the user doesn't have to type anything in the body of their message when they send in the request however they usually do. By reading the message and replying to the user personally, you may increase your chances of selling to that person because it shows that you are listening.

If you create a strong, well-written, persuasive message, your autoresponder can help you increase your sales and fulfill any and all of the goals of your email marketing effort, which will certainly make it a whole lot more worthwhile.

THE 10 MOST COMMON AFFILIATE BLUNDERS

Affiliates who are struggling to earn \$100 a month often find it hard to believe that other people could possibly earn as much as \$10,000 or even \$100,000 a month in commissions. You should believe it. Big commissions do happen and I know because I have seen and tried it myself.

According to Forrester Research, which predicts that affiliate programs and affiliate networks will represent 20%, or \$53 billion, of e-commerce sales by 2005, in most programs, 5% of the affiliates generate the vast majority of the sales. If you're not in that 5% and want to be, you'll have to change what you're doing. Part of changing what you're doing, is to avoid doing the things that need changing in the first place.

Many new and old affiliates alike do not succeed because they make mistakes that hinder their revenue potential. Even if you are making these common mistakes, you can fix them. That is why this section had to be included. If you are making these mistakes, this section will show you how to fix them. If you are just starting, this section will show you what to avoid.

Here are 10 blunders you may be making in your affiliate marketing so that you can avoid them from now on...

1. Are you trying to teach people how to do something that you either haven't done yourself or don't have knowledge to teach?

It is just possible that you can succeed at this, but it's the most obvious trap into which new affiliates fall....making false promises. Often this starts because; you just want to get sales. You can fix this by joining a few affiliate programs and set up a site offering Internet marketing tips, work-from-home tips, instant-business tips, or be-your-own-boss tips.

The advantages of doing this include having great products to promote, high commissions and lots of help from other Internet marketers. However, you should know that if you do this, you will face two massive challenges.

1. You'll have hundreds of thousands of web pages out there competing with yours.
2. You're competing with the planet's best marketing EXPERTS. Some of the brightest brains in Internet marketing are working full-time to grab the attention of your target audience.

I'm not saying you can't succeed in this field, but if you're new to affiliate programs, this is definitely NOT the best place to begin. If you're struggling, you have to find a less popular forum. You don't have to abandon your existing web site to

do this. Just launch a new one based on a new theme. Later, when you've learned more and really have something to offer, it will be time to revamp your marketing tips web site.

If you want an idea for a product to promote, here's one. You could promote this book! Okay, you can just go find your own products to pitch, it was just a thought. Of course, you'll have some competition, but it's not TOO lively. Either way, you will have to choose a new theme. Try a new niche when you are having a problem with your site.

2. Use Testimonials, Not Banners

It really does takes time, effort and money to buy and study the product you're trying to sell. However, personal, enthusiastic endorsements out-sell everything else by miles. If you are always just trying to pimp out banners instead of offering real testimonials etc. you will not sell as well. Banners do not tell real people what real people want and their experiences with a product. That comes from YOU.

If you put in the effort, you'll get the sales. You can probably quadruple your sales by endorsing the products you sell. You can also combine graphics, text, short descriptions and relevant articles. However, best of all are your own, original personal endorsements. The key to this is to write honest, enthusiastic endorsements.

3. Capture The eMail First, Then Send Them To The Promotion Page!

If you don't collect addresses, your marketing effort is just not doing its job. You will have become the Rico Suave of marketing. Who is Rico Suave you may ask? That is my point exactly. He is a one hit wonder and you don't want to be that.

If you can't capture email addresses it usually means that you're making only one attempt per visitor to achieve a sale and then you are giving up.

As branding expert Rob Frankel says, people like buying from people they know, like and trust. If you're not giving people a chance to get to know and trust you, don't be surprised if they don't buy.

If you're not collecting email addresses, you're seriously crippling your marketing capabilities. Remember how the big dot-coms poured in piles of money into banner advertising and TV advertising? Now they've finally realized that collecting email addresses is a much better value.

It's getting harder and harder to do now because we're all ransacked with spam and newsletters which don't provide the information we need. So get started now, before the competition becomes even stronger by scooping you on it.

You may not want to take on the commitment of publishing a weekly newsletter. Perhaps you don't believe you have the necessary skills. One option is to simply offer a monthly Update newsletter, telling people what's new on your site. The other one is to hire a ghost writer to do it for you. This way you get all of the expertise and you get to put your name on it.

Perhaps you don't like the thought of being tied to a weekly or monthly publishing schedule. You don't have to be. You can publish irregularly, only when you feel you have something worth saying or selling to the public. It might even help you to garner more interest that way. Of course, you can also add an opt-in e-mail list.

4. Is Your Sales Message Converting Viewers Into Buyers?

Some affiliates complain that they receive thousands of visitors but can't turn those visitors into buyers. Chances are, it is because you are just not promoting it properly. That is why you need to know your market and sell to them specifically. If you aren't getting any sales, you are probably not focusing on your targeted market. Once you do that, you should sell better.

5. Is Your Message New, Fresh and Unique?

If you are just regurgitating the same old thing? It's time to try something new. If you keep repeating actions which fail, you'll continue failing. It's that simple. If what you're doing isn't working well, it's time to change it, to move out of your comfort zone and try something new.

Here's something you can do. You can syndicate your columns or tips all over the Net to other web sites. Imagine how that would boost your image, your traffic and your sales. In doing this, each web site that is publishing your column simply puts two lines of JavaScript code on its page at the location where your column is to appear.

All you have to really do is paste your column into a Syndicator form and click a button. That one button click automatically updates all syndicated web site pages. You don't even have to create the script. The key point here is to try new techniques.

6. Do You Really Check Out, Like & Believe In What You're Promoting?

Are you promoting questionable products and services in the hope of earning high commissions? Or are you building something of VALUE? Are you creating a business you're proud of? These are important questions that you have to ask.

Even if it's a small website that you are running, you have to build a USEFUL, strong web site, one which provides valuable information and helps people. Not only will this give you a great sense of achievement, it will do wonders for your marketing.

If you build a site or write a newsletter which helps people, your readers will do a lot of your marketing for you. "If you build it, they will come". They really will. I love it when I see my sites mentioned on other web sites, in newsletters, in mailing lists and in books. I love it when web sites link to mine and so will you. Often times, when you do this for another websites, they will do it in return.

Such a website takes time to build but after a while momentum builds. If you're the expert in your particular field, you'll be interviewed for articles in newsletters and books – and those articles will attract more interviews for more articles. All of those links and favorable mentions don't just boost your reputation and sales, they help boost your ranking in search engines such as Google too because the more you are there, the more the spiders will find your content relevant during a search.

7. Is Your Focus On Getting Their Cash Or Helping Them?

This question is asking if your web site or newsletter just selling, or is it helping people learn? The fact of the matter is that if you create a helpful, learning community you'll put people in the mood for buying. That is just the way it is.

8. Are You Working With Good Information For Marketing?

Because the conditions are constantly changing so fast on the Net, you need to learn fast and grab the opportunities which exist now. One way to save much of your precious time is to learn from Internet experts. You won't make so many mistakes that way. Learn from people who are earning a very good living from Internet marketing. Check out as many resources as you can. It is just common sense, someone else may have something to say that I don't already know in this book.....hey, anything's possible.

9. Does Your Sales Message Have A Dash Of YOU In It?

I have said this too many times before. Too much of the Internet is cold and anonymous. Your web site visitors appreciate knowing that there's a real person running the site they're visiting. Inject your personality into your site because that shows that the site is not just a salesman talking to them, but a real person just like them.

10. How Is Your Promotion Sequence Lined Up?

First of all, you have to decide what you want to do. Here are three main options that are best for affiliates like us to use. Let me tell you that they all work.

The First Route: Do research on what is popular and sell that. Do a survey, find out what people want and sell it to them. Isn't that what I said in the beginning?

The Second Route: Follow your passion, what I mean by this is choosing a topic in which you are passionately interested and build a site around that theme. That way, you'll enjoy what you're doing and derive a great deal of satisfaction from it. It won't seem like work to you either.

If you are having trouble choosing a topic just do some brainstorming, you will come up with something sooner or later.

The Third Route. Become passionately interested and involved in something. You have to immerse yourself in all the little details about a topic and suddenly you'll become so absorbed that it's like a hobby, not a business. The point here is to plan and then react to your planning.

Branching out On Your Own For Massive Profits

NOW THAT YOU'VE COME THIS FAR IN THIS MANUAL IT'S TIME TO GO OVER SOME ADVANCED STUFF THAT WILL HELP YOU EXCEL TO THE NEXT LEVEL IN YOUR AFFILIATE MARKETING EFFORTS.

Once you have started making some money it's essential that you get your own domain, web hosting and other items so that you can start building a presence on the web that you can leverage for maximum profit.

This will insure that you not only keep making money but also insure that you also continue to grow in terms of your income level. That's important right?

Your Home Online (Domain)

What most people 'think' of as the web site name is actually a 'friendly URL' or friendly Universal Resource Location tag that is used to look up the actual web URL page on various lookup tables on internet servers and directs to the site defined in that lookup table. For instance, a listing for the friendly Internet Marketing URL of " <http://www.JeremyBurns.com> might actually show to be directed to a specific sub page on a server at an IP address of 216.19.212.714 you can also see if a name is registered (or 'owned') and if with which company it was registered by using online tools such as <http://www.whois.net/> or which can also show you variants

on the domain name that may still be available to be registered as well as contact information for the listed owner should you wish to attempt to buy a specific domain name from them.

Domain names have value, for instance the “.com” extension, while by far not the only extension out there now was the first and is still the most widely recognized method of web page friendly URL’s and as such is more desirable than a “.biz” or “.net” alias would be, so buying a site like “Goldwing-world.com” to sell products tailored to Honda Goldwing motorcycles vs. obtaining the nearby site of Goldwing-world.net or .biz might be worth several thousands of dollars – especially if the existing site has been there for years and is heavily seeded throughout search engines already. The important thing is to identify and know a name that is:

- Easy to remember and spell
- Can be given over the phone and written down correctly every time
- Relevant
- Available

For instance if you are targeting Honda Goldwing motorcycles a site called “scooter.com” while related doesn’t tell the searcher that you are specific to or involved with Goldwings in any way, and may in fact make them think of handicap transports or two-wheeled toys: motorcycles.com on the

other hand would be closer but is perhaps too broad for such a targeted market segment. Catchy derivative like “WideBikes.com” or “TwoWheeledCaddy.com” might work but also risk offending some ... taking the time to identify or buy a good domain name is vital.

One option is you are stuck on generating a good name is to use a service such as www.nameboy.com which allows you to enter keywords and it will generate domain name suggestions based on those or rhyming words.

There are as many domain registrars out there as you can shake a stick at, and each has their good merits but the one of the older registrars out there is www.register.com however they tend to be pretty overpriced. Your mileage may vary, and a good resource to identify who to go with is the www.internic.net – the site that defines and oversees all domain name registrations. The following are a few other ‘big names’ in the industry follow for your consideration:

- www.DomainAbbey.com One Of The Best And Cheapest Domain Resellers on the Internet.
- www.Register.com
- www.Networksolutions.com

Housing Your New Site (Hosting)

The next thing you need is a place to create and store, or 'host' your actual bits so they can be accessed from the internet. It is possible and in some cases where very private information or large databases are going to be stored to have your own servers and pay to configure and maintain an internet connection yourself desirable – but most often people pay others to host and backup their sites in exchange for a fee.

The fees you are charged depend a lot upon the amount of disk space you use, and the amount of 'bandwidth' or traffic to and from your site that occurs. If you are selling or hosting large files to be downloaded or uploaded this cost can be substantial, so sometimes cheaper alternatives such as <http://www.gowebserver.com> that only charge a flat rate based on size of files stored is a better way to go, even with the lesser customer service and capabilities that may be available.

One of the top Internet Marketing Hosting companies can be found at <http://www.JeremyBurns.com/a/hosting>

The Basics Of Hypertext Markup Language

This section was something I wanted to give to all of you who will be setting up links. This quick primer will give you a much clearer insight into links, a bit of HTML and how all of this work together.

Most of the tools ClickBank (and many other affiliates) provide require at least a basic understanding of how html and xml and the TCP/IP system works, so for the few who only know how to use the 'front end' tools like FrontPage to create a website and have no clue what is going on under the hood let's spend a few moments discussing the basic concepts to make certain you can implement the tools and suggestions that they make to secure and update your site(s).

First we should define a few terms, including:

- **TCP/IP:** This is the 'language' that the internet or 'world wide web' uses to communicate and is fully known as the Transport Control Protocol / Internet Protocol but is often called the TCP/IP Protocol, which you can see is actually a little redundant!

- **Href:** Actually viewed as `</a href>` this refers to a hyperlink reference to another URL or resource.
- **HTML:** This is another 'language' just like English or French that is used by web pages and the TCP/IP protocol to define certain actions to be taken by browsers. For instance the HTML language to display **THIS** would look similar to the following:

`THIS`

In this case the keyword for bold (``) is used ... fans of WordPerfect who understand 'reveal codes' will find HTML a familiar concept as formatting and beginning and end points are turned 'on' and 'off' just as with that once highly popular word-processing package. The list of keywords, how they are to be used and what all actions browsers are supposed to take when they encounter them is handled by the W3 (world wide web) Consortium who can be found online along with a vast array of tools and assistance at <http://www.w3.org/>

- **Img Src:** This is the 'image' or logo equivalent of an `a-href` URL, and points to a picture or image location to be loaded in conjunction with a href or just displayed at this location on the page.

- **XML:** This is a 'later version' of html called the 'extensible mark-up language' which allows for some rather broad and dynamic interpretations of underlying data and is useful in features such as RSS feeds and displaying data on various sites in a variety of ways without having to completely restructure the code itself.

For most of us the html or Xml code is just the underlying bits that tell our browsers how to display and handle the text and images that we want our viewers to interact with. And in most cases that is enough – but since many code 'snippets' are provided by vendors such as ClickBank to accomplish tracking or certain actions the one thing you need to understand and know is how to 'view' your html code, and where to insert the code they provide you to accomplish the goal(s) desired. Knowing that all 'opening' tags such as the bold command `` have a corresponding 'end' command such as `` is the first step in achieving this goal.

Another vital aspect of understanding html and web pages is knowing that just as the code or 'language' has start and end points so do certain 'areas' of the web page itself. For instance every web page will have a 'header' which contains among other things the 'doctype' which defines the specific w3 encoding the html subscribes to, and details about the page including keywords and scripts to run when the page loads such as background images, sounds etc.

Img src or 'image resource' links just like hrefs will normally be looked for in the existing folder first, but a 'full resource' to a specific location can be supplied if necessary as is done in the sample code below, assuming the file is on the local hard drive in the 'localimages' folder and is named lgo_blue.gif ... In this instance a header sample code showing a simple department name and an image would be displayed:

```
<center>
<table>
<tr>
<td align="left" valign="center" width="60%">
<font size="4" color="000099"><em><b>Department
Name</b></em></font>
</td>
<td align="right" valign="top" width="40%">

</td>
</tr>
</table>
</center>
```

If the image shown below was 'logo_blue.gif' then the page that this code would display in a browser would look similar to the following or if the image couldn't be found the text "Image Missing?" would be displayed due to the 'alt' keyword in the img src code:

Department Name



The amount of capabilities that html and today's browsers provide can be quite overwhelming, but understanding these basics and remembering to KEEP A BACKUP of your site PRIOR to any edits you make and thoroughly test will allow even a novice to ramp up fairly quickly.

The Right Choice For You Is Clickbank No Doubt

This section was created for those of you that skip right to the end of most eBooks before starting reading or those of you who have got this far and haven't acted yet.

Clickbank is a power place; make sure that you get started right now so that you too can start seeing the profits that can be generated via affiliate marketing.

Anyone can become an affiliate member of one affiliate broker or another – in most cases it is as simple as signing up by filling out a few forms about yourself and your web site, then adding a little snippet of supplied code to your web site(s) ... and most such business arrangements are free of charge (up front at least) for the web site owner or affiliate program member. So why not just join them all? THAT is the proverbial 'killing of the golden goose' ... to be a successful affiliate you need to identify several aspects of what it is about you and your site that is marketable, and then find affiliates and products that people who enjoy *your* site would be willing to pay for. Otherwise all you are doing is annoying your web visitors and wasting both you and the affiliate brokers time and resources.

This is why step one needs to be finding out what the underlying value your site offers is, and to which market

segment or niche it appeals. Once you know this the type of affiliates which are a best fit for you and your site become more obvious.

Unless you have a very high-volume site with lots of income potential it is normally best to avoid 'fee-based' affiliate programs – after all, you are wanting to *make* money here not give it away and if they are charging fees odds are that not everyone who signs up is making money. As such they have set up their fee-based system to help cover the costs associated with maintaining their directory. This is not unreasonable in some cases, but if you are a low-volume web site owner looking to make a few dollars you need to have an affiliate that is going to provide enough marketable products to work for you without a lot of effort and expense if you are really going to see any value.

Getting Ready To Ride

Most affiliates are very simple to sign up for – you fill out a few online forms and agreements and you're in. A few require that they review your website to make certain that *you* are a good fit for them – but in either case the type of information you can expect to be asked for includes:

- Your name and contact information
- Details about your web site and viewership

- Acceptance of any agreements and contracts
- Specifics on how you wish to be paid / profile settings

Clickbank Is A Great Place For The Beginning Affiliate

One of the great things about ClickBank is that they market a great many different eBooks and online products, so they have something of value for almost any web site – this doesn't mean that they should be your *only* affiliate network or that they are perfect for your site though. If your site caters to people who hate to read and only tolerate these 'new fangled machines' to gain access to your web site to purchase model parts for instance they are not likely to be interested in buying online books – not even those specifically targeted to miniatures or making dioramas.

Once you identify that selling the types of goods and services that ClickBank offers is right for you and your site the next step is identifying specific items to offer on your page. Using the type of customer base you have identified you can begin searching the ClickBank database to find eBooks and services that your members would appreciate.

Once the right fit is found and products are put in place that matches your area of focus you can further adjust your offerings depending on how well the current ones do. We also will go over in more detail later how best to set up and

encourage sales with your existing niche offerings, but the primary focus should always be “how well do my offerings meet the needs and interests of the people who visit my web page” ... if you aren’t properly focused you won’t be as successful as you could be regardless of what it is you are offering or how much profit you are obtaining for it.

Methods of tracking how well your efforts are going will be discussed in upcoming sections, but the easiest way to know if what you are doing is the right fit is simply seeing whether or not the products and services you are offering are selling and whether or not having them offered on your page has had any detrimental effect on web traffic. If these two success factors are there then you are at least partially on track – if not then the results you are seeing may indicate either a poor marketing scheme or that you have not adequately tailored your offerings to your clientele. If you are not seeing any negative impacts or statements from web site visitors but still have not been seeing the sales you would expect the odds are you have the proper niche but are just not using the right marketing and methods of demonstrating the value of your offerings. If however you get even one complaint you can be assured a large percentage of visitors are annoyed and simply are not speaking up, and you are most likely not providing the proper combinations of offerings for the niche your site represents.

Careful consideration of factors like these, feedback you receive from customers and overall web site traffic can help you further optimize your site as well, which we will go over in more detail later – but should primarily be used to determine if you have indeed made the correct choices in marketing our niche.

SHOOTING YOUR TARGET WITH DEADLY ACCURACY

A 'target' market refers to the type or majority of people your business or offerings attract. This includes anyone who is directly influenced by your site or marketing and those who just stumble across the site and become participants.

Targeting a specific audience has long been one of big businesses most effective strategies since you are able to identify which segments of a market are most likely to and most capable of buying your goods or service and then apply your resources to meeting their needs.

Many people refer to target marketing as being an 'action verb' since although the general population may be potential customers an advertiser will break down a market by at least four segments, roughly defined as:

- Gender
- Age
- Income
- Social Structure

These four major indices help us target an audience, but are often interactive – for instance, many goods and services such as say the gaming industry might at first seem to be best targeted at young adults; however, since income increases with age there will be a direct correlation between

age and available income that will further target a specific range of customer. In many cases adding the social structure such as if they are into tech or have a spouse can further delineate a group allowing you to carve out as complex a niche as possible and identify that age 22 to 43 unmarried males are the best segment to pitch towards. Knowing this it is clear that a site about typically female issues such as an “Oprah discussion group” would not be the best way to drive traffic to your target audience!

No matter what your end goal the first step is to know your business and what you are offering. Once you know this you can identify the target audience and then tailor your offerings to meet their needs. An alternate concept is to *pick* a target audience for its vast size or spending ability and then create content and goods to meet their needs! For instance if you find that many internet users are seeking porn and seem willing to pay for it and for novels and stories or custom artwork related to a specific fetish creating an interactive porn discussion site tailored to young males could well pay off. Having eBooks and services on this site specific to the sex industry such as ‘how to pick up girls and influence women’ or ‘sexy photo collages of mother nature’ are much more likely to sell on a site like this than on a blog for poetry tailored at middle-aged women who love romance novels.

The four basic segments probably don’t need to be explained but there are many other categories that can come into play,

so let's define most of the commonly used segments as defined by the advertising communities:

- Gender of course refers to sex, and just as it is no secret that for men (especially young men) sex sells it has become rapidly and increasingly apparent that women are now a major segment of the economy and as much as 50% of auto and major purchases such as homes etc. are now being done completely by women without any male insight.
- Age is obvious too – and can factor into such things as who is more willing to be concerned with healthcare or more apt to customize their vehicles.
- Family or Social status such as being married, size of family, the age of children etc. can have some drastic influences on a person's spending habit too, for obvious reasons!
- Income is perhaps the most obvious and first segment most people focus on – obviously the more money someone makes the more in theory they have available to spend, although often for a specific target segment (such as automotive upkeep or maintenance) the inverse may become true.

- Neighborhood or geographic location can also become important for some segmentation specialists, especially for 'brick and mortar' stores.

These are just a few of the many segments often considered by companies when targeting an audience. With careful reviews and polling of your customers you may find results that surprise you and help you to see a missed opportunity that you can address through a website addition or rewrite that can drastically influence traffic and sales.

CONCLUSION

Well, here we are.

We've come to the end of the road in this course. You've learned a lot and you now know how to use Clickbank in conjunction with pay per click marketing (and other ways of getting traffic) so that you too can start becoming a successful affiliate.

I want to make sure that you get going as soon as possible so please don't sit on your hands waiting for the "right" moment.

Get started right now, make a move toward becoming successful and let's get you making money. That's why whole reason I created this course and it's the reason that you bought it.

See you at the top!

INTERNET MARKETING RESOURCES

Private Label Resell Rights Products you can resell as your own <http://www.sourcecodegoldmine.com> & www.PLRights.com

"How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days - even if you can't write, can't type and failed high school English class!" Go to <http://www.jeremyburns.com/a/7dayebook> to get started

Authorize / e-OnlineData –

www.e-onlinedata.com/accuratemarketing

This is our 1st choice recommendation for merchant accounts, this is a very easy place to get approved and in the many systems we have tested are the easiest to work with! **Super Low Rates!!**

1ShoppingCart.com – <http://www.webmarketingmagic.com>:

Instant merchant accounts and real-time payment gateway services. This is a private label of the 1sc system and provides great service!

Now that you are on your way to becoming a Mentor Marketing Expert, don't stop there! The next step is

the Holy Grail of Internet Marketing How To Guides...
Read the next page for details!

**"Learn how to make a life-changing income of
\$100,000 to \$250,000 with your Internet business...
even if you're a computer dummy!"**

**Review: "The Insider Secrets to Marketing Your
Business on the Internet" by Corey Rudl"**

I've just finished reading the brand-new version of Corey Rudl's top-selling Internet marketing system, "*The Insider Secrets To Marketing Your Business On The Internet*," and frankly, I'm overwhelmed by the huge amount of critical wealth-building information he's managed to pack into these **two hefty binders and 3 CDs!**

But I guess I shouldn't be surprised; after all, when the box containing these materials showed up at my door, it weighed in at **over 10 pounds!**

That's 10 pounds of the most comprehensive **marketing strategies, test results, case studies, tools, and ideas** for generating a life-changing income online (from \$1,000s to over \$1 million) you're ever likely to read!

I'm talking about information like...

- Step-by-step advice for starting your own Internet business **in as little as 48 hours!**
- How to build a top-selling web site... for less than \$100!

- Where to find hot products to sell (in 20 minutes or LESS)!
- 100s of FREE and cheap online tools, resources, and software
- How to get 1,000s of qualified NEW visitors to your web site... for FREE!
- How to **get #1 rankings in the search engines** and get tons of FREE traffic from the "Big Guys" like Google!
- Secrets to writing sales copy that can **increase sales by up to 400% (or MORE)!** And much more!

If you're unsure who Corey is, you should know that he's been a recognized expert in online marketing for a decade now. Not only has he generated **\$40,000,000 in online sales**, his sites also attract **450,000 visitor a week!**

What's *really* great about Corey is that he can show ANYONE how to have a **wildly profitable Internet business** (that takes just a few hours each day to run)...

... even if you're an absolute computer dummy!

And if you already have an Internet business, he can help YOU, too. The advanced sections of his system show you how you can **increase your sales by 400%... 700%... even as much as 1,000%!**



I give Corey's system the highest rating possible! Its 1,300+ pages of step-by-step lessons contain the exact SAME tested and proven fast-growth strategies he has personally used to generate over \$40 million in online sales -- *starting on a shoestring budget!*

And it's the SAME SYSTEM that literally **1,000s of his students have used** to drive "truckloads" of cash out of the Internet.

I strongly urge you to check out Corey's wealth-building system as soon as possible! Go to www.JeremyBurns.com/a/tips for a FREE preview.

Free Bonus

[Private Label Rights Tips](#) -

PLR Rights Marketing Tutorial

Package Value \$97.00



Private Label Right's products are hot right now! There is a killing to be made from these ready made turn-key products if you know the insider secrets to making them work. I have worked out a special deal with Jeremy Burns where you can grab a copy of PLR Tips with your purchase of this package as my gift to you!

PLRTips.com

Internet marketing resources

Private Label Resell Rights Products you can resell as your own <http://www.sourcecodegoldmine.com> & www.PLRights.com

"How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days - even if you can't write, can't type and failed high school English class!" Go to <http://www.jeremyburns.com/a/7dayebook> to get started

Merchant Account Authorize / e-OnlineData –
www.e-onlinedata.com/accuratemarketing

This is our 1st choice recommendation for merchant accounts, this is a very easy place to get approved and in the many systems we have tested are the easiest to work with! **Super Low Rates!!**

Shopping Cart 1ShoppingCart.com –
<http://www.webmarketingmagic.com>: Instant merchant accounts and real-time payment gateway services. This is a private label of the 1sc system and provides great service!

