

Earn Money Online in Retirement



75 Quick Start Lessons **WORKBOOK**

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Thank you for purchasing the **Earn Money Online in Retirement Workbook**. It contains everything you need to get started on the journey towards empowering your lifetime knowledge to create your own string of money-makers, one after another, time after time. Study the material carefully on your first reading and then read it all over again, cross-referencing as required by using the built-in search engine to switch back and forth from one page to another. Do it this way and you will get the best out of your adventure.



Jim Green

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AS YOU FINISH READING EACH CHAPTER, PRINT OUT THE PAGES RELATING TO THE FEATURED EXERCISE AND THEN COMPLETE IT BEFORE MOVING ON TO THE NEXT. THIS WILL HELP TO INCREASE YOUR KNOWLEDGE AND ACCELERATE PROGRESS.

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1. Earning money online while you sleep

How would you like to wake up in the morning to messages in your email inbox with a subject line that reads, ‘*You have new funds in your PayPal account*’ or ‘*invoice @clickbank.com*’; messages from electronic payment processors that confirm you have been making money passively while you were asleep?

You can do this even if right now you consider the concept beyond your capabilities because what you are holding in your hands is a practical workbook that will show you how to make money online in retirement irrespective of your personal circumstances.

- You can do this if your knowledge of online marketing is currently at zero;
- You can do it with just an email address to start;
- You can do it on the tightest of budgets;
- You can do it without ever interfacing with anyone;
- You can do it even if you think you can’t;
- You can do while you sleep.

Retirees represent the world’s largest demographic market

(Source: marketresearch.com 2006)

This being so, even if you decided to deal only with fellow travellers in the third age journey you would nonetheless still be operating in the single biggest marketplace online.

Think about that for a moment or two...

But you don't have to restrict your efforts in making money online in retirement; *cyberspace in its entirety* is at your disposal...

You can choose the direction in which you wish to travel

1. You could take the quick route;
2. You could take the slow route;
3. You could take both routes in tandem.

Slow, slow, quick-quick, slow

To parody Victor Silvester’s mantra of yesteryear, you can make some quick money online in under 24 hours if you really put your mind to it (I’ll show you how in the next

chapter) but be advised, it will fizzle out just as quickly as it started if you do not also take the trouble to learn how to make money travelling on the slow route.

Attracting quick money to begin will help you in several ways

- Help you pay off the odd pressing bill;
- Help you put funds aside to purchase the tools you'll need to make money slowly, steadily, continuously;
- Help you get up to speed on the fundamentals of online marketing.

Why bother with the slow route?

We all like to make money quickly but you must bear in mind that marketing on the internet is not a virtual get-rich-quick destination. The quick route is where most successful online marketers start out but the clever ones quickly switch direction, boarding the slow train that leads to sustained online income generation; the train that is perpetually fuelled with proven strategies.

Remain closeted on the quick train and your retirement online money-making journey will be over after a few stops along the way.

What you gain by boarding the slow train

You turn retirement into a profitable pursuit by learning how to master the elements that constitute success in the attraction of residual online income:

- | | |
|-----------------------------------|-------------------------------------|
| Exploiting lifetime knowledge | Flooding your site with traffic |
| Creating money-making ideas | Test marketing activities |
| Building residual income | Producing digital merchandise |
| Working quickly and effortlessly | Using articles to attract sales |
| Turning your PC into a till | Linking to other people's websites |
| Utilising niche marketing | Understanding email promotion |
| Choosing powerful domains | Publishing virtual newsletters |
| Promoting your produce | Assembling lists of prospects |
| Building interactive websites | Creating a 'blog' |
| Creating content rich web pages | Attracting supplementary income |
| Writing sales letters that sizzle | Giving stuff away to increase sales |
| Powering the text with keywords | Changing prospects into customers |
| Search engine optimisation | Accepting credit card payments |
| Generating top ten rankings | Getting it all together |
| Creating site maps | |

Working both routes in tandem

You will accomplish this in time by following to the letter the dictates contained in this little workbook.

- Scrimp on any of them and you will be stuck on the wrong train forever; so bored and tired that you will eventually become disillusioned and disembark;
- Master with the dictates and you will soon be boarding the express train on (paradoxically) the slow route to residual online money-making in retirement.

Cautionary note before you begin

- Set out to just to make money and you will fail;
- Set out to help others and you will make money.

Going the extra mile to help others

To provide you with an indication as to how important it is to go the extra mile to help others and how it can unexpectedly turn to your advantage, here is the reproduction of an article I posted on several hundred online directories some time ago.

Read it in its entirety and you will see what I mean...

(making money online screen capture)

Making Money Online When The Prospect Names His Own Price

ECommerce Articles | February 12, 2006

I'm a plain man when it comes to making money online; I just do what I do and try to make an honest buck wherever I can without upsetting anyone.

Now and again though fate steps in and sends you a prospect where you have to figure out for yourself where he or she is coming from and where in fact they think they're heading.

I got one such prospect a few weeks ago in the shape of Rocco, a gentle giant from Brooklyn.

How do I know Rocco is a giant?

He emailed a picture of himself towering over his significant other and some friends.

How do I know he's gentle?

Read on...

Rocco emailed me expressing interest in three of my products but he didn't want them in digital format (which would have cost him \$107 in total) he wanted hard copy.

I suggested CD formatting.

He got back to me saying, "No, I don't want CDs, I want hard copy. I'll pay a grand"

So now I thought, loony tunes, but I emailed Rocco back intimating that if he deposited \$200 in my PayPal account I'd give him what he wanted; hard copy on all three products

I reckoned I would hear no more but the following morning on checking my PayPal account I discovered to my astonishment that one thousand dollars had been deposited.

I can't take this man's money I protested and I told him so.

Rocco got back to me within the hour.

His brusque message read, "I said a grand, I meant a grand, so take a grand".

So I took Rocco's grand.

Wouldn't you?

I mean who wants to be emailed to death...

The moral:

Never assume you know better than prospects – or what they are prepared to pay – and why. Maybe Rocco has a sight problem beyond my ken or maybe he finds it difficult to read from a computer screen. I will never know for sure but this I do know. Rocco is delighted with the hard copy he craved.

He told me so... in yet another email.

ABOUT THE AUTHOR

Jim Green is an online enthusiast and bestselling author with an ever-growing string of niche non-fiction hard copy titles to his credit. You can view one of the products that captivated Rocco at this website: <http://makingmoneyonline-xl.com>

And now no doubt you are aching for an opening, an opportunity to make some quick money online, so let's begin...

2. Dipping your toes in the cyberspace pool

Basically there are *three* areas in which you can participate to make some quick money online in retirement and in this chapter we shall focus on the first of these because it is the fastest, most effective and least expensive path for the beginner. The other two will be discussed in depth in later chapters.

Areas for generating quick money online

1. **Affiliate reselling** where you act as a virtual sales agent retailing digital merchandise on behalf of the producer;
2. **Consumer surveys** where you complete online questionnaires for major concerns;
3. **Online auctions** where you buy and/or sell goods on the internet.

Note: (1) and (2) are normally commissioned based and in (3) you act as a principle.

Affiliate reselling

There are literally thousands of opportunities in this area and I could take the easy way out by simply referring you to ClickBank.com where you will find 10,000 options.

But I won't; I will make it much easier for you to dip your toes in the cyberspace pool.

I will concentrate on one tried and tested example (with the compliments of my online colleague, Keith Wellman) and provide you with a couple of add-ons you might want to sample after you have generated some quick cash from the first.

You keep all the cash you generate from this opportunity

Affiliate commissions range from 10 to 50 percent but with the opportunity I am about to reveal you get to keep all the cash you generate: **100 percent.**

Master Resell Rights Products Package

Unlike alternatives you can find everywhere on the internet, this set of products comes complete with, master resell rights; resell rights and certain private label rights.

What does 'master resell rights' mean?

It simply means that when you sell on the *resell rights* to the entire collection or any individual product, your customers also get the resell rights. By giving away the rights, the deal becomes ultra-attractive to prospective buyers.

What's included in this package?

A set of 30 digital information products (the most popular online purchase) covering a variety of topics including:

- Health
- Making Money
- Playing Poker

- Card Games
- Music
- Wine Making
- Creating software
- Guitar Instruction
- Mastering Mathematics
- Visiting Japan
- Interpreting Dreams
- Brewing Beer
- Interior design
- Cheesecake Recipes
- 101 Home Cooking Recipes
- Dessert Recipes

What can you do with this package?

1. **Resell the entire package** through Keith Wellman's affiliate program and keep 100 percent of the profits;
2. **Sell individual products** with or without resell rights;
3. **Giveaway** individual products to your website visitors and grow your lists;
4. **Bundle** any or all of these products as valuable bonuses to increase the *perceived value* of your own offer;
5. **Form profitable joint ventures** with other marketers using any or all of these products.

How much does it cost?

Incredibly, only \$9.97 (approx £5.73)

Where can you acquire the package?

At this website <http://www.keithwellman.com/resell/thankyou-page/440>

How to make some quick money with the package

You will give your attention exclusively to (1) from the list immediately above; leaving items (2) to (5) aside until you have learned how to navigate on the slow route.

In a nutshell, here is how you do it...

- **Complete the online transaction** for your package and download 5 zip files for future reference when get around to tackling items (2) to (5). Don't worry, instructions are provided for downloading.
- **Obtain an email address** if you haven't already got one.

Would you consider using free list-building software to supplement your promotion?

Here is one example to start you off:

www.yourluckylist.com

Now go online, go to google.com; use the keyword search phrase 'list building' and locate a few more, say six, offering a similar free service...

Learn and earn as you go

After you've had your first stab at making some quick money online you might consider engaging in either or both of these alternatives where you can learn and earn as you go.

Secret affiliate weapon

You get complete lifetime membership and a replicated website stuffed with insider and controversial affiliate marketing secrets not found elsewhere – and once again for a one-off payment of \$9.97 (approx £5.73)

On this one you will earn 50 percent commission and your earnings will be deposited directly into your ClickBank.com account (it's also free to join).

Promotion is identical; you use email.

Membership details are available at
<http://www.secretaffiliateweapon.com/?hop=writing333>

Affiliate portal website

This final example of earning some quick money through affiliate marketing costs rather more to participate but for your investment you will receive a multi-page website housing

the 10,000 ClickBank.com products I mentioned earlier together with a smattering of top-selling affiliate produce.

Once again you promote using email and if this interests you, you can find out more about the service by visiting <http://how-to-products-xl.com>

Quickly come, quickly go

You should get a few quick hits with any of these opportunities (especially the first) but your quick money strategy won't produce results for any appreciable length of time; it will be a case of quickly come, quickly go, until you pick up some speed on the slow route to making money online in retirement.

3. Picking up speed on the slow route

You might feel that the depth of information contained in this chapter (let alone the workbook per se) is rather a lot to take in and implement at your time of life but consider this; not only will you will be engaging in money-making activities to supplement your pension, you will be embarking on a major project to stretch your innate capabilities and stay in touch with what is occurring in the ever-evolving world of global communications.

You made a start on the quick money route and now it is time to pick up speed on the slow route; the route that leads to sustained online income.

There's a lot to do but most of it is fun, none of it difficult, and all of it uplifting.

What you already know is worth a great deal to other people

All of your life you have been soaking up information, voluntarily and involuntarily, on a whole raft of topics and in at least one of these you are something of an authority (take the test in Chapter 4 and discover why). What you know in your area(s) of expertise, other people would also like to know, and if you can present it to them in an attractive format they will gladly pay you for it. The internet provides the format; the format to relay your information, the format to making money online in retirement. (Chapter 4)

Profiting from the creation of your own money-making ideas

This accumulated knowledge you have acquired over the years can be easily and quickly converted into money-making ideas; ideas which in turn which can be translated into products – and products into profit (Chapter 5).

Converting your ideas into streams of residual income

Residual income (also known as passive or recurring income) is income that continues to be generated after the initial effort has been expended e.g. writing a book and having it published in the traditional sense. In other words, you do something once and it continues to generate income, perhaps for years on end. Earning residual income online is also very much within the capability of the enterprising retiree; for example, producing popular information e-books, the subject matter of which never becomes obsolete. (Chapter 6)

Working online quickly and effortlessly

When you elect to make money online in retirement you will discover that the majority of the tasks you undertake are of a repetitive nature and as such can be put on automatic pilot allowing you to work quickly and effortlessly and leaving you free to engage in creative thinking to sell more of what you create and to produce additional money-making ideas. (Chapter 7)

Adapting your home computer into an electronic till

There are a variety of ready-made ways in which you can adapt your home computer into an electronic till, ways that have been devised by other online users; ways that are tried and tested. (Chapter 8)

Experiencing the satisfaction of carving your own niche

One of the prime advantages to taking the slow route to making money online is the opportunity it presents for carving out your own niche in the marketing of your produce. When you understand this, you also understand the secret of generating ongoing residual income (Chapter 9)

Choosing a domain name that reflects your produce

Your domain name is a powerful marketing tool in its own right and when you link it to your produce you are also directly linking to the other essential power tools that reflect sustained success in making money online in retirement: met tags, keywords, website description. (Chapter 10)

Learning how to promote what you create

Unless you devote time to learning how to promote what you create you will be stuck on the fast train going nowhere and your money-making adventure will be wedged in limbo. (Chapter 11)

Building interactive websites

With point- and-click tools at your command, building sophisticated interactive websites becomes child's play and a continual source of enjoyment. Chapter 12 reveals the two

best systems for the enterprising retiree; one for creating mini-sites, the other for multi-functional purposes.

Creating web pages that are rich in content

There is an old saying, 'a picture paints a thousand words'. Not so online. Words rule, words are king. Apart from your header and product blocks you will only add pictures and graphics if you are convinced they enhance and support your copy. That way you will see that most of the beautifully designed logos, banners and gizmos you had in mind will simply distract your readers from the one most important thing on your site - your sales message. (Chapter 13)

Writing sales letters that sizzle

You want your sales letters to be blockbusters, to sizzle like sausages in a frying pan; to attract cash paying customers. Follow the guidelines provided in Chapter 14 and you will compose effective sales copy rapidly and effortlessly.

Powering your text with prime keywords

Target the wrong keywords for your money-making offers and all your efforts at snaring the spiders and dominating your niche will be in vain. Net result: you will lose out and you won't be making *any* money online. Target the right keywords and watch your visitor traffic rocket. (Chapter 15)

Achieving high rankings in the search engines

There is a series of deadly errors internet marketers consistently commit when getting their websites ready for search engine submission. Employ the strategies disclosed in Chapter 16 and you won't fall into this trap when preparing your own mini or maxi site for high rankings.

Snaring the 'spiders'

The 'spiders' are the electronic robots dispatched by all search engines to assess websites for keywords, content and links value; the stuff that determines where, if at all, your site will be positioned in the listings. Chapter 17 offers you a valuable free tool to ensure that your websites are always up to scratch.

Creating site maps

Google were first to introduce site maps and then Yahoo! quickly followed suit. So far I have used them for only one of my websites www.writing-for-profit.com which at the time of penning this chapter stands at No.1 out of 47,500,000 competitive pages on Google. Chapter 18 shows you how to create site maps quickly and easily.

Flooding your website with low and no-cost traffic

The bulk of the traffic to arriving at the average website comes from major search engines but there are several other low and no-cost avenues to explore and if used correctly and regularly they can flood your site with traffic. (Chapter 19)

Mastering production of your own digital merchandise

It's as easy as pie as you will discover in Chapter 20. Once you are completely satisfied with the text for your project you simply pop it into the software compiler of your choice and out comes the finished information product. You can include graphics, illustrations, pictures, flow charts, etc – whatever in fact you reckon will add glitz to the overall effect.

Writing and distributing articles to attract sales

Articles cost nothing but time and energy to produce and distribute, and the power they exert is astounding. Article submission is the perfect niche vehicle for attracting pre-qualified, targeted prospects for your niche produce at zero cost. (Chapter 21)

Linking to other people's websites to increase exposure

Another clever cost free way of enticing the spiders and driving traffic to your website is through the power of linking to other sites; not any old sites, but sites specifically related to your topic. You will learn how to do this in Chapter 22.

Using email promotion to boost results

Until comparatively recent times email was the favourite tool of most online marketers; that is until the 'spammers' moved in and ruined it for everyone. Well, *almost* ruined it. But you can still use email to great effect if you go about matters correctly and Chapter 23 shows you how.

Composing and publishing your own virtual newsletters

Driving subscriptions and enhancing the profile of your newsletter are the core activities for success. There are 300,000+ other newsletters competing for the same subscribers so the better you become at chasing your goals, the faster you will succeed. Chapter 24 instructs on how to compose and publish your own virtual newsletters.

Building lists of prospective customers

There's an oft-quoted saying among successful e-entrepreneurs, '*The money is in the list*'. And so it is. More sales are generated from quality lists than from any other online marketing activity. Build a list of targeted contacts for your profitable retirement pursuit – and sales will come. (Chapter 25)

Why you should have your own 'blog'

Your blog is whatever you want it to be. There are millions of them, in all shapes and sizes, and there are no real rules. You need one to complete your arsenal of marketing tools and you will learn why in Chapter 26.

Attracting supplementary income via Google.com

Google AdSense is an ingenious tool that can generate advertising revenue from each page on your small business website - with no financial outlay, minimal investment in time, and no additional resources. (Chapter 27)

Making money from conducting surveys online

Participating in online consumer surveys is a useful add-on that can prove extremely lucrative. You are a virtual fountain of disparate tracts of information culled from the experiences of a lifetime. Why not get paid for expressing your opinions? (Chapter 28)

Buying and selling on eBay

It doesn't take a genius to make money with online auctions nor does it require participants to have any specialized computer knowledge. You don't even need to be a skilled entrepreneur because eBay does most of the work for you. (Chapter 29)

Earning money online from affiliate reselling

You were introduced to affiliate reselling in Chapter 2 as a route to quick money but you can also focus on it as slow money burner in its own right. Those retirees who already tread this path do so because they reckon it fulfills the basic requirements for successful internet marketing: *it is passive, residual, and has the propensity to create multiple streams of income.* (Chapter 30)

Giving stuff away to increase sales

In Chapter 31 Shelley Lowery extols the virtues of giving stuff away for free to increase sales and some time ago I decided to experiment myself in an endeavour to attract subscribers to my new newsletter. The results were astounding.

Test marketing everything you do – and why

Any good marketer knows that testing is the key to building profits in absolutely any business. You can never determine that one idea will or will not work in any specific business until you put it to the test. Don't think that the internet is any different. Chapter 32 tells you why.

Changing prospects in to cash-paying customers

Fail to change prospects into cash-paying customers and you will fail to make money online in retirement. You will learn how to convert prospects in Chapter 33.

Accepting credit card payments online

If you fail to make provision for accepting credit cards at your website (which you can do without obtaining merchant status) you will not get many sales. Chapter 34 provides the best options.

Exercise 2: Assessing your knowledge levels

On the surface this might seem like a pointless assignment – but it is not.

Only you are aware of how much you already know about what we are discussing here and I have no way of knowing what you know...

From the list of topics above (i.e. the subheadings) list those areas where you have a smattering of knowledge followed by the areas where you have no current knowledge.

Complete the exercise now and as you course through the chapters to follow you will assimilate their teachings much more rapidly than otherwise.

Trust me...this works.

Areas where you have some knowledge

Areas where you have no knowledge

Repeat it for the next again.

Leave your lists aside and come back to them a few days later...

Unless you are brain dead something has been occurring in the interim. Your little exercise has sparked off the interest of your subconscious and it is enthused about the outcome. It has been carrying this stuff around for years and is desperate to disclose the extent of your collective intelligence, to tell you how much you *really* know. Given the opportunity, it could have conveyed this information a long time ago.

But you never asked – until now.

Review each of your lists again individually and at the prompting of the second level of your consciousness keep on adding until you have exhausted the deepest recesses of your memory bank. Upon completion you may be shocked to discover that the topic you though you knew most about is in fact the one about which you know the least. One of the others may have the grabbed the Number 1 Spot thanks to power of recall of your helpful friend.

There's enough information on the winning topic to write a book, right?

Writing a book on your know-how

I've done it several times over; it's fun, it's therapeutic, and it can lead to streams of residual income if you do it correctly. The subject matter doesn't have to be related to what you did for a living. Perhaps a hobby interest came top of your list of 'expert' topics; perhaps it was something else that took you completely by surprise when you

realised just how much you know about the subject. It makes no difference. If you are interested, other people are too, and they will want to know what you know.

Exercise 4: Converting your project into a reality

Lay out what you know about your specialist topic on a sheet (or several sheets) of paper

Start with headings for each element then beef up the text accordingly.

Explain in a paragraph or two the gist, why you are interested, and what you have derived from your accumulated intelligence gathering over the years.

Explain the mechanics of participation (**features**).

Establish how you will rectify the shortfall in your knowledge (online research, reference library, other books on the subject, etc.)

Make a start on your researches and stick with them until you have gleaned what you still need to know.

You will be creating a work of non-fiction but you must decide on a category. Is it to be niche, ultra-niche, how-to, self-help – or what?

- -----
1. Identify your category and study everything associated with it: authors, publishers, writing styles, accepted formatting, market sub-sectors, etc. Visit bookstores and libraries; use the internet and reference manuals for your desk research.
 2. From your researches select the publishing house most closely associated with producing books related in one way or another to your particular project.
 3. Write to them requesting a copy of their ‘author guidelines’.
 4. Study this material assiduously to acquire a feel for their stipulations.
 5. Read several of the chosen publisher’s listed books on similar produce. Observe how authors craft titles, chapter headings, subheads, sub-subheads; how they employ bullet points and italics for emphasis. Determine the word count per page, per chapter, per entire book.
 6. List all competitive titles on sale (the more the merrier because that will indicate a healthy market for your topic).

Exercise 6: The creative process

Be honest with yourself right at the very start...

Are you capable of handling this project?

----- Yes/No

Is your vocabulary up to scratch?

----- Yes/No

Do you have reservations about grammar, syntax, whatever?

----- Yes/No

Get to work immediately on any areas of concern, and if that does not appeal to you, ditch the project. You won't be published unless the essence of your work is of the highest calibre and the command of your native tongue impeccable.

And now down to the nitty-gritty...

Compare the writing of your book to that of the task facing an artist painting a landscape. The artist envisages in advance the composition of the picture (your list of contents), makes rough sketches of essential features (your draft copy) and arrives at a balanced decision on execution. The artist has choices on technique for implementation and so do you.

What you should do this before you write anything

When you work away conscientiously on compiling the list of contents in advance, you open the door to choices on how you will tackle the actual writing of your book. Authors exercise preferences on execution. Some start at the beginning and continue right to the end without diversion; others tend to cherry pick, darting back and forth from one chapter or section to another. A few authors manage to combine both techniques successfully in that while maintaining a regular course, they make the occasional detour as and when inspiration strikes.

Whichever route you decide to travel you'll need a reliable road map and that is why you should always compile your list of contents before you write a single word.

Matching the sequence to your research findings

As with any list of things-to-do, you begin compilation of the list of contents at the origin of your dissertation, progress through the middle by highlighting all of the essential elements and end up at the tail; the climax; the promise of fulfilment. To do this effectively, you must match what you know with what you have discovered and merge your accumulated findings into a logical sequence of factual information. Sounds easy, but you won't get it right first time. You just keep at it until everything clicks into perfect place. You will know when that happens.

Now you can make a start on the first draft

Develop your own distinctive writing style. It's easier than you may imagine. Just talk to the reader as if he/she was sitting opposite you face to face – just as I am talking to you right now. You can't see me but you *hear* me just as you would if I was right there beside you. Some experienced authors produce one draft chapter, review it, rewrite it - or

discard it and start all over again. When satisfied they move on to a second chapter and repeat the process. I don't. I write the entire book in one fell swoop and I do so with confidence because I have my thoroughly researched, sequentially structured list of definitive contents to guide me all along the way. Then and only then do I undertake rewrites as required.

Above all, look upon the creative writing process as a joyous celebration, not a painful chore. Books created under duress invariably relay the writer's tension to the unfortunate reader.

And lastly, when you're happy with the final text...

- Make a start on your proposal for publication. Study everything you can lay your hands on relating to professional execution - including my tutorial *Secrets to Churning Out Bestsellers* (see website details below). The proposal is every bit as important as your text so treat its composition with equal diligence. It must include a synopsis, the list of contents, your target market, detailed marketplace analysis, major competitive titles, and your qualifications for writing the book.
- Choose your strongest chapter and use it as a sample to include with the proposal.
- Write your covering letter.

You might get lucky as I did with your very first proposal or you may require to rethink your strategy but if you follow the dictates outlined above you will cut down considerably on the painful prospect of outright rejection.

What you could do with your book to make money online

- If you are fortunate enough to be accepted by a traditional publishing house you could do as I do and set up a website (or several) to supplement the publisher's promotional activities and further galvanise them with the online distribution of appropriate articles (Chapter 21)

If not, you could go the self-publishing route by purchasing a package from a reputable concern such as **Profits Publishing** <http://www.1shoppingcart.com/app/?af=378171> and engage in similar supplementary online promotion.

TIP: Visit www.1st-creative-writing-course.com and draw down a copy of my free taster *Everyone Has at Least One Book in Them*. It will provide you with a solid introduction to what we have just been discussing.

The electronic alternative for your research findings

If attempting to have your book published sounds like too much trouble you might want to consider the electronic alternative. *Convert your know-how into a series of digital*

tutorials, build a website, and sell them as e-books online. This is a very fulfilling retirement pursuit which we'll be examining in greater detail when we arrive at Chapter 20.

So, you don't want to write a book?

That's okay. Use what you've just learned about your latent expertise to lay the foundations for a profitable retirement pursuit in the shape of a business, a product or service.

Adapting your expertise for online application

To adapt your expertise for online purposes you follow a path similar to that outlined above for writing a book.

- Get it all down on paper;
- Explain the methodology;
- List the features;
- Highlight the benefits;
- Establish what you don't know about your topic;
- Rectify the information shortfall by researching;
- Stick with the research until you've located all you still need to learn;
- Identify your market;
- Find out how to reach it;
- Develop your business idea, product or service;
- Test market;
- Promote.

As for the rest of it, that's the subject matter of the chapters to follow...

3. Developing your own money-making ideas

There are countless ways in which you can use your latent expertise to start a profitable online retirement pursuit. You might have a hobby out of which you could squeeze some additional income - or you could look at what other retirees are doing successfully online and determine whether you could emulate their approach or develop it into a money-making idea of your own.

Take the online route for your initial research

Literally thousands of amazing ideas are floating around out there in cyberspace just waiting to be tapped for free. Some of them are wacky, others workable as they stand, and some capable of individual development. Use Google.com – the best search engine of them all. Employ keyword phrases such as 'hobby ideas', 'retirement hobby ideas',

'business ideas', 'retirement business ideas', 'profitable retirement business ideas'; then try again by prefixing each of these search terms with the word *'free'*. You will uncover enough leads to keep you occupied for the next fortnight. Be selective though and you will save on time and undue stress. You'll soon get the hang of it and be able to recognize the more likely opportunities rapidly.

Exercise 7: Use the internet to locate money-making ideas

Come up with some keywords and keyword phrases of your own devising and use the search engines; try Google.com first then proceed to repeat the exercise on MSN, Yahoo! and AOL.

Now list those opportunities that take your fancy...

Hobbies convert easily into retirement money makers

Hobbies feature prominently on the list of preferred activities for the majority of retirees. But what if you could convert your hobby into an earner? Wouldn't that add to overall satisfaction? While not every hobby interest has the propensity to generate cash and some are no more than pleasurable pastimes; others have a commercial aspect attached if you dig deep enough to find it, and it is to a sample of these that we will give our attention shortly. This review may help you establish whether your own hobby has income generating possibilities - and if you don't have any hobbies, maybe you will locate one in your researches to turn a few pounds in retirement.

Make money online by doing what you love to do

Using a hobby or favorite pastime as your part time retirement business base has inherent benefits. Why do I say this? Because any venture you decide to become involved in should be something you love doing - something you believe in - something that you would work at no matter what income it would generate. This will give you the stamina

Developing possibilities from other people's ideas

It isn't the billions of ideas that pop up in the minds of humans around the globe that make money. Very few of them are worth the time it took to generate the thought itself. Most ideas are fleeting sparks that go no place and are soon forgotten. Of the ideas that are good, very few are followed up and become worthwhile developments in the marketplace. Most people are just not oriented to do anything while others believe it would take too much of their time and money to follow through to completion. This leaves the market place wide open for retirees who learn how to roll out opportunities from other people's ideas.

There are three major formats you can use:

1. **Find something** that already exists, the presence of which isn't common knowledge;
2. **Invent something.** Most inventions are merely new arrangements of things that have already been created;
3. **Alter or improve** in any number of different ways something that already exists.

As you create ideas, write them down. What you dream up can be your key to a profitable retirement pursuit. Keep your mind open as you go through each day. What did you notice in the department store that would reduce costs, save money or increase sales if some simple procedure were added or something changed? Ideas for improvements are among the most valuable things you can contribute to society and at the same time add to your bank account. To create ideas for improvements, consider every possibility and alternative for the thing you want to improve.

Exercise 9: List some products you reckon you could improve

Think of a few everyday products you think would be better value for money if only certain aspects could be improved upon. You may if you wish delay completion of this exercise to allow the gestation process to kick in – and then return to it later.

Learn to create ideas by evaluating all the different aspects of the product, methodology or concept you are interested in. Put your imagination and subconscious to work and write down your thoughts pertaining to each of the things you expect to improve. Use this wealth idea format as your guide for creating money-making improvements.

Exercise 10: List the things you want to improve

Why should it be improved?

Who will benefit from the improvement?

What is wrong with it at the present time?

Did someone else cause a problem with it?

How do you propose to improve it?

Do you have the facilities to do the work required?

-----Yes/No

Do you have the know-how to do the work required to improve it?

-----Yes/No

Exactly what part needs to be improved?

Should it be smaller or larger?

Should the color be different?

Would more activity help make it better?

-----Yes/No

Could it be combined with something else to make it more practical?

-----Yes/No

Would a different basic material work better?

-----Yes/No

Is it too complicated, could it be simplified?

-----Yes/No

Would a substitute be more meaningful?

-----Yes/No

Is it priced too high?

-----Yes/No

Can the shape be changed to advantage?

-----Yes/No

Can a new marketing plan make the difference?

-----Yes/No

Is it safe?

-----Yes/No

Can it be mass produced to bring the unit cost down?

-----Yes/No

Should the appearance be changed or streamlined?

-----Yes/No

Is there an adequate guarantee?

-----Yes/No

What can make it appeal to a bigger audience?

Would new packaging or a novel product name enhance it?

-----Yes/No

Can it be made heavier, lighter, higher or lower?

Can it be franchised?

-----Yes/No

Is there a good maintenance program to back it up?

-----Yes/No

Can financing be simplified?

-----Yes/No

List ways to increase production

List ways to increase sales

List ways to reduce costs

List ways to increase efficiency

List ways to improve quality and increase profits

What can be done with it to satisfy more people?

This format will start the ideas sparking and as related notions come to mind write them down in every variation you can think of. Do not judge the good or bad points of the ideas as they materialize; just write them down and judge them afterwards. You will stop the flow of ideas if you are critical of your thoughts before you put them on paper. When you have answered everything you can about the product or concept and know how it fits in with your plans, sit down and evaluate all the details you have written.

After you have found (or created) a good idea, follow it up with questions on what should be your next move in order to do something about it, then act; get it moving. Expose it to the world with sufficient tests to determine the value.

Come up with ideas that are still in the processing stage rather than get stuck on several vague points that may be worked out later as your subconscious goes to work. If your idea fails, so what; you are just that much closer to finalizing another one, then another, until a useful more valuable idea is born. Every manufacturing plant, retailer, solicitor, accountant; every business person, large or small, cannot continue to operate in the competitive world of today without someone in the organization constantly coming up with new and better ideas.

Old ideas drop by the wayside as new ideas take their place. Old companies without new ideas fade away. Those who learn and know how to create ideas and anticipate the changes needed, as the future evolves, have the opportunity to be a great success with big money-making potential – even in retirement....

Using intuition to find your money-making retirement pursuit

Another tool you can use to help dream up profitable ideas is to spend several minutes each evening, relaxed with your eyes closed. Pick any object that comes to mind and try to change it in your mind's eye. Change it in every manner you can think of to improve it. The following evening pick another subject or object and repeat the process. Soon you will be using 20 percent of your brain power instead of the 10 percent normally used by the average person. As your knowledge and brain power increase so will your bank account in retirement.

Just think what you could accomplish if you could get the other 80 percent of your brain power working. On second thoughts, don't aim for 100 percent efficiency out of your human computer - you'll probably wind up revolutionising the world.

Scan the classifieds in your local newspaper

Another good way to spark off ideas is to go through the classified and want ads in the local newspaper - also the yellow pages of your telephone directory. As you read, think of something that would be of value to prospective buyers, or enhance the item you are reading about.

Observe everyday things and details

In summary, learn to develop ideas from observing everyday things and details. Think of what could make something that exists better. Dwell on things that have a large marketing audience, something that everyone needs or wants. Write your ideas down. Put a pencil and pad at your bedside. When you remember a good dream, don't just lay there because by morning you will forget it. Jot it down on the pad. You will be surprised what you can dream up. Maybe an idea for an ultra-profitable retirement pursuit will magically appear on your pad tomorrow morning...

If so, jot it down here!

Some of the craziest ideas make money online consistently

Some people use far-fetched, off the wall ideas to make money online and a review of these might just help you locate your own wacky but profitable retirement pursuit.

Here are four examples to start you off:

1. Origami Boulders

Some say www.origamiboulder.com is pure genius. Whatever your opinion, there's no doubt this is a madcap idea which seems to be making sales. The site is set up like a

spoof of sorts. This businessman sells an 'origami boulder' which is basically a wadded up piece of paper (wadded up paper products come in a couple of different guises).

For \$3 (approx. £1.80) the owner of this business will crumple up a 'boulder', throw in the trash and email you with a description. He calls it performance art and an excerpt of the site's clever copy gives the flavor of this unusual business idea... 'You place an order and get origami boulder artwork with a special card to display at your home or workplace - makes an unforgettable gift for friends!'

No sales figures are available, yet people do order his product. A deluxe kit is even available – wadded paper on a bamboo platform. Check out - www.origamiboulder.com

2. Rent-A-Cow

Cheese lovers can rent their very own cheese maker – a brown-and-white cow living on a Swiss mountain. Dairy farmer Paul Wyler offers his cows for rent on the internet, with all the cheese they produce going to the 'virtual' owner. Cows cost around \$280 (approx. £162) for the summer and Wyler looks after the animals and makes cheese from their milk. Renters can check photographs of the animals at Wyler's website before they pay up.

He and his wife Helga run a 50-head farm in the Brienz area of the Bernese Oberland. They already rent some of the cows to restaurants and say they came up with their Rent-a-Cow idea because they could not sell as much cheese as they produce every year. Check out - www.kuhleasing.ch

3. Act Rich with Phony ATM Receipts

Here's a truly crazy idea - phony ATM receipts. Would you believe there's a market for them? Fake ATM receipts can be used for messages written on the reverse or left on coffee tables to impress friends, during negotiations with mortgage companies, or in front of the maitre'd at swish restaurants. The receipts show a fake balance of in excess of \$350,000 (approx. £202,898) and can be purchased in packs of four for \$3.99 (approx. £2.30) each! Check out

<http://www.227unusualbusinessideas.com/CrazyIdeas>

4. Goggles for Dogs

The inventors of Doggles - sunglasses designed especially for dogs - say they came up with their business brainwave after noticing their dog was squinting in the sunlight. Ken and Roni di Lullo of MidKnight Creations tried their own glasses on their dog's face but nothing stayed put. After experimenting with sports goggles, the innovative husband and wife team developed a special pair to fit their dog perfectly. Other dog owners approached the couple when they were all out walking, and a business was born. After a story on Doggles featured on CNN, sales quadrupled overnight and these days the di Lullo's have a \$1 million business. Check out www.doggles.com

Before you start developing unusual money-making ideas

Think about this...

- The **biggest breakthrough** for fast-food restaurants came from a bank. The drive-through window is just like a bank teller's window that opens outside. Perfect for picking up fast-food from your car.
- **Slot machines** date back to 100BC. They were used for dispensing holy water.
- **Kleenex tissues** were originally designed as make-up removers, until customers pointed out they were also ideal for nose-blowing.
- Did you know that one of the 'necessities' of modern life - the **roll-on deodorant** - was inspired by **ballpoint pens**?
- And who would have guessed that the whole science of fiber optics came about because of **aerospace research**, not because of the telecommunications companies which now use the technology daily.

Exercise 11: Think up some crazy ideas of your own

In their book *227 Unusual Business Ideas* Ross Stokes and Kathy Crockett go the whole hog in their search for weird concepts that work-at-home entrepreneurs use to make money consistently. You can purchase it for £25.75 (approx. £14) at this website <http://www.227unusualbusinessideas.com>. It comes with a free companion volume *The Brainstorming Guide* to assist in developing your own unusual ideas.

Ideas are the lifeblood of any business

A continuous flow of new ideas is essential whether you're running a small home-based business or a large multi-national. So entrepreneurs are always on the lookout for places they can search for *new* business ideas.

When you borrow ideas, successful processes and unique selling points from other industries, you're simply doing what great thinkers have always done. You're broadening your mind, making yourself more receptive to new ideas and inputs. Looking, listening

and thinking about a broad range of industries and businesses opens your mind to new possibilities for your own business opportunity.

6. Converting ideas into streams of residual income

Creating residual income streams is *not* an impossible dream for those retirees charged with an entrepreneurial streak and the opportunity to do so online is open to every third age traveller. Residual income (also known as passive or recurring income) is income that continues to be generated after the initial effort has been expended.

In other words, you do something once and it continues to generate income, perhaps for years on end. Compare this to how most people focus on earning: *linear income*, which is one-shot compensation or payment in the form of a fee, wage, commission or salary. Linear income is directly proportional to the number of hours invested in it (40 hours of pay for 40 hours of work) but one of the great advantages of residual income is that once things are set in motion, you continue making money from your initial efforts, while gaining time to devote to other things - such as generating more streams of residual income.

Offline opportunities are few and usually linked to special skills

Take writing for example. You put pen to paper and produce a book, the proposal for which is accepted for publication. You may be lucky enough to obtain an advance but here is how your residual income opportunity really starts to take shape. When your book is published the royalties from home, export and online sales will home in at around 7.5 to 10 percent per unit. Say it quickly and it doesn't sound like much but these basic royalties soon mount up to provide you with a handsome return year after year. When you start to hit reprints and multiple editions it gets even better and that's when your residual income opportunity takes off.

- Editions licensed to another publisher for manufacture;
- Single issue or one-shot periodical rights;
- Translation rights;
- Sound broadcasting rights;
- Merchandising rights;
- Educational reprint rights;
- Royalty-inclusive sales;
- Mail order sales;
- Book clubs;
- PLR (public lending right: libraries).

Your home computer is the gateway to online opportunities

The virtual nature of the internet makes it easier for anyone with a home computer (or access to one on a regular basis) to create streams of potential residual income online.

The purpose of this workbook is not to introduce you to get-rich-quick schemes (you'll get your fingers burned rapidly if you follow that route) but to show you how with a little effort and patience you can participate in a myriad of legitimate ways to add to your retirement income. You don't have to be a wizard, a magician, or a geek. All you need do is to follow the instructions detailed in Chapters 7 through 33 and you will discover how to tap into residual streams by providing other internet users with what they want (not necessarily need).

Everyone online wants information and they want it instantly

People around the world use the internet for all sorts of reasons (some of them downright nefarious) but one specific reason consistently stands head and shoulders above all the others according to findings emanating from Forrester Surveys (the internet research arm): *Information*. Everyone wants it, they want it instantly, and they want it for free. So how does that help us in retirement to carve out residual income opportunities? Just this: Online users can't always find what they want for free and even when they do it's often out of date, flawed, misleading, or worse still, useless. This opens up a gap into which part time online marketers can step with information produce and software that is up to date, unflawed and useful.

'There you go again,' Can I hear you say? 'I don't want to write information packages and I don't know anything about producing software'. That's okay. You don't have to roll your own (better if you can though as you'll find out shortly) because there are thousands of purveyors who'll gladly cut you in on a slice of the action if you promote theirs.

Market your own information products and fulfil a need

Self-publishing your own personally generated information products has two clear advantages over marketing through them traditional publishing houses:

- As info-product creator you keep 100 percent of the profit versus the percentage of royalties you would obtain through traditional concerns - if they decide to publish your work at all.
- By retaining total control over the marketing of your produce you can profit from it for as long as enough viable markets (willing, able, accessible buyers) exist.

Conversely, traditional publishers usually have so many new titles vying for their marketing budgets that unless an author is well-known, or the work is a top seller, the writer's book is not given priority and usually ends up being pulled from the market within year or two, plunging into obscurity. That's the downside of being a traditionally published author: you must keep rolling out bestsellers if you are to earn ongoing residuals.

Market other people's produce and do likewise

There is no shortage of opportunities to market info-produce and software created by other online marketers and in subsequent chapters we will be highlighting a variety of leading sources. You won't make as much money of course (25 to 35 percent commission as a general rule) but do bear in mind that this is passive income. You do something once, set the ball in motion, put your game plan on auto pilot, and keep on earning residuals for years after - providing of course that the produce has an essential inbuilt longevity factor.

Benefits of reselling digital produce you don't create yourself

- No stockholding;
- No shipping charges;
- No depreciation;
- No debtors;
- No refunds;
- No breakages.

Exercise 12: Identify ideas for creating residual income

From the information you have so far culled from completing Exercises 7 through 11 identify those ideas you think are capable of development into streams of residual income.

Don't go making hard and fast choices yet though. We still have a long way to go in our appreciation of the slow route to making money online in retirement.

7. Working faster, easier, stress-free

When you adopt the slow route to making money online in retirement you eliminate the bulk of the hassles connected with setting up an offline business. Even so, you will still require to embark on a prescribed learning curve (and that's what the rest of this workbook all about) but it's a lot more fun. All things considered, online is the faster, easier, stress-free route to take for retirees who wish to add to their basic income. Your virtual store can be any size you like – as big as the biggest mall in New York City – and there is no limit on the amount of products you can offer: the range can be infinite.

And how's this for a list of inbuilt advantages when you deal in digitised produce:

1. Minimal start up costs
2. Work your own hours
3. 24 hour trading
4. Open 365 days a year
5. Marketplace: the Planet Earth
6. Level playing field even if your website consists of a solitary page
7. Automatic order taking
8. Automatic payment processing
9. Instant delivery of produce
10. Instant shopper satisfaction
11. No customer interfacing
12. No premises
13. No rent
14. No commercial rates
15. No staff
16. No wages
17. No stock
18. No creditors
19. No debtors
20. No shipping
21. Opportunity to create passive income online

We haven't even scratched the surface but don't you already get the feeling that the online route sounds fast, easy, stress-free?

Cut your operational costs to the bone

You can start an online retirement business for next to nothing when you trade in digitised merchandise. Apart from your domain name (and that comes dirt cheap nowadays) your only other basic start up costs comprise page creation tools and website hosting but I'll show you in Chapter 12 how to obtain all three in a unique piece of software that offers a great deal more besides. I'll also direct you in Chapter 20 to another software tool that will produce your initial e-produce for free.

Choose your own hours to make money online

For many retirees this is the single most attractive aspect of running an internet business. If you feel like working ten hours on a given day you can do so; if you feel less energetic then you set the schedule to suit yourself; one hour, two or three – or take the day off and apply yourself to other interests. There is no requirement for you to be strapped to your computer because as you will discover as you progress in your studies that almost *everything* connected with the enterprise can set on automatic pilot.

Your website accepts and processes orders while you sleep

The automation I just referred to can be positioned to accept orders electronically every second of every day and every night. We'll examine your options in Chapter 34 where I will also let you in on my favourite order-taking software; how it works; how inexpensive it is to operate – and why it is the perfect solution for the small online business dealing exclusively in digitised produce.

Enjoy round-the-clock trading in cyberspace

It can't help it. The internet is always open; it doesn't even close down for a quick breather. It ignores public holidays and it never takes a vacation.

- Can you imagine the scope this unique marketing opportunity presents in your pursuit of a profitable retirement pursuit?
- Can you envisage how vast the cyberspace marketplace will become when within the next few years the 55 million existing customer base will be extended by many millions more as Asian users kick in?
- Can you think of any offline business that is faster, easier and less stressful?
- Can you see now why so many of today's retirees are turning to the internet as the route to take to add to basic income?

It gets even better when learn how to combine both online and offline in promoting your ideas. I'll show you how I do it in a later chapter.

Your virtual store does business around the globe

The virtual store housed in your computer is contained in a microchip measuring less than half the size of a postage stamp and yet it has the power to reach across the globe and do business internationally. You can't see how this would be of much use to you? Then allow me to illustrate from my own experience. Eighteen months ago I launched an information product that was intended for local writing groups. What do I find a year and a half on? 92 percent of downloads are from the USA, 7 percent from the European Union, and only 1 percent from the UK. There's a logical reason for this which we'll discuss in some detail in the penultimate chapter.

You operate on a level platform with the moguls

Providing the virtual stall you set up is of the highest standards (and there is no problem in attaining these) then you will be competing on equal terms with the major dot coms. You could be operating your little empire from a desk in your living room overlooking the village green but no one will ever know. That's the beauty of online trading: *anonymity*. It provides a level playing field for everyone and no one can steal a march on you because by the time you have finished reading this book you will know how to access the same marketing tools the moguls use – and they will work for you even if your site consists of a solitary sales page.

How automatic ordering removes the strain

When people visit your website and review your digitised information produce or software they make one of four decisions:

1. They buy on the spot;
2. They decide to move on and find something better, cheaper - or for free;
3. They decide to come back again later for a second look;
4. They decide they're not interested.

When they decide to buy on the spot (or return later to buy) they want the merchandise immediately and they want it without any hassle. With automatic ordering they can have what they want because the entire transaction takes only seconds.

ORDER>>PROCESS>>DELIVERY

How automated processing gets the cash in fast

Virtual transactions get the cash in fast because the process is fully automatic:

- Customer produces credit card details online;
- Transaction is authorised;
- Sale receipts are deposited in your virtual account.

You will need a facility to accept credit cards because without one you will miss out on 90 percent of the potential sales for your e-produce. I will give the two best options in Chapter 34.

How instant delivery creates instant goodwill

Online it's win-win all round. The customer gets the produce, you get the cash, and you both get what you want instantly. A bond is created and in retail parlance that equals goodwill. How you use it is your business but you would do well to nurture its power.

How customer satisfaction results in incremental sales

The most productive avenue for future sales will always remain the list of customers who previously bought from you and were happy with the purchase. The potential here for additional sales far outstrips any program you might put in place to attract new business.

Why virtual customer interfacing removes stress

In an offline business customer interfacing can prove arduous. It is ongoing and covers issues such as product information, demonstration, general enquiries, and complaints. Virtual interfacing eliminates the stress. Answers or directions covering most customer issues can be hosted in a web page devoted to **Frequently Asked Questions (FAQ)**.

Six ways to contain costs

1. You don't need premises therefore you pay neither rent nor commercial rates;
2. You don't need staff therefore you won't have a wages bill;
3. You don't have to carry stock therefore you won't incur depreciation costs;
4. You won't have creditors therefore you save on accounting costs;
5. You won't have debtors therefore you don't have to fund transactions;
6. You won't be shipping produce therefore you won't have freight charges.

Exercise 13: Make a start on your plan of action and direction

Now that you absorbed the basics to making money online in retirement and before you start on the mechanics, spend a few minutes on sketching out the beginnings of your plan of action and direction.

Will you choose the fast or the slow route to making money online in retirement?

-----Yes/No

If you elect to stay on the fast route do you appreciate that your earnings will dwindle and disappear altogether in short order?

-----Yes/No

Do you understand why this will be so?

-----Yes/No

If you take the slow route will you commit to studying this workbook in its entirety and implementing its strategies to ensure success?

-----Yes/No

How will you budget your time?

Will your core objective be attracting residual income?

-----Yes/No

Will you expand into other online areas?

-----Yes/No

Will you engage in producing and marketing digital produce?

-----Yes/No

Will you build lists of prospects?

-----Yes/No

Will you set up a free newsletter and solicit subscriptions?

-----Yes/No

There will be lots of other questions you will want to add to this list as you progress in your studies and only you can come up with the answers; answers that will add flesh to the bones of your plan.

8. Adapting your home computer as an electronic till

In Chapter 5 we reviewed an 'idea format' for improving aspects of a product or service created by someone else. Now is your opportunity to put it to the test and in so doing adapt your home computer as an electronic till. If you cannot come up with an idea of your own or you are still unsure about affiliate reselling, here are six alternative opportunities worthy of your consideration.

Whatever level of internet expertise you currently possess, there's a profitable online retirement pursuit in this selection. Among the examples are openings for the highly skilled, the semi-skilled, the totally unskilled - and with appropriate planning, you could run several of these ventures concurrently. They're as new as the internet itself *and* they are already being successfully worked by retiree home based operators like yourself.

Some of the descriptions contain URLs that will take you to websites where you can learn more - or see for yourself how someone else is marketing the opportunity. For those options that take your fancy but for which you are short on skills, there is ample training available online and usually for free. How much income you can expect to earn is down to the quality of your planning, your willingness to learn, and your application. What's more, almost all of them have a propensity for passive income generation.

1- Make money online from other people's expertise

Several years ago a lady from the United States came up with a very simple but powerful plan for making money on the internet: a method that anyone can copy and profit from.

Here is what she did:

On AOL there is a forum called 'Business Know-How'. Within this forum there is a section 'File Libraries'. The file libraries contain articles that people have uploaded (posted) to the forum. These people may be marketing consultants, software publishers, book publishers or writers and other experts. They post the articles in order to get exposure to internet users who may be interested in their services. By looking at the download statistics for the articles, the lady in question was able to determine which reports were the most popular with members of the forum.

As a matter of fact, the number of times a file has been downloaded is invariably posted right on the main screen and since you can sort the articles by number of downloads, it is an easy task to find the most popular titles. Now these articles are usually only 3 or 4 pages long but they contain a wealth of information on just about everything to do with operating a business including advertising, management, pricing, start ups, business plans, organisation, marketing, etc.

She downloaded several of the most promising articles and wrote the authors to ask for two things:

- 1) Permission to reprint the reports on CD.
- 2) Permission to transfer the reprint rights to others.

Now, why on earth would these authors give her permission to reprint their copyrighted material? For the same reason they had uploaded the articles in the first place: Free publicity. They know that the more people who view their articles, the more exposure they will get for their products and services - and the better chance they have of making a sale. For them, it's free advertising - and for her, it represents a never-ending source of fresh, new reports.

After she got permission from the authors to reprint their articles, she grouped them together according to subject matter and produced 12 CDs that featured a different business topic. Each disk contained 5 - 8 different reports relating to the topic. At the bottom of each report there is a 'plug' for the author. This plug is sometimes called a resource box and generally contains the author's name, contact reference, and information about the product or service on offer. It looks just like a classified ad.

Now (bearing in mind that the lady is selling reports, not the product or service) this is where she got really smart. Instead of just selling the CDs individually herself, she came up with the idea of an opportunity catalogue and offered the disks for sale in four different ways:

- **Retail** - You could buy each disk for \$8.
- **Reprint** - You could buy the reprint rights to a disk for between \$100 and \$150 and sell the disk to others at retail.

- **Unlimited** - You could buy the reprint rights to a disk and also the right to sell the reprint rights to others. This option cost \$180 to \$250 depending on the disk. Or, if you were really serious about making money, you could buy the...
- **Business in a Box**, which included unlimited reprint and resell rights to all the disks for \$2000. Many people went for the Business in a Box option because she included a discount coupon for \$1000 if they ordered within a certain date that was stamped in red on the coupon.

The last I heard, she had sold 100 Business in a Box packages for \$1000 each in less than a year. **Total turnover: \$100,000.**

Anyone could do what this lady did because there are literally hundreds of thousands of valuable, informative free reports and dissertations (including hundreds of my own) on the internet - and all of these are there just waiting to be downloaded and marketed successfully. These reports are not just restricted to business services; you will unearth a cache of downloadable documents covering every topic from health care to dog grooming, from A to Z.

At first glance this might appear like a convoluted way to do business, but in reality it is very simple - and it's a proven winner – and makes for an ideal profitable retirement pursuit. There are unlimited numbers of authoritative, well written, free reports available for download on the internet, reports from authors who are only too willing to let you have them to do with what you please – providing always you obtain resale permission rights where required.

The lady sourced her articles from the AOL forum but here is list 12 other websites containing similar (if not better) material:

<http://ezinearticles.com>
<http://www.certificate.net/wwio>
<http://www.ideamarketers.com>
<http://www.marketing-seek.com>
<http://www.goarticles.com>
<http://www.netterweb.com>
<http://www.articlecentral.com>
<http://homeincome.com/writers-connection>
http://www.web-source.net/syndicator_submit.htm
<http://www.clickforcontent.com/writersadd.htm>
<http://www.aracopy.com>
<http://www.zinecast.com>

Give serious consideration to this first option for a profitable retirement pursuit because if handled professionally it could prove a real money-spinner. In the Appendix you'll find an even bigger list of sources containing another batch of sites where you can download valuable articles for free with permission in most cases to do what you like with them.

2 – Become a cyberspace advertising agent

If you are sufficiently motivated to become competent in using and explaining the workings of the internet to small businesses in your locality, you could build up a home based Internet Ad Agency serving clients in a specialised area. The best way to start is to focus on a market with which you are familiar. You could for example set up a website to attract advertising from the travel and tourism industry or you could specialise in one type of service. For example, a website devoted to wedding planning will attract advertising revenue from local hotels, restaurants, florists, care hire, bakeries, etc.

How you make money

You can lease a virtual server that will hold 5000 pages (or more) for around £75 per month. If you offer your clients designed/maintained web pages at £10 per page, you will only need to sell eight pages to meet the expense. The goal must be to get as many clients as you can, thus maximising the profitability of your server capacity.

You can also offer custom design services on an hourly basis. Charge between £55 and £80 per hour - or determine your rates on a per-job basis, taking into account all billable hours involved in the project. Many internet ad agencies also work on monthly retainers of £250 or more, providing updating and maintenance. An example of this might be updating the menu on a restaurant web page.

In essence, your incomings derive from:

- (a) Advertising revenue
- (b) Mix of hosting/design/maintenance fees

Getting started

You'll need to set up some sample ads on your domain to show to potential clients

Into the future

This is a business with enormous growth potential where you can develop a close relationship with your clientele. You'll be servicing an area you know about and enjoy - but remember that (as a one-person agency) you must be hands-on in every aspect of the process; from selling ads to designing and maintaining the web pages.

Maybe you owned (as I did), worked in or managed a traditional advertising agency during your 'active' years. Here's an opportunity to do it all over again from home as a retiree cyberspace specialist.

3- Provide a desktop publishing service to local businesses

According to research findings, this market had expanded globally from £1.8 in annual sales in 1985 to almost £4.1 billion in 2004 - and there would appear to no end in sight to its phenomenal growth. One of the very real challenges of this business is that there are millions of potential clients out there who are still unaware that they need the services of a desktop specialist. Home based desktop publishers are engaged in producing a welter of graphic materials; brochures, flyers, advertisements, newsletters, books, business proposals and forms. Some also provide word processing services for their clients while others will work on almost any type of graphic assignment. This is an enormous market where the proficient operator can locate endless opportunities for residual income. It's a superb business for retirees who have the technical know-how, enthusiasm, and the will to succeed.

How to market the service - Set up a mini-website with the home page describing what you are offering and several supplementary pages displaying examples of the produce. To ensure blanket promotion you will also want to get yourself around local businesses with a series of face-to-face presentations.

4- Create, register, auction off domain names

Several years ago the UK national daily press carried a story about an enterprising young man who exercised considerable foresight when he registered the domain name <http://www.bettingshop.com>. Why? Because a few months later he sold it in an internet auction for £25,000! The trick is to locate and register domain names that sometime or another certain big businesses and/or institutions will pay handsomely to have the rights transferred. There's a website where you can do an instant free search on any number of names you can think up and then proceed to register as many domains as you wish at under £10 a throw. Why not get your thinking cap on? Come up with some likely candidates, visit this website <http://www.whois.com> and start registering. Who knows, there might be £25,000 - and a profitable retirement pursuit for you. And here's another website worth investigating www.OpenForSale.com. It features a weekend crash course with 25 breakthrough strategies to help you automatically find buyers for your names. This imaginative tutorial costs \$37 (approx. £20) but it could pay for itself several times over within days of applying its well reasoned directives.

In Chapter 29 you will discover how to use eBay for auctioning off your selected domain names.

5- Build a pay-to-access referrals directory

How's this for an idea? Offer homeowners access to a directory of reliable, recommended contractors, plumbers, electricians, painters, landscapers, handymen, etc - and charge a fee for access to your exclusive directory. Have a look and see what this example has to offer. <http://www.angieslist.com>. Angie's List is a consumer-driven project that collects customer satisfaction ratings on local service companies in more than 250 categories.

This referrals directory offers assistance to subscribers on an entire spectrum of homeowner headaches.

I have a retired friend who used this concept to negotiate fees on a subscription based website for nationwide B&Bs. Internet referral directories are booming because everyone wants a one-stop source for what they want, when they want it - which is invariably, right now.

6 – Offer creative tuition to online users

Do you have a measure of expertise in the creative arts? It might be writing, music, figure drawing, sketching, watercolours or oil painting, etc. For example: Are you a writer or better still an author with a few published titles to your credit? Then consider expanding your expertise by devising a course of instruction based on creative writing for beginners. You could market your information product via a mini website like <http://1st-creative-writing-course.com> or use the multi-dimensional approach of <http://www.writing-for-profit.com> . The first of these sites which I designed together with the accompanying tutorial started life in October 2004 and (as I write) is ranking in the 1st one percent on Alexa at 74,513 out of 96,000,000+ million websites. That, dare I say it, has to be exceptional for a retirement hobby venture.

Exercise 14: Try developing your own online cash generators

From within your particular area of expertise (career, hobbies, whatever) try to come up with three possibilities for developing your own online cash generators.

In each instance provide...

- A name for the product or service
- A brief description of the application

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Do not proceed further on your suggestions just yet – wait until after your first complete reading of the workbook.

9. Appreciating the incredible influence of niche marketing

There isn't a successful online marketer anywhere in the world who would dispute the assertion that niche is the only way to go: niche markets, niche customers, niche produce. And this applies whether you create your own produce or opt for someone else's to promote.

- Identify your niche market;
- Identify your niche customers;
- Identify the produce the niche market and its customers want.

Why most online businesses are doomed from the outset

It's sad, but even today the vast majority of online businesses still manage to fail before they actually begin...

'Why?' you might well ask.

Because 98 percent of the people *trying* to do business online, don't know how to go about choosing a niche.

In fact, most of them make one of two huge mistakes:

- **Mistake #1 - Targeting a market that is too broad**
(i.e. Trying to compete with Amazon.com by selling books or other common household items online)

- **Mistake #2 - Targeting a niche that is overly saturated**
(i.e. Trying to get a foothold in the 'Internet Marketing' or 'How To Make Money Online' niche)

What users want to find when they search online

This little table says it all...

Top 5 e-commerce niche purchasing categories

- a) Computers (4.3 million buyers);
- b) Electronics (7.4 million buyers);
- c) Software (9.6 million buyers);
- d) CDs/Videos/DVDs (11.2 million buyers);
- e) Digitised Books and Information (**17.5 million** buyers).

Information products outstrip all other e-commerce niche purchasing options and this opens the door to you in the development of your retirement money-maker plan. This table incidentally is extracted from a Forrester Survey (the internet research arm) on online buying patterns for the year 2004.

The secret to success...

The secret to long-term success online is to find tiny - but popular - niche markets that have little or no direct competition, and then create and sell digital information products to these niches.

When people go online to buy, they buy what they want

That's it then in a nutshell. When people go online to buy, they buy what they *want*; not what they necessarily need or what other people say is good for them. Allow me to illustrate with a true story that dates back long before we had colour television, mobile phones, or the internet.

How to recognise easy-to-target niche markets

Don't treat the following questions lightly; think seriously about them and go beyond the obvious. Many opportunities and breakthroughs lie in the final stretch. In other words, expand your mind, because the best ideas will probably be found further down the list past the first more obvious ones. Just jot down your ideas no matter how silly or implausible. You will never know until you test.

Come up with a list of at least 100 ideas by answering these questions:

- What you enjoy doing?
- What do you do voluntarily?

- What are your hobbies or special interests?
- What do you do (assuming you are just approaching retirement) when you are not working?
- What did you love to do when you were much younger?
- What do you do really well?
- What do you do *not so well* but still enjoy?
- What skills, knowledge, have you accumulated from your working life?
- With what areas do people ask for your help?
- Compile a list of the occupations you were involved in down the years. Now list the things you like about each job; list the things you know about each job; list the things you reckon you excelled at while you worked in each job; list the things you hated and why.
- What schools did you attend? What courses did you take? In what subjects did you do well? Did friends ask for your help; if so, in which subjects?
- In which sports did you participate?
- Where have you travelled much? Why? For what purposes? What did you learn? Who did you meet?
- Make a list of your friends. What do *they* like to do? In which areas are they expert? Would they be interested in joining you in a niche venture?

At this point you should have a list of 100 ideas. If not, keep adding to the list until you do. Admittedly, this exercise may take more than a day to accomplish but force your mind to go beyond the obvious. Look closer and dig deeper but if you are stuck and need more ideas, try these alternative routes:

1. Visit your favorite bookstore; browse over the 10 best-selling non-fiction books.
2. Visit your favorite book aisles; which books pique your curiosity?
3. Visit your favorite newsstand; which newspapers or magazines interest you? Which ones do you read? Which ones do you buy?
4. Ask around, friends and relatives in particular. 'In what things do you think I am most interested? What things do you think I do well? About which topics do I talk most?' (Some of the answers may surprise you).

After you're done, narrow your list down to three to five topics that appeal most to you; topics that tickle your fancy This is important because you have to like the idea and show much more than just a passing interest in the topic. If you create a potentially profitable retirement pursuit around this topic, you may be working at it for years and have fun doing it. So choose something that you enjoy, that you like, that *fascinates* you.

Now take the core words from your narrowed-down list of ideas, and type them into a few major search engines; investigate each item on your list.

- Do you see a pattern emerging?
- Can you find websites, newsgroups and newsletters that focus on that very interest?
- *Do your interests coincide with a niche market?*

- How large and identifiable is the niche?
- Who is the competition?
- What do they do?
- What are they selling?
- What are their target markets?
- How are they positioned?
- What's missing?
- What problem can you perceive that is not being currently addressed?
- Could you provide a solution?
- Could you conceive a product or service that the niche wants and will buy?

To achieve this latter objective, frequent the newsgroups, forums, and discussion groups related to your niche. Look at the questions being posted daily. Talk to the participants. Ask questions. This is how to determine what potential niche customers want, not necessarily need.

How to find products and services that people want

By now you should have identified one or two easy-to-target markets and if you have done your research properly you have probably also identified a problem the target market is currently experiencing. If you haven't found one yet, keep lurking. It may take a little more time. If people are asking questions on newsgroups, forums, discussion groups that you do not understand, contact them individually and request clarification. Keep going until you uncover a problem, a want, a need.

Now brainstorm again.

- What types of produce or service can you develop, locate or resell to help solve the identified problem?
- More importantly, determine whether your solution will sell.

Once you have defined a product or service, ascertain if your identified niche market is willing to part with hard cash to own your prescribed solution. Always remember, a recognized need does not necessarily translate into sales. Just because someone apparently needs something it does not mean that they will *want* badly enough to splash out cash. If your target audience is unwilling to purchase your product or service for whatever reason, or if you have identified more problems than you can solve, discard the market and move on to the next one. Never get hung up on trying to flog a dead horse.

Nonetheless, the most profitable products are those you can develop yourself because that way you control the costs. But you may have neither the skills nor the resources to achieve this. If that is the case, look around for a joint partner who already *has the solution* but is not doing a very good job of marketing it. Make an offer – and be sure to put it in writing. You'll never know if you don't ask.

Throughout the entire process of finding a product or service that people want, bear in mind that while almost anything sells over the internet, you should focus on produce that can be digitised and easily automated. Become 'auto-pilot' minded. This will allow you to expand into several profitable online retirement pursuits that combine to create multiple income streams.

Above all – think niche.

Assessing the potential for niche markets

You begin by using the search engines to gauge the popularity of keywords and key phrases related to your particular niche. The number of sites displayed for, say, the keyword 'golf swing' will provide a notional indication of the overall niche market size. But that is not enough. Now you need to establish how many times per month 'golf swing' is being searched for by users. When you've determined that you can also determine the keyword's popularity i.e. number of times the term is searched for as opposed to sites available for scrutiny.

Are there more sites than users searching for the keyword? If there are, you've just found an oversaturated niche, so drop it.

Are there more users than sites available for searching? Then you've located an under-worked niche, so go for it.

How you will know for sure if you've struck it niche

- You have located an easy-to-target niche market;
- It is easy for you and other people to identify;
- You know where to reach your perfect customers;
- There are sufficient numbers of them;
- There are newsgroups they frequent;
- There are websites they visit;
- There are newsletters they subscribe to;
- You have identified a problem this niche market is currently experiencing;
- You have developed a product or service to provide a solution;
- It's something your potential niche customers want, not need;
- You have tested the market and now know they will buy from you.

Ten tried and tested niches you can develop yourself

One of the biggest challenges to making money online in retirement is finding a profitable niche to target. Here are ten proven niche ideas to help you develop information products that are always in demand.

- 1) **Achieving success** – Can you think of anyone who doesn't want to be successful? Your product or service could target niches relating to setting and reaching goals, motivational techniques, acquiring the right mind set, etc...
- 2) **Aspiring to leadership** – Most people aspire to leadership but need guidance. Target niches on leadership qualities, communicating with subordinates, training staff members, etc...
- 3) **Finding a job** - Many jobseekers require assistance in securing employment; composing letters of application and acquiring tips on successfully negotiating interviews. Target niches connected with writing resumes, job listing services, job training, interview techniques etc...
- 4) **Beauty enhancement** – We all want to be attractive to others; target product niches on beauty aids, hair products hairstyles, power dressing, etc...
- 5) **Maintaining good health**- This is one of the most popular niches online right now. Target niches directly associated to nutrition supplements, disease prevention, vitamins, diet plans, exercising etc – and you could make money on a regular basis.
- 6) **Accomplishing goals** - Just about everyone has a goal they want to achieve in their life and/or career. Target niches such as goal setting techniques, motivational products, hypnosis, seminars, etc...
- 7) **Learning new skills** – Lots of people want to learn a new skill. You could help them do this by targeting niches like educational classes, home training, personal training, how-to books, articles, videos, etc. Find something that a lot of people are looking to learn and you could be on a winner.
- 8) **Fulfilling a craving** – Dieters for example crave foods that taste fatty or luxurious without actually being fattening or overly rich in substance. You could target food product niches like low fat, low carbohydrate, sugar free, etc. It seems like everyone is on some sort of diet these days so why not cash in by filling a perceived need?
- 9) **Organiser aids** - You could target niche products like schedulers, organisational tips and information, closet organisers, calendars, etc...
- 10) **Fulfilling a fantasy** - Everyone has some sort of dream or fantasy that they would just love to fulfil. Your offers could target niches such as locating exotic vacations, reviewing high ticket items, realising dreams, strategies, inspiration, etc...

There you have it; ten niches you can use to develop digital information products. Break them up, mix and match them, use them to generate more niche ideas, or do anything else you like with them. Just get cracking on creating niche ideas to make money online in retirement.

Footnote

The importance of operating in defined niche areas to make money online is encapsulated in this quotation from a famous television personality and mega-successful business person.

*"I don't know the key to success
but the key to failure is to try to please everyone"*
Bill Cosby

Exercise 15: Use your own expertise to create niche products

Back again to your specific area of expertise but this time go a stage further and create outlines for a few niche products or services that you could develop into online money makers.

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One again do not expand on your outlines yet – wait until you have completed your first reading of the workbook.

10. Choosing a domain name that reflects your produce

Do you really need to have your own domain name? The one word answer is 'Yes'. If you put up your site with one of the free web hosting services, the one that benefits most is the hosting company. The last person to benefit is you. There are a number of reasons why having a domain name that reflects your produce is a must if you are to make money online in retirement:

Avoiding convolution in your chosen domain

1) When you have your own domain name, the address of your website will be of the form <http://www.yourcompany.com>. On the other hand, if you put up your site on one of the free servers, the address of your website will be something like <http://www.somefreewebsite.com/yourtradingname>

- Which of these sounds more professional?
- Which of these is easier to remember?

I leave you to make your own judgement.

2) The way to make money online is to build up credibility among your customers. Having your own domain name is the first step in doing that. Your customers will feel more comfortable buying whatever it is that you are selling if you have your own domain name. They get an immediate impression that they are dealing with a credible concern rather than with some fly by night operator.

3) When you have your domain name, you can have multiple email aliases of the form alias@yourcompany.com. This allows you to assign different email aliases to different functions, all of them pointing to your actual email address.

- For questions related to the products and services that you sell, you can have an email address like sales@yourcompany.com;
- For questions related to the newsletter that you publish, you can have an email address like editor@yourcompany.com;
- For comments/suggestions about your website, you can direct your customers to feedback@yourcompany.com or webmaster@yourcompany.com.

Having different email addresses for different functions not only makes it easier for you to filter email using your email client program but also gives your customers the impression that yours is an established company with whom it is safe to do business.

4) Many search engines give serious emphasis to the home page of a particular domain, i.e. other things remaining the same, a home page of a domain will often rank higher for a particular keyword than any other page. When you use some of the free hosting services your index.html page is the home page of your site but not of that domain. Hence in these search engines your site will find it very difficult to make it to the top 20 or top 30 let alone the top 10 for some of the really competitive keywords. Just think of the amount of traffic that you will lose if this happens.

5) Some search engines are now refusing to 'spider' websites which are hosted by the free web services. For instance, if you have a freely hosted site you would, until recently have got the infamous error message saying that too many pages have been submitted if you tried to submit your site to AltaVista. And now while Altavista reports 'your URL has been submitted for processing', don't be fooled. If you try to submit rest assured that AltaVista will not spider your pages even though it says that your site has been accepted for submission. Can you afford that?

6) When your site is hosted by some of the free web hosts you will find it very difficult to get it listed in major directories like Yahoo!, The Open Directory or Zeal. Although Yahoo will never admit that it won't add a commercial site which is hosted by one of the free web hosts, in practice, it will be a miracle if you can get your site listed. Listing is difficult enough even when you have your own domain. Don't make your task more difficult than what it needs to be.

The small fee that you pay per year for your own domain name is loose change compared to the benefits that you accrue. You can check out the availability of domain names and register new domains at <http://www.whois.com>

Six hallmarks of a good domain name

Here's what to look for in a good domain name.

A good domain name is relatively short. A short name -- if you can get it -- is important for several reasons. It is easy to fit into logos, makes a better brand, is more easily recognizable, and is harder to misspell. Some companies have 50-character domain names spelling out their whole company name. That's unwise. Long domain names don't fit in forms, on billboards, or in Google PPC ads. Keep them relatively short.

A good domain name is memorable. You remember generic names, such as Art.com and Garden.com. But you also remember more unique names such as Amazon.com, Google.com, and FogDog.com. Putting together strange combinations of words is fun and can be very productive. It helps if it rhymes like FogDog, or repeats sounds such as Google, or is sing-song like WilsonWeb. Say your prospective domain name out loud to listen to its sounds. See if your tongue gets twisted around any syllables. Whatever your domain name, it should stick in the mind.

A good domain name isn't easily confused with others. In their desperation to find a domain name, some grasped at hyphenated names and put "the" in front of a word, as in TheStandard.com. The problem is confusion. Trademark laws are designed to prevent customer confusion.

If the holder of a similar domain name is first to trademark his combination, it could threaten your domain name, or at least your ability to use it as a brand. Be sure to check with UK Patent and Trademark database (www.patent.gov.uk/tm/dbase/).

Another consideration (although it has never bothered me as you will gather from the next section) is conveying your domain name over the phone. If you always have to say 'spelled ding-hyphen-doodle.com' you might wish you'd left out the hyphens.

Whatever - do your best to come up with a name that isn't confusing.

Ensuring acceptability before you register names

So, now that you are convinced that you need your own domain, how should you name it? Here are a few do's and don'ts. While the availability of domains which follow all of these rules may have become limited, try to follow as many as possible.

1) **Consider naming your company and registering a domain name starting with the digit 1.** Better still choose a name starting with '1st'. Why? When people create directories of websites they have to decide how they are going to classify the submissions. One way to classify sites is to list them on the basis of how 'good' they are. Another way is to simply list them in chronological order (and sometimes in reverse chronological order) based on the dates the sites were submitted.

The other and far more popular classification system is alphabetic. Now, the first character in the ASCII chart which can be used as the first character in a domain name is the digit 0. The next character is the digit 1. Normally, you wouldn't want to start a domain name with the digit 0 since it might send out all the wrong signals to your customers. Instead name your domains starting with the digit 1. More specifically, name your domains starting with "1st" (for example <http://1st-creative-writing-course.com>). This will ensure that you get a high alphabetical placement in those directories which classify sites alphabetically. Furthermore, depending on the niche market in which your retirement pursuit operates it may also send the right message across to your customers - it indicates that you are the first venture to consider in the niche.

And guess what - the mother of all directories - Yahoo! - lists websites alphabetically based on the *title* that had been submitted. Yahoo wants the title to be the official name of the site. This implies that sites which start with the digit 1 will be placed at or near the top of a category. **That's why <http://1st-creative-writing-course.com> features in the Top 10 on Yahoo! out of 8,000,000+ competitive sites.** Assuming that you can get your site listed in Yahoo! just consider what a top ranking in one of the categories in the directory can do for its popularity.

Furthermore, a small caveat here. If you are going to name a domain starting with "1st", also register the domain which starts with "ist". Then, have the domain containing the vowel "i" redirect visitors to the domain containing the digit 1. This is because people will often type in 'ist' when they mean '1st' and vice-versa. Also, for every email alias that you create for the domain containing "1st" (like sales@1stcompany.com), you should create the corresponding email alias for the domain containing "ist" (like sales@istcompany.com). Incidentally, this strategy is especially significant in the case of registering a domain for a new venture.

2) **Don't want to start your domain name with '1st'?** Consider starting it with 'A', 'B' or 'C'. Although domains starting with A, B or C will be listed after those starting with the 10 digits, you can still get a pretty high alphabetical placement.

3) **Try to register a domain which contains a popular keyword applicable for your niche.** This will help your customers remember your domain name better. Furthermore, for searches conducted in Yahoo, a higher ranking will be given to those websites which contain the keywords in the title. And according to Yahoo!'s instructions, the Title should always be the official name of the site. Thus, if the domain name contains a keyword, you will be able to include the keyword in the title which will improve your ranking. As a minor side-benefit, this can also help to increase the ranking of your website in some search engines. Hence, in an ideal case, you should register a domain of the form 1st[keyword].com (without the brackets of course).

4) **Don't register a domain containing the digit 0** in it, unless it is going to be part of a recognizable word (like 1000 or 2000). This is because the digit 0 is often confused with the vowel O. If you feel that you must register a domain with the digit 0, make sure that you also register the corresponding domain containing the vowel O.

5) **Try to avoid using domains that contain '2' for 'To', '4' for 'For', 'u' for 'You'** and so on even if they seem to make your domain sound 'cool'. Your customers will easily get confused if you do so. However, if you must register such a domain, register the expanded form of the domain as well, i.e. if you are registering www.greatthings2do.com, also register www.greatthingstodo.com

6) **Should you or should you not use hyphens in your domain?** Well, the jury is out on the question. While some internet marketers will tell you that domains containing hyphens are difficult to remember, spell and pronounce, others will state that they are, in fact, easy to remember, spell and pronounce. The controversy surrounding hyphens didn't bother me when I registered www.writing-for-profit.com. Personally, I would consider that whether or not hyphens are helpful has to be determined on a case by case basis. However, if you register a domain containing hyphens, make sure that you also register the corresponding domain without the hyphens. Once you do that, you can simply redirect visitors from the domain without the hyphens to the domain with the hyphens.

7) **Don't make your primary domain too long.** Even though 67 character domains are a reality, exactly how many of your users will want to type a domain name like www.thisisanexampleofaverylargedomainname.com?

8) **Always use '.com'.** Avoid using domains ending in 'nu' or 'to'. Your venture will have little credibility if you do. You can consider registering a '.net' domain, but since most people are more familiar with '.com', it is better to stick to convention.

While it is unlikely that you will be able to register a domain which satisfies all the rules that I outlined above, try to follow as many of them as you can.

TIP: Do not despair if the name you *really* want has already been registered by someone else Use the prefix/suffix technique; for example...

<http://1st-creative-writing-course.com> (prefix)

<http://howtoproducts-xl.com> (suffix)

Exercise 16: Checking out availability of desired domain names

You are not yet in a position to register domain names but let us assume you are working on say half a dozen outlines for the production of digital information products. Some, none, or all of these may come to pass but now is the time to come up with notional product names and to check that they can be linked to domains.

Here is what you do...

1. Evolve a name for each product; for example 'Retirement Money-makers'
2. Adapt the product name as a URL; example <http://retirement-money-makers.com>
3. Repeat (1) and (2) for your remaining outlines
4. Go to www.whois.com
5. In the search box check out availability for each domain in turn
6. If available now, insert acceptable names one by one in the spaces below
7. If unavailable, use the prefix/suffix technique described above and insert the acceptable alternatives in the spaces

1 -----

2 -----

3 -----

4 -----

5 -----

By completing this exercise now you will get a feel for the domain registration process and it might also save you valuable time later on should any of your outlines come to reality.

11. Promoting your produce online for continuous growth

You have arrived at the mid-way stage in the formulation of your retirement money-maker plan. Now you must learn how to promote your produce online because without mastering the essential elements, your profitable retirement recreation will rapidly develop into a pointless pursuit. It will be like slaving for hours on end over an exotic menu for the world's most expansive and imaginative banquet but forgoing the delights because you haven't taken the trouble to learn how to place an order.

The remainder of the workbook focuses exclusively on the key factors that combine to guarantee effective promotion. There is nothing difficult about any of them; it is simply a matter of comprehension and application.

Key factors to orchestrating effective online promotion

- Building a website to generate sales;
- Creating interesting content;
- Composing sizzling sales copy
- Devising powerful keywords;
- Attracting traffic to your site;
- Using ebooks to promote and sell your e-produce;
- Writing articles to lure visitors;
- Linking to other websites;
- Email marketing;
- Creating your own newsletter;
- Building a list of prospects;
- Test marketing before you press the button;
- Accepting credit cards and online cheques.

Building a website to generate sales

You have a choice of approach: one-page or multi-dimensional. Some propositions require only a single page to generate sales; others of a more complex nature may call for up to 20 pages to get the message across. (Chapter 12)

Creating interesting content

Regardless of the approach, your web page(s) must be content-rich if they are to attract the attention of the search engine ‘spiders’ and achieve top ranking status, featuring in positions between 1-30. Content-rich pages are also vital to hold the attention of your website visitors and persuade them to make a purchase. (Chapter 13)

Composing sizzling sales copy

Your sales copy must sizzle like sausages in a frying pan and you will learn how to do this easily and effortlessly when you arrive at Chapter 14.

Devising powerful keywords

Rich content alone won’t always cut the mustard. You must also learn how to lace it with powerful keywords and key phrases. (Chapter 15)

Attracting traffic to your site

Attracting website traffic is a science all on its own and even if you decide to put it all on automatic pilot you must still learn the basics to make it work. (Chapter 16)

Using ebooks to promote and sell your e-produce

Your solution will almost certainly take the shape of a digitised product, software or service. That is what you will be selling. But you can also use the concept to promote your niche produce. (Chapter 20)

Writing articles to lure visitors

Many experienced online practitioners (me included) will tell you that submitting well-couched articles to core sites and directories is a powerful way to attract regular streams of visitors to your website. Learn how and where to submit. (Chapter 21)

Linking to other websites

All of the major search engines will reward you with higher positioning when you have multiple links to other *related* websites. Learn what to do to achieve this – and what not to do (Chapter 22).

Email marketing

Once the linchpin of online promotion, email marketing has taken a nosedive in popularity due entirely to the mindless antics of irresponsible spammers. You can still use the technique but only when you know how to adhere to the new strictures. (Chapter 23)

Creating your own newsletter

Selling something new to someone who has already bought from you is a hundred times easier than finding new customers. Don't leave money lying on the table. Learn to communicate regularly with your existing customers. That way you will attract new ones much more easily. (Chapter 24)

Building a list of prospects

This is the major add-on benefit accruing from the creation of your own newsletter. But there are other ways. (Chapter 25)

Test marketing before you press the button

You've found the perfect niche market, identified a problem it is currently experiencing, know how to reach your potential customers, and are confident you can provide a solution for what they appear to want most. Now what? You must test out your idea before you press the button on full-scale promotion. (Chapter 32)

Accepting credit cards and online cheques

Without this facility your profitable retirement pursuit will rapidly develop into a non-profit-making hobby. Learn how to do it without investing in merchant status. (Chapter 34)

More building blocks to attract customers

To round off this introduction to online promotion the following article by an American lady Julie Chance <http://www.strategies-by-design.com/> provides you with another eight building blocks to ensure success for your produce.

“Whether you are a Fortune 500 company or a one person shop, to be successful, you must have a plan to attract customers and you must implement it consistently. However, it doesn't have to cost a fortune and you don't have to be a creative genius.

The key to attracting customers is developing a marketing strategy that forms a solid foundation for your promotional efforts. Implementing promotional activities such as advertising, direct mail or even networking and one-to-one sales efforts without a marketing plan is like buying curtains for a house you're building before you have an architectural plan. How would you even know how many curtains to buy or what size they needed to be?

To develop a strong marketing foundation here is what to do:

1. Define your product or service:

- How is your virtual product or service packaged?
- What is it that your customers are really buying?

You may be selling web-based software tools but your clients are buying increased productivity, improved efficiency and cost savings.

- What problem does your service solve?
- What need does your product meet?
- What want does it fulfill?

2. Identify your ideal customer:

Everyone or anybody might be potential clients for your product. However, you probably don't have the time or money to market to everyone or anybody.

- Who is your ideal customer?
- Who does it make sense for you to spend your time and money promoting your service to?

You might define your ideal customer in terms of income, age, geographic area, number of employees, revenues, industry, etc. For example a massage therapist might decide her target market is women with household incomes of \$75,000 or more who live in the uptown area.

3. Differentiate yourself from the competition:

Even if there are no direct competitors for your service, there is always competition of some kind. Something besides your product is competing for the potential client's money.

- What is it and why should the potential customer spend his or her money with you instead?
- What is your competitive advantage or unique selling proposition?

4. Find a niche:

- Is there a customer group that is not currently being served or is not being served well?
- Are there customer wants that are not being met?

A niche strategy allows you to focus your marketing efforts and dominate your market, even if you are a small player.

5. Develop awareness:

It is difficult for a potential client to buy your product or service if they don't even know or remember it exists.

- Generally a potential customer will have to be exposed to your product 5 to 15 times before they are likely to think of your product when the need arises;
- Needs often arise unexpectedly; you must stay in front of your clients consistently if they are going to remember your product when that need arises.

6. Build credibility:

Not only must clients be aware of your product or service, they also must have a positive disposition toward it.

- Potential customers must trust that you will deliver what you say you will;
- With large or risky purchases, you need to give them the opportunity to ‘sample’, ‘touch’, or ‘taste’ the product in some way.

For example, a trainer might gain credibility and allow potential customers to sample their product by offering free, hour long presentations on topics related to their area of specialty.

7. Be Consistent:

Be consistent in every way and in everything you do. This includes the look of your collateral materials, the message you deliver, the level of customer service, and the quality of the product. Being consistent is more important than having the best product. This in part is the reason for the success of chains. Whether you’re going to Little Rock, Arkansas or New York City, if you reserve a room at a Courtyard Marriott you know exactly what you’re going to get.

8. Maintain Focus:

Focus allows for more effective utilization of the scarce resources of time and money. Your promotional budget will bring you greater return if you use it to promote a single product to a narrowly defined group of customers and if you promote that same product to that same customer group over a continuous period of time. Before you develop a virtual brochure, run an ad, implement a email campaign, join an organization for networking or even conduct a sales call, ask yourself this question, ‘Do I really know who my ideal customers are and not only what they need but also what they *want*?’ If you can’t honestly answer yes to this question, your promotional strategy may be built on a foundation of sand”.

Wise words from a highly successful online promoter...

Exercise 17: Making a personal commitment on direction

The chapter you have just read charts a heavy course ahead if you are to be all you can be as an online money-maker in retirement. Before proceeding further make a commitment to yourself on how you wish to proceed from hereon in...

Will you stay put on the fast train and watch your efforts peter out and die after a few fleeting triumphs at hit and miss money making?

-----Yes/No

Will you board the slow train, apply yourself to the rigours of the journey in front; the journey that converts knowledge into understanding?

Good, glad to have you aboard. Now let us continue...

12. Building interactive websites

With point-and-click tools at your command, building interactive websites is child's play and you have a choice of mini (1/2/3 pages) or maxi (multi page format)

There's a lot of to be said in favour of both but for niche markets and niche produce (which is where *you* ought to be focussing your online money-making adventure) it is best to opt for mini sites a.k.a. one/two/three page websites. Read on and I'll give you several sound reasons why.

Maxi or multi-page sites on the other hand are more practical where you have lots of information to impart before you can interest prospects sufficiently to make a purchase or to instruct them where you are offering training services. I use both options where applicable and for the purposes just stated.

The perfect vehicle for your journey on the slow route

The mini-site approach is perfect for niche produce such as stand-alone ebooks and software because it provides a simple one-shot marketing vehicle: sales letter coupled with online order form. You will be almost certainly be starting out with a single product in your profitable retirement venture so a well constructed mini-site such as I am about to illustrate will suffice. Later, when you are up and running with several products you might well consider switching to the multi-dimensional approach.

Mini-sites will work for you providing you have:

- Identified your niche market;
- Know where your niche customers hang out;
- Mastered the art of creating a compelling sales letter;
- Learned how to build a one-shot marketing site;
- Learned how to promote it effectively.

Good mini sites are advertorial in nature

The best and most successful mini-sites aren't designed as in-your-face billboard advertisements. Certainly they are sales letters but presented in a format that resembles the advertorial style we are all familiar with as we browse through our daily newspapers. They are informative and more often than not, touchy-feely. They set up the stall, identify a problem or highlight a want, promise a solution, make a spiel, elaborate on the benefits, and wind up with a pitch for the sale.

This approach isn't new; it has been worked successfully for over 200 years.

Recall just a few years back when hardly a week went by without at least one 4/6/8-page promotional piece in the shape of a sales letter popping through your mail flap. Mini-sites are the virtual equivalent.

Creating your sales letter block by block

The header graphic block – This is an illustrative visual than announces the title of the produce. It works best when there is a hint of colour and it could contain a picture. It can also be a generic block covering multiple produce such as one I use myself: *Retirement MoneyMakers*.

The headline promise – Comprises a few pithy words that highlight the major benefit you are offering: the solution to an identified problem.

The testimonials/credential block – Here is where you lay out your credentials for creating the product and reproduce one or two testimonials. You won't have any from paying customers yet but what you do instead is pass the product around friends and colleagues to elicit some glowing reviews.

The product introduction block – Introduce your proposition as the solution to a given problem and include a graphic in the shape of a digitally generated ebook cover (see Chapter 23 for the ideal software).

The benefits block – Bullet-point all of the produce benefits (not the features). This will more readily assist readers to visualise how the problem will vanish when they own the product.

The guarantee block – Don't be shy about offering a watertight guarantee. This is how to convert procrastinators and stave off refund requests.

The call-to-action summary block – Make it positive, make it compelling, make it bullish; make it easy to buy, make your prospects reach out for their credit cards.

The all-in-one solution software

Here is the best tool on the market for constructing mini-sites. It does everything automatically to ensure that your site is winner.

- Designs the header block;
- Writes the sales letter (yes, you read correctly, it *actually* writes your pitch). Follow the promptings of the software, answer a few questions, follow the directions, and watch your sales letter take shape;
- Creates the mini-site per se.

This amazing all-in-one software costs \$97 (approx. £53) and is available for download at <http://www.saleslettergenerator.com>

The tailor-made hosting service for mini sites

<http://thirdspherehosting.com/plus/?xstcreat&id=xstcreat&pkg=>

With the Third Sphere hosting service you get...

1. Choice of fonts
2. Context-sensitive menus when building
3. Common Gateway Interface (CGI) bin
4. CGI scripts library
5. Uploading to server
6. Password protected pages
7. Custom error pages
8. Back-up system
9. Source code editing
10. Spell check
11. Spam blockers
12. Total Marketing automation
13. Traffic center + tools
14. Upload files *without* File Transfer Protocol (FTP)
15. Edit HTML on screen
16. Anti-virus software
17. Secure space (product delivery)
18. PDF ebook creator (ex WORD files)

PLUS: Perhaps most important of all: it provides you with the ability to create and market *unlimited numbers of mini-sites* with separate directories but all under the *same* domain. What a saving. It works like this: you register a niche domain name, say, <http://howtoproducts-xl.com>. Using Third Sphere hosting here's what you can do.

Create a sub-domain <http://www.articles.howtoproducts-xl.com> and so on for as many separate associated e-products as you like. I use this service myself and consider it a bargain at \$25 (approx. £13.50) per month.

How a single mini site can spawn 1000s more

Following hard on the heels of what I've just said, think about this; with the investment of around £5 or so for a single niche domain and the Third Sphere hosting service you could proceed from the original mini-site to dozens, hundreds or even thousands more with each promoting an individual product.

Here is how you do it...

In *Making your lifetime knowledge work for you* (Chapter 2) you learned how to brainstorm your accumulated intelligence on a favorite topic and position it in such a format as to provide the substance for a book. Now look again at your notes and regard them this time as the linchpin that gives you the subject matter for your very first digitised information product.

- Create the information product (you will learn how in Chapter 23);
- Create your first mini-site;
- Use Third Sphere as the hosting service.

Now look again at your notes and compare them with the chapters in your information product. You will find enough meat there to...

- Create a second information product out of one of the chapters, then another, and another, and so on until you have exhausted the topic;
- Create as many more mini-sites as you have information products.

Now reflect, you have done all this from one original topic and one mini-site, but you don't have to stop there. There are many other topics you know a great deal about and what you don't know you can always research.

Now set about repeating the exercise detailed above for a variety of other topics. Register domains, create the information products and build the mini-sites. This is horizontal and vertical expansion at its most profitable, creating multiple streams of residual income.

You'd like proof to confirm what I'm claiming?

Then visit <http://howtoproducts-xl.com> for a practical demonstration of how the technique works. Click on *Articles* in the navigation bar for example and it will lead you to a page where you can access 20 supplementary pages, each containing an individual article.

Exercise 18: Sketch out the bones of a hypothetical mini-site

This exercise is designed to assist you in becoming familiar with constructing a mini site sales letter block by block. Before you start though visit <http://1st-creative-writing-course.com> and study the composition of the various elements. Not a word has been altered since the text was posted online several years ago and yet it continues to capture high levels of visitor interest on a daily basis.

When you've done that, here is what you do next....

- Imagine that one of your product outlines is ready for development into a web page.

- Using the building block technique detailed above fill in the blanks below to sketch out the bones of the sales copy to promote your (as yet hypothetical) offer.

The header graphic block

The headline promise

The testimonials block

The product introduction block

The benefits block

The guarantee block

The call-to-action summary block

Becoming adept at composing sales copy block by block *before* you start creating produce is a form of mind training that proves extremely advantageous in the long run

13. Powering your text with prime keywords

Target the wrong keywords and all your efforts at developing that great niche idea will be in vain. Net result: you will lose out on your quest to make money online in retirement.

Target the right keywords and watch your traffic skyrocket

Think long and hard on what keywords people are likely to use to find you. What words would *you* choose to search for your niche idea? Make lists of keywords and then combine them into two or three word phrases.

For example, you rarely want to target a *single* keyword because with the billions of words indexed on the web right now; one keyword won't normally cut it on the average search. People learn quickly that if they type in 'properties' they get listings for property from all over the world. It would be nice if your URL popped up there on those extremely broad keywords – but a better use of your time is to *pair* the generic keyword with something more specific. You might get lucky and rank well on just 'properties' as it is in your page - but if not, you'll probably end up at somewhere like 2035 (or worse) in 'UK properties'.

Using *paired keywords* will also bring you far more qualified prospects for your product or service.

How people use keywords to search for information

Statistically, most people search with two to three word phrases to avoid getting back too many unrelated matches. Keep this in mind when you design your page(s). Don't worry about there not being enough top ten slots where you can achieve a high ranking. True, there are some keywords that are very competitive, especially in the realm of work at home, shop or office opportunities. And if you find that no matter what you do, you can't get in that top ten spot for that word or phrase, just be creative. There are so many other keywords and keyword combinations where you can achieve a top ten ranking. It's really not very difficult at all. Once you tap into some phrases people are searching on to find your type of website, you'll have tapped into a continuous stream of *free advertising* for your business idea.

For example, if you don't achieve a good ranking on 'income idea', keep trying, but also be creative and target 'extra income idea' too. It's all about thinking like your customer or clientele - and finding a keyword combination that can *dominate* in the search engines. You'll often find that there are more people searching for these other phrases than were searching for the first phrase you thought of. In marketing, this is called carving out your

niche and when you work from home, isolating a unique niche in everything you do is germane to success.

If you're Microsoft, you can afford to fight over who has the best 'browser software'. But, for the rest of us, we know we can't always fight the big boys. So instead, do what savvy marketers do: detect a *niche* that few others are targeting and go after it. (Sidebar: work at home mums are expert at niche identification).

Good management is the key to achieving a range of good rankings, each of which will bring you scores of new visitors - if you choose the proper keywords.

What are people searching for?

You need to know how many people are searching for one keyword over another keyword. 'Search volume' is the number of times a specific keyword is searched over a period of time. Having knowledge of search volumes will give you a sense for what is being searched for and what keywords you may want to focus on. A good place to look up search volumes is the suggestion tool at <http://inventory.overture.com/d/searchinventory/suggestion/>

You will need to conduct market research to decide on which keywords to focus. Keep in mind that the more popular keywords are competing for the top listings - some are searched for several thousand times more than others. So the keywords you use to pull in users may vary accordingly. The goal is to find keywords or keyword phrases that get a good amount of searches but do not have as much competition.

More on this vital topic a few paragraphs on...

Targeting niche keywords produces instant high rankings

Here is a practical illustration from my own experience when launching <http://www.writing-for-profit.com>. Targeting the correct keywords at the outset resulted in 839 *top rankings* for my eighteen web pages within days of being 'spidered' by the major search engines. These are six of these keyword pairings and the initial rankings obtained on the very first day that listings were effected.

Writing for profit – 6 x #1 Spots
Writing – 18 x #2 Spots
Extra income idea – 6 x #3 Spots
Extra income opportunity – 5 x #4 Spots
Residual income opportunity – 7 x #5 Spots
Residual income stream – 5 x #6 Spots

Note the similarity of keyword pairings and the fact that the single keyword 'writing' broke the mould and scored highly. Note too that the first keyword phrase is also the

URL for the website. Some claim that the composition of the website address makes little difference to the search engines but I disagree – and with good reason...

The program that generated 839 top spots

It's how you apply keyword power that determines success or failure in online marketing and you will discover why when you digest the content of Site Build It! It features a unique piece of software that takes the sting out of keyword selection, website construction, and the vitally important matter of traffic generation.

SBI Site Build It! is the one-stop resource that does it all for you automatically and you can examine its incredible potential at this website <http://www.sitesell.com/interactive1.html> Among the benefits is a Manager Program that takes your concept, submits it to rigorous testing and spews out a list of targeted keywords which is then further scrutinised for supply, demand – and profitability. Doing it this way you know where you stand with the search engines even before you submit!

TIP: Always use your own counsel in the final selection of power keywords. You know your own concept inside out (or at least, you should) so if you have an instinctive feeling about a certain key phrase of your own choosing and it doesn't come out top on profitability – retain it nevertheless. For example, 'writing for profit' rated well in the manager program analysis but it wasn't at Number One – which it was in the search engine rankings we reviewed above.

How power keywords impact dramatically on sales

Because keyword power is the catalyst that directs visitors to your website it follows that attention to keyword selection is crucial if you are to attract sales for the end product of your retirement business idea. When people find you and your niche idea on the search engines they are invariably looking for something for nothing and if you provide them with freebies in the form of useful articles, tools, tips and techniques (but not too much or you'll give the store away) they will be all the more amenable to purchasing your product or service. They won't all rush to buy so if sales are slow to begin with, take heart, you are on track with your niche idea. Persist and the flow of transactions will gradually increase.

Think about this: according to search engine statistics an average of **159,388 people** are searching on the Internet **every day** for '**home business**' information.

Think too about this: many of these people will be among your visitors who will find you because they want to do what you do: *operate a home business*. In the light of this, it is sound practice to include two or more keywords aimed at these highly targeted prospects. They will be seeking free information on 'stay at home jobs', 'retirement business ideas', 'work at home ideas', 'work at home mums', 'work at home part time', 'work from home retirees, - and in particular, 'free work at home opportunities'. Give them what they want

for free and a percentage of them will give you a sale for your home based niche product or service.

Free tools to assist in locating powerful keywords

Here are the tools I use in my own searches for powerful niche keywords and they come complete with easy-to-understand instructions. Basically, what you do is feed in a niche keyword and the software will not only tell you how many people have searched for the term during the previous four weeks but also provide a detailed list of similar keywords and a precise indication of their popularity.

You may download both tools free of charge.

Good keywords: <http://www.goodkeywords.com>

Wordtracker: <http://www.wordtracker.com>

So far so good, but irrespective of whether you opt for a mini or maxi website, powerful niche keywords will only work when your pages are content rich: the subject of the next chapter.

Exercise 19: Devise keywords for your hypothetical product

On the basis of what you have just learned in this chapter devise six core keywords/keyword phrases for the hypothetical product you started to develop in the previous chapter. Follow the guidelines and if the first batch you come up with fail to impress then try once more. The more you practice the better you will become at locating prime keywords for your produce

1st keyword/keyword phrase

2nd keyword/keyword phrase

3rd keyword/keyword phrase

4th keyword/keyword phrase

5th keyword/keyword phrase

6th keyword/keyword phrase

14. Creating content rich web pages

You found your niche keywords using one or other of the prescribed tracking tools and now you must learn how to create content rich pages judiciously interlaced with those sought after keywords. The principles apply equally whether you opt for the mini or maxi approach on website construction. You are already aware of the component text blocks that constitute the make-up of a mini-site and if multi-dimensional happens to be the route you prefer then you create an individual web page for each block i.e. home page, product introduction, benefits, testimonials, credentials, guarantee, call to action, order, and so forth. (You just completed an exercise on their deployment).

Words, not graphics, create interesting content

There is an old saying, 'a picture paints a thousand words'. Not so online. **Words rule, words are king.** Apart from your header and product blocks only add pictures and graphics if you are convinced they enhance and support your copy. That way you will see that most of the beautifully designed logos, banners and gizmos you had in mind will simply distract your readers from the one most important thing on your site - your sales message.

Now let's explore each task in turn...

- Creating content rich pages;
- Interlacing them with keywords.

You have been a creative writer all of your life

Perhaps you're trying to write web copy for the first time. Perhaps you don't even consider yourself a writer at all. Perhaps you think it's too late to start now you are retired. Wrong. You've been a creative writer all of your life; when you were composing essays at school; when you were writing letters of application for new positions during your working life; when you put pen to paper to produce a reasoned argument why you had fallen behind in your council tax payments. You are an experienced writer but you don't give yourself credit for it.

This time you are charged with developing content for a topic you know a great deal about. You have researched it thoroughly, you have created a product around the topic (and even if you didn't create it yourself you have researched someone else's creation), you know more than you think you know.

You just follow some basic rules and let it all hang out. Don't get all strung up; have some fun instead...

There is no mystique about writing web copy

The techniques that work offline work equally well online. You have to make some changes of course to accommodate the restrictions imposed by the computer screen and the problems that navigation sometimes presents. But the successful techniques for effective web copy remain the same. And these techniques have been around for decades.

Good web copy doesn't attract the attention it deserves. Copy just isn't cool because well crafted persuasive text doesn't attract attention to itself. It just sits there on the page delivering its message skillfully and unobtrusively; focusing attention on the product and the reader; quietly doing its job of selling.

And most of the really successful internet marketers employ excellent, uncluttered copy on their sites. That's why they are successful.

It's so easy and cheap to build a website these days and set up a storefront. And that's great. There's room for you and your profitable retirement pursuit to compete alongside the big boys. And with no previous business or advertising experience you can build a 100 page super-duper animated site in minutes.

But when the sales don't come in, the answer seems to be to change the animated GIFs, Java scripts, site banners and other gizmos to grab the attention.

Meanwhile the clever marketers, the successful ones, rake in the sales with strong, professionally crafted selling copy; copy they've taken the time to learn to write for themselves. They know it is words that sell, not gizmos. Which words?

Words that sell

After you have drawn up the approximate overall structure of your site, and before you design the fine details, decide *what* you're going to say and *who* you are going to say it to.

Now begin writing your copy

Write it, re-write it and cut out the dead wood. Crystallise your message. Hone it, polish it, and examine every single word for relevancy and maximum effect. Keep re-writing it until you're sure it's a winner. Don't be tempted to 'make do'. If it takes a week and it's still not right - spend another week until it is right. And a third week if need be until you're absolutely convinced you can't improve another single word. Remember, it is your profitable retirement pursuit that's at stake.

Here's an excellent tip

Print out your copy and read it out loud. If it doesn't sound like an everyday conversation there's something wrong. Have a friend read it out to you. If he/she stumbles over any words, or has to re-read a sentence, you'll know it needs re-writing.

Then build the website around your copy.

Vital factors pointing the way to good web writing

1. Far too many websites have no headline. If your web pages haven't got headlines, you will lose out. Just because readers are already at your page doesn't necessarily mean they know what to expect. A headline tells them what to expect. It also gives you, your offer, and your site an identity that is hopefully memorable.
2. Fire your biggest gun first - in your headline.
3. Push your USP into your reader's face
4. Pack your message with **benefits**, benefits and more benefits.
5. Use plenty of white space.
6. Break your copy up into bite-sized chunks.
7. Make it easy to contact you from every page.
8. Place a 'Home' button on every page.
9. Make your copy as long as it needs to be to get the entire message across.
10. Emphasise your key points.
11. Use testimonials with imagination. Don't just list them on a separate page. Your readers won't look for them.
12. Give the reader a call to action (for example, 'Order Now!').
13. Make it extremely easy to order.
14. Show your readers how to order.
15. At the ordering stage re-state your guarantee.
16. After they have submitted an order make sure they are told the order has been received. Then send a 'Thank You' email. They need to be re-assured they have made the right decision. Prevent 'Buyers Remorse' or they may cancel.
17. Be totally professional about absolutely everything.

Encouraging interaction with the reader

Try always to persuade the reader to become involved in the message you are putting across and you can do this by...

1. Connecting with readers immediately
2. Capturing their attention
3. Holding their interest
4. Speaking to their concerns
5. Answering their unasked questions
6. Overcoming objections
7. Compelling action
8. Valuing their time

So there you have it. A very brief summary of the copywriting techniques used by the most successful marketers and copywriters on and off the web; just ordinary people with the good sense to stick to proven methods which achieve extraordinary results. Great interactive writing is easy to read, but often hard to write.

Here's a closing thought from a master of words, Winston Churchill: 'Had I had longer, it would have been shorter' ...

Entice the 'spiders' by lacing your text with keywords

It seems a shame to inflict your beautifully crafted web page copy with seemingly unrelated keywords and you may be tempted not to bother. *Resist the temptation.* If you don't include them, your pages won't even be listed by the search engines let alone achieve top ranking positions. You see, while the spiders love rich content, they love judiciously sited keywords even more. Niche keywords are the bait that entices the spiders to rank your pages and position them accordingly – in the top spots.

However, be warned, do not overload your rich content with keywords; judicious placement is the operative term. Depending on the length of your page text, repeat your prime keyword three to five times; for the others (you should use between six and eight) one or twice but no more.

The moral is...

- Content rich pages with keywords get the top spots;
- Content rich pages without keywords get ignored by the spiders.

Try this assignment in keyword spotting

Below is the text from one of my prime web pages.

- See how the copy flows naturally;
- See how the keywords jell;
- See how they don't distract the reader from the sales message;
- *See also if you can spot those keywords in the text...*

“Exclusive New Website Optimization Snares The Spiders And Generates Top 10 Rankings On Demand!”

[How to Seduce the Spiders Into Ranking Your Sites In the Top Spots - Exclusive New Website Optimization System Shows You How...](#)

Yes, I know, you've heard it all before, but this exclusive new website optimization system really does work and I will prove it to you if you read on.

Check out 12 real-life examples of its incredible power and then download the entire system on 60 days evaluation so that you can test it out for yourself with your own websites, your own produce.

And no, this website optimization system is not complicated

1. You don't need to be a geek to make it work;
2. You don't need HTML expertise;
3. You don't need to master tricky codes;
4. You don't need to install any complex software.

You could be starting out today stringing together the pages of your very first project and you can still put the power of website optimization to work for you with this unique system; effortlessly and passively.

And no, it is not expensive

You could spend 1000s in subscription dollars on conventional website optimization strategies and still end up drowning in the back end depths of millions of search engine pages for popular keywords. With this system you will get your share of the top spots at a miniscule fraction of the cost you would expect to pay.

Click on the links below for a dozen real-time examples of the consistent strike rate of this exclusive new website optimization system.

It generates Top 10 Rankings on demand!

“This Unique Website Optimization System
Captures Top 10 Rankings In The Major Search Engines!”

Click on the Links for Undisputed Proof of This Statement

- How to rocket a product website from nowhere to Rank Nos. 8 & 10 out of 725,000,000 competitive web pages on Yahoo! (Yes, you read correctly, seven hundred and twenty-five million) ZERO COST
- How to rank a top-selling product at No.1, 2, 3, 4, 5, 6, 7, 8, 9, 10 consecutively on the same high ranking Google page! ZERO COST
- How to zoom another product website to rank at No.2 out of 10,200,000 competitive web pages on Yahoo! ZERO COST
- How to rank a brand new product at No.1 on Yahoo!, AltaVista and AllTheWeb instantly! ZERO COST

- How to get another brand new product site to Rank No.17 out of 143,000,000 competitive web pages just 24 hours after submitting the URL to Yahoo! ZERO COST
- How to link to sought-after resources that direct prospects to your sales pitch! This page is No.2 out of 10,800,000 sites on Yahoo! ZERO COST
- How to have your own name ranking at No.1 out of 30,000,000 million web pages on the Google world wide search engine ZERO COST
- How to repeat the process on all major search engines ZERO COST
- How to be acknowledged as an expert articles author ZERO COST
- How to dominate the top ezine hubs with your articles ZERO COST
- How to have the same hubs cascade your articles across millions of other people's web pages ZERO COST
- How to make miniscule changes to your articles, transcript the material into media releases and spread them like a virtual virus ZERO COST

You don't get major search engine rankings like these by chance nor do you get them by working your butt off into the wee small hours evolving individual website optimization strategies.

You get them by using a unique straightforward all-in-one system that works first time every time irrespective of product or service and the ever-changing algorithms. It works because it always provides what the spiders love to see when they visit.

If you skipped those links scroll back and click on them now

“So Who Needs Pay-For-Clicks?
You Can Do It Yourself For Nix!”

I get thousands upon thousands of visitors to my websites every week and not a single one of them is activated by the pay-for-click services.

1. I have never invested a thin dime in them;
2. I don't use them at all;
3. I don't need them.

All of my traffic is generated by this unique website optimization system and it comes from the most reliable source of all; the zero cost major search engines.

Stop throwing away your money; bin the pay-for-clicks and do it yourself for nix.

“Revealed: The Core Keyword Strategy That Seduces The Spiders And Captures Top Rankings”

There is a knack; a little-known knack of deploying keywords and keyword phrases that represents the cornerstone of website optimization. This secret strategy is revealed; stripped down in descriptive words and pictures to empower you to activate it within minutes on your own sites.

“What You Will Discover In This Unique Website Optimization System...”

1. How to choose power keywords to dominate your niche
2. Where to locate the best free tools to tighten up your selection
3. How to position your keywords to snare the spiders
4. How to interlace web page copy with your chosen keywords
5. How to keep it flowing so only the spiders notice the keywords
6. How to seduce the spiders into fail-safe website optimization
7. How to unravel the secret of strategic positioning
8. Why your domain name is germane to website optimization
9. Why your index page heading plays a vital role in rankings
10. How to treat your site title tag to hit the high spots
11. What you must do to make your site description irresistible
12. How to start the keywords tag to ensure top rankings
13. What must always constitute the linchpin in your sales copy
14. What to do and what not to do when submitting URLs
15. Why the spiders love to visit when this system is in residence
16. Why this system works irrespective of ever-changing algorithms
17. How to get it all together to feature in the Top Ten

“Why You Will Save A Fortune With This Unique Website Optimization System”

You only pay once but you can hit the high spots forever after on all your sites with this unique website optimization system.

- No monthly subscriptions;
- No calls on your credit card when you can least afford it;
- No further charges after a one-off payment.

“Would You Like To Seduce The Spiders Into Ranking Your Sites In The Top Spots Using Real Website Optimization?”

At zero risk you can test out this unique system and make an early start on implementing its power-laden strategies at home for 60 days before you make your mind up on committing to full ownership.

- o I take all the risks
- o You get all the benefits

Spend 60 Days sampling and mastering my proven techniques and you will be unable to restrain yourself from committing to full ownership of this unique website optimization system.

Did you spot the keywords?

You probably clocked the first two but here is the complete list for your perusal – together with repetitions...

Website optimization	21 times
How to	23
Top 10 ranking	3
Search engine	7
Article	5
Keyword	9

You may be surprised that ‘zero cost’ doesn’t figure as a keyword on this page. After all it is repeated 13 times in the text.

- o It does not rate in this instance *because it bears no relevance to a product that is for sale*;
- o It is included in the sales copy to highlight the fact that the entire system can be operated free of charge.

Despite what I have just said, the website ranks No.1 on several minor search engines for ‘zero cost’...

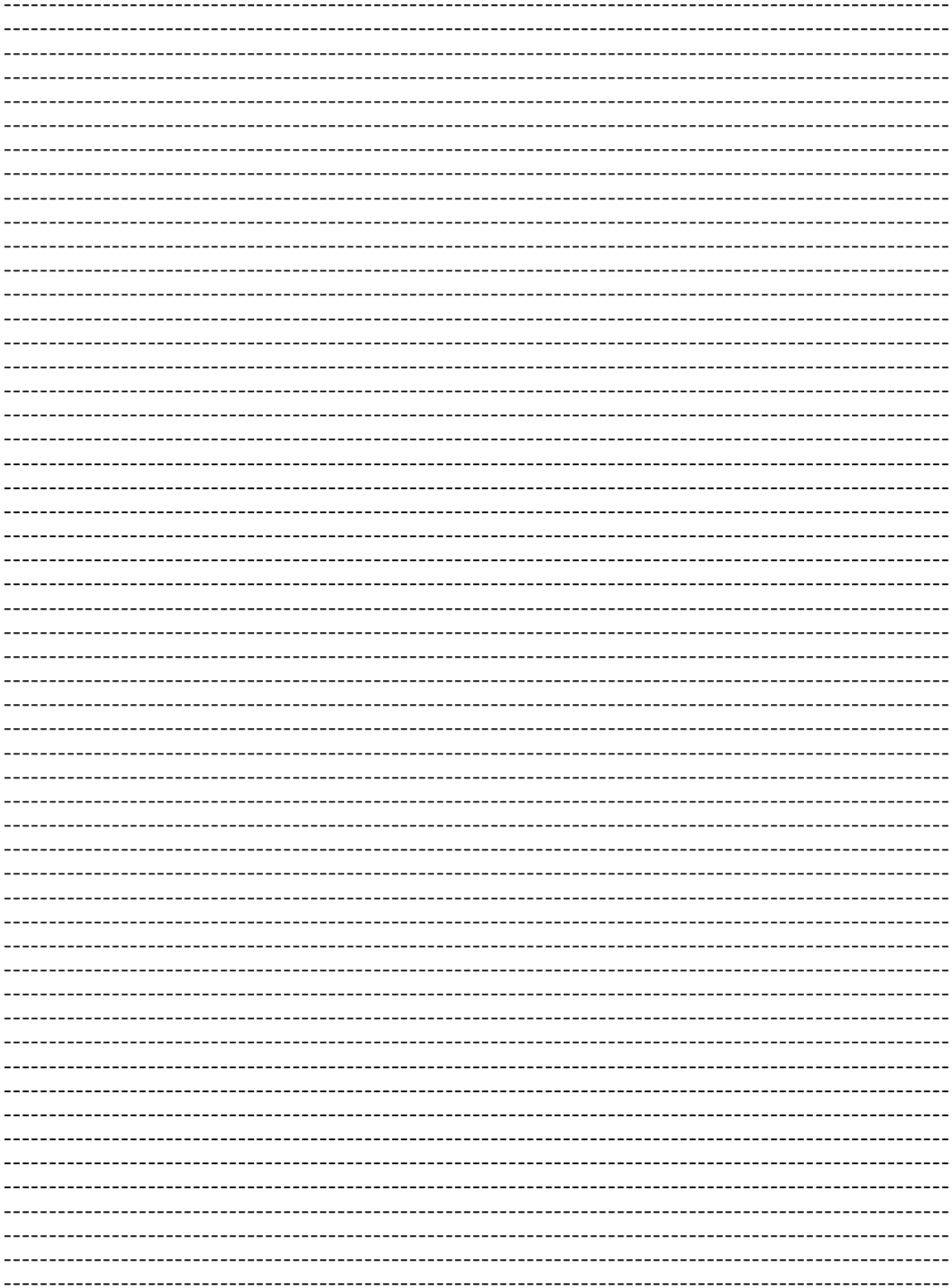
So there you go; you just never know...

Exercise 20: Write sales copy for your hypothetical product

Now comes the tricky part when you are just starting out to write for online consumption...

Following the detailed guidelines you have just absorbed have as stab now at composing draft copy for the sales letter to promote your hypothetical product; not just motivational sales copy *but sales copy interlaced with your prime keywords*. You probably won’t get it right first time but the more often you practice the more effective will be your spiel – and the more time and effort you will save when you get around to doing it for real.

Make a start now – don’t leave this exercise until later.



15. Writing sales letters that sizzle

You want your sales letters to be blockbusters, to sizzle like sausages in a frying pan; to attract cash paying customers. And so I am revealing in this brief chapter how I do it myself. Let's take as an example the copy for the sales pitch in one of my most successful mini-sites and dissect it to see what makes the text tick...

When you've finished reading this section, go to the site featured in the box below and you will see for yourself how the text not only incorporates the building blocks and the 17 vital guidelines – but embellishes them. The subject matter in this instance is creative writing tuition but it could be anything because if you follow the guidelines below your sales letter will sizzle whatever the topic.

<p>http://1st-creative-writing-course.com/bestsellers.html (ranks at No.17 out of 8,440,000 competitive pages on Yahoo! with its parent site featuring at No. 14)</p>
--

Follow the guidelines to produce your own sizzling sales letters

Visual Block

There it is right at the top and in this instance I replicate the URL because the headline and sub-headline immediately below are strong enough on their own to arrest immediate attention.

Headline

It's a grabber: addresses the market (writers) directly; poses an intriguing question; intimates that an answer is forthcoming.

Sub-headline

It provides not only the answer but also proof positive that it is a genuine answer that can be verified. In other words, Amazon.com rankings that browsers can check out for themselves.

Sub-sub headline

Reinforces the validity of the statements contained in both headline and sub-headline.

Product image

Strong, vibrant, professionally executed.

Introductory copy

Straight to the point, cuts immediate to the chase, provides stimulus for the prospect to continue reading.

Examples

Practical proof that the product does what the copy claims: examples of author's produce and its sales rankings.

Testimonials

When you look at the web page you will see that I include not one but **five** testimonials. The moral: when you have them, use them.

Bullet point benefits

Scattered throughout in groups; the more the better.

Price justification

It's not enough to blandly state the price. Give justification, give reasons, elaborate on value.

Bonuses

I'm not offering any in this instance – but I tell prospects why.

Guarantee

You won't sell your products without one. As you can see I'm totally upfront here: unconditional, lasts for a lifetime...

Call to action

You want the order? It's easy. Just **ask** for it.

Ways to pay

You must offer a credit card facility – but go one further as I do here – offer also PayPal or a similar payment processor.

Postscript

Always end your sales letters with a postscript – or better still two or three as I sometime do. Make them clinchers. More often than not they push wavering prospects into reaching for their credit cards...

So there you have it in a nutshell...

Once you master the technique, you can do it over and over again for every product you develop.

Don't be fazed about composing your sales letters. Talk to prospects directly.

Imagine you are a market trader addressing your audience

In fact, make a point of visiting a street market soon, listen to the traders making a pitch, observe how they ensnare the audience – and learn from them.

Do it this way – it works!

You can develop dozens of products using this concept

Can you really do this?

Produce dozens of products from one idea?

Yes, you can.

I've done it several times over – and I'm still doing it

I first came across the technique many years ago after my very first hard copy bestseller was published.

It happened this way...

Imagine if you will the comparison between the contents list in a traditionally published book with the concept for a blockbusting sales letter.

They are both chock full of individual **benefits** (not features) that if dissected produce even more stand-alone product ideas.

So...

- Looking at the contents list for my first book threw up several new ideas which in turn resulted in the subsequent publication of **6 new books** from the original bestseller.
- Looking at the blockbusting sales letter for my first online product ('Writing for Profit') motivated me to produce another **6 creative writing courses** from the same topic.
- Looking at the blockbusting sales letter for another online product ('Starting a Business Masterplan') resulted in yet another **6 ancillary guides**

16. Mastering search engine optimisation

Having covered the vital significance of keyword selection, and before revealing in the next chapter a failsafe system for snaring the robotic spiders, let us now turn our attention to a series of deadly errors internet marketers consistently commit when getting their websites ready for search engine submission. Don't fall into this trap when preparing your own mini or maxi site. Here's a list of the 10 most common mistakes. By avoiding them you will also be avoiding a lot of anguish and frustration in the long run.

Optimising the website for inappropriate keywords

The first step in any search engine optimisation campaign is to choose the keywords. We have already covered how to research and locate these but we'll deal now with other vital considerations in relation to search engine implementation. If you initially choose the wrong keywords, all the time and effort that you devote in trying to get your site a high ranking will go down the drain. If you choose keywords which no one searches for or if

you choose keywords which won't bring in targeted traffic to your site, what good will the top rankings do for your online marketing?

Overloading the Meta tag with keywords

I often see sites which have hundreds of keywords listed in the Meta Keywords tag in the hope that by listing the keywords in the Meta Keywords tag they will be able to get a high ranking for those keywords. Nothing could be further from the truth. Contrary to popular opinion, the Meta Keywords tag has almost completely lost its importance as far as search engine positioning is concerned. Hence, just by listing keywords in the Meta Keywords tag, you will never be able to get a high ranking. To get a high ranking for those keywords, you need to position them in the actual body content of your site, following the format detailed in Chapter 14.

Replicating the same keywords over and over again

Another common mistake is to endlessly repeat target keywords in the body of pages and in the Meta Keywords tags. Because so many people have used this tactic in the past (and continue to use it), the search engines keep a sharp lookout, and may penalise a site which repeats keywords in this fashion. Sure, you do need to repeat the keywords a number of times. But, the way you place them in your pages must make grammatical sense. Simply repeating keywords endlessly is an exercise that no longer works. Furthermore, a particular keyword should ideally not be present more than thrice in your Meta Keywords tag and your text.

Using the hidden text technique

Hidden text is text with the same colour as the background colour of your page. For example, if the background colour of your page is white and you have added some white text to that page that is considered as hidden text.

This is how it works – or rather does *not work* in practice.

Many webmasters, in order to get high rankings in the search engines, try to make their pages as keyword rich as possible. However, there is a limit to the number of keywords you can repeat in a page without making it sound odd to your human visitors as they read the copy. Thus, in order to guarantee that visitors to a page don't perceive the text to be peculiar (but at the same time maintaining keyword rich content), some webmasters add text containing keywords in the same colour as the background colour. This ensures that while the search engines can see the keywords, the human visitors cannot. The search engines have long since caught up with this technique, and ignore or penalise the pages which containing such text. They may also penalise the *entire site* if even one of the pages in that site contain such hidden text. Don't use the hidden text technique; it's not worth it...

Creating pages with over-abundant graphics and marginal text

The search engines only understand text - they don't understand graphics. Hence, if your site contains lots of graphics but little text, it is unlikely to get a high ranking in the search engines. To improve your rankings, you need to replace the graphics by keyword rich text for the search engine spiders to feed on.

Incorporating keyword rich text in the 'no frames' tag

Many search engines don't understand 'frames'. For sites which have used frames, these search engines only consider what is present in the NOFRAMES tag. Yet, many webmasters make the mistake of adding something like this to the NOFRAMES tag: 'This site uses frames but your browser doesn't support them'. For the search engines which don't understand frames, this is all the text that they ever get to see in this site, which means that the chances of this site getting a good ranking in these search engines are non-existent. Hence, if your site uses frames, you need to add a lot of keyword rich text to the NOFRAMES tag.

Using page cloaking

Page cloaking is a technique used to deliver different web pages under different circumstances. People generally use page cloaking for two reasons:

- (1) To hide the source code of their search engine optimised pages from their competitors and...
- (2) To prevent human visitors from having to see a page which looks good to the search engines but does not necessarily look good to them.

The problem with this is that when a site uses the cloaking technique it prevents the search engines from being able to spider the same page that their users are going to see. And if the search engines can't do this they can no longer be confident of providing relevant results to their users. Thus, if a search engine discovers that a site has used cloaking it will probably ban the site forever from their index. Hence, my advice is that you should not even think about using cloaking in your site.

Over-reliance on automatic submission tools

In order to save time many people use a run-of-the-mill automatic submission software or service to submit their sites to the major search engines. It is true that submitting your site manually to the search engines takes a lot of time and that an automatic submission tool can help you save a lot of time. However, the search engines don't like these tools and may ignore your pages if you use them. In my opinion the major search engines are simply too important for you not to spend the time to submit your site manually – that is if you decide not to do what I'm suggesting next...

There is a legitimate way to avoid this tiresome process. When you host your website with either Third Sphere or Site Build It! they do it all for you at no extra cost. What's

more to the point, the automatic software they use is state of the art and perfectly acceptable to the major search engines.

Over-submitting pages on a daily basis

People often make the mistake of submitting too many pages per day to the search engines. This often results in the search engines simply ignoring many of the pages which have been submitted from that site. Ideally, you should submit no more than one page per day to the search engines. While many search engines accept more than a single page per day from a particular domain there are some majors which do not. Hence, by limiting yourself to a maximum of one page per day you ensure that you stay within the limits of all the search engines.

Over-concentration on search engine submission

Here's the final common mistake that people make when it comes to search engine optimisation - they spend too much time over it when they opt to do it manually. Sure, search engine placement is the most cost effective way of driving traffic to your site and you do need to spend some time every day learning how the search engines work in optimising your site. However, you must remember that search engine optimisation is a means to an end for you - it's not the end in itself. The end is to increase the sales of your products and services. Hence, apart from trying to improve your site's position in the search engines, you also need to spend time on all the other factors which determine the success or the failure of your website - the quality of the products and services that you are selling, the quality of your customer service, and so on. You may have excellent rankings in the search engines but if the quality of your produce is poor, or if your customer service leaves a lot to be desired, those high rankings aren't going to do much good.

TIP: I appreciate that the foregoing comes across as a great deal extra to take on board but look at it this way: even if you decide to do it all automatically using one my preferred hosting options you still need to understand the basics if you are to appreciate the results. I do. Why not you?

Exercise 22: Your free pass to search engine domination

This exercise is a breeze...

Visit <http://www.seoelite.com/index.htm> and sign up for Brad Callen's exclusive e-course *7 Days to Complete Search Engine Domination* - it will teach you all you need to know and the best part is; it's totally free.

17. Snaring the 'spiders' to generate top ten rankings on demand



Whether your objective is to create and maintain a local or a global online presence, the work you will do to hit the target is the same for both, and it can prove very tiresome unless you know what you are doing and more importantly, exactly *why* you are doing it. The 'spiders' are the electronic robots dispatched by all search engines to assess your website for keywords, content and links value; the stuff that determines where, if at all, your site will be positioned in the listings. Chapters 12, 13 and 14 cover these elements in detail and my purpose here is to provide you with assistance you won't find anywhere else to ensure that your website is always positioned in the top ten rankings.

And so, rather than delve into the well-catalogued and mind boggling intricacies of search engine optimisation, I am going to disclose the simple fail-safe technique I devised and always use for *ultra-optimisation*; a technique which you too are at liberty to employ from now on.

This works for me and it will work for you

Let me give you a recent example of its power before I give you the technique...

Within 72 hours of submission to the search engines the temporary web page for one of my projects <http://howtobecomefamousonline.howtoproducts-xl.com> captured the No.1 Spot on Yahoo!, AltaVista, All The Web and MSN.

Here's the proof:

(image)

My exclusive technique also generated Top 10 Rankings for all of the following websites; marketing produce which I created myself.

<http://howtoproducts-xl.com>

<http://howtoproducts-xl.com/madhatter.html>

<http://howtoproducts-xl.com/2.html>

<http://howtoproducts-xl.com/ccc.html>

<http://howtoproducts-xl.com/niche.html>

<http://costcutters.howtoproducts-xl.com>
<http://makingmoneyonline-xl.com>
<http://1st-creative-writing-course.com>
<http://1st-creative-writing-course.com/makemoney.html>
<http://1st-creative-writing-course.com/gettingpublished.html>
<http://1st-creative-writing-course.com/wfp.html>
<http://1st-creative-writing-course.com/makemoney.html>
<http://1st-creative-writing-course.com/starting/starting.html>
<http://1st-creative-writing-course.com/homeshopoffice/online.html>
<http://1st-creative-writing-course.com/mistakes/acm.html>
<http://1st-creative-writing-course.com/progress/pro.html>
<http://start-a-business-masterplan.com>
<http://retirement-moneymakers.com>
<http://free-stuff-xl.com>

The technique – yours to copy – yours to keep

*Use this 6-point Core Keyword Phrase Strategy to
Seduce the Search Engine Spiders into Loving Your Website*

1. Use your core keyword phrase as your domain name;
2. Use your core keyword phrase as your index page heading;
3. Use your core keyword phrase as your site title tag;
4. Use your core keyword phrase as your site description tag;
5. Use your core keyword phrase to start the keywords tag;
6. Use your core keyword phrase as the linchpin in your web page copy.

How it works in practice

I can best demonstrate this remarkably efficient strategy by breaking down the elements as they apply to the website that grabbed three No.1 Spots within 72 hours of submitting the URL.

<http://howtobecomefamousonline.howtoproducts-xl.com>

1. DOMAIN NAME

You see how the core keyword phrase is also domain name - or to be more precise: sub-domain in this instance.

Keyword phrase

‘how to become famous online’

URL

<http://howtobecomefamousonline.howtoproducts-xl.com>

2. INDEX PAGE HEADING

The first line of the index (home) page heading is also the core keyword phrase...

“How to Become Famous Online
Without Spending a Dime
Retain Your Privacy
And Make a Bundle of Money”

3. TITLE TAG

It reads <How To Become Famous Online>

Check this out for yourself by visiting the website, right clicking, and then clicking again on ‘View Source’

4. SITE DESCRIPTION TAG

It reads <How to become famous online without spending a dime, retain your privacy, and make a bundle of money>

Note how the entire headline of the index page constitutes the Meta tag description.

Again, check this out for yourself by visiting the website, right clicking, and then clicking again on ‘View Source’

5. KEYWORDS TAG

It reads < how to, become famous, online, income streams, residual, search engines>

Note how I have broken down the words in the title tag into three separate keyword phrases: how to, become famous, online which combine to start the keywords tag...

Yet again, check this out for yourself by visiting the website, right clicking and then clicking again on ‘View Source’

Now see how DOMAIN NAME + TITLE TAG + KEYWORDS TAG + SITE DESCRIPTION TAG LINK TOGETHER TO SNARE THE SPIDERS

6. KEYWORD PHRASE AS THE LINCHPIN IN YOUR WEB COPY

Visit the web page and see how I have interlaced the copy with the keywords; majoring on the keyword phrase and peppering up the text with the other keywords.

The secret lies in strategic positioning; always include keywords and keyword phrases judiciously.

See how my copy flows; flows so naturally that you are completely unaware that it is peppered with those vital core phrases.

And now if you'd like a little more detail on basic search engine optimisation, I can offer you this article from an online friend...

Overcoming search engine paralysis

“Many do-it-yourself webmasters and online entrepreneurs have been led to believe that search engine positioning is a black art and that no mere amateur can hope to compete with the "experts." If you are among them, you're missing out on a great opportunity to drive free, targeted traffic to your website.

There are only three steps you need to take, if you want to quickly increase your site's visibility in the search engines. The three steps are: positioning, optimisation, and link building. In this short tutorial I'll explain what's involved in each one and show you just how easy it can be. If you can give me even 10 minutes of your time today, you'll be well on your way to top rankings.

If there is one message I'd like to get across to you, it's "don't fear the search engines." Not everything that you have been told about them is true! If you would like to increase the amount of traffic flowing to your website, without spending a dime, I urge you to read this article with an open mind.

Step 1: Keyword Research & Search Term Selection

Let's start with a quick definition: *Search terms* are the words and phrases that people type into search engines. For example, if I go to Google.com and type in 'pokemon cards'; that's a search term.

To get traffic from search engines you need to know what people are searching for and who you're competing against. This sounds very basic but it's important. Search term selection really boils down to finding a balance between popularity, targeting, and competition.

Realtors, for example, might be tempted when they discover how many people search for "real estate," and believe that this is a perfect set of keywords. That's a very popular search term, but unless you sell real estate all over the world, it's not specific enough to reach your customers.

Some folks can come up with good, targeted search terms with nothing more than common sense, but I prefer to do my homework. The best way to do this on your own is with the Wordtracker service <http://www.wordtracker.com> which allows you to find popular search terms, and investigate the competition.

If you aren't interested in doing it yourself, you can hire someone to do the research for you, and get a report back that tells you which search terms are the most popular, and which will be the easiest to compete for.

Low-cost keyword research reports are available from SEO Research Labs <http://www.seoresearchlabs.com> and you can find any number of competing services by looking up "keyword research" on your favorite search engine.

Step 2: Search Engine Optimization

Optimising simply means putting the keywords you've selected onto your web pages in the right places with the right formatting. That's all it means. There's a great deal of misinformation about this subject, so let me set the record straight: optimising is the easiest part of this process.

How easy is it? Well, I can tell you 90 percent of what you need to know in just a few lines and there's a good chance that you'll never need to learn the rest. Once you see what you can accomplish though, you'll probably want to learn more.

The first thing to understand is that you should only use 1-2 search terms to optimise each page. Once you've selected a page to optimise and the search terms you're going to use, all you have to do is put those words in the right places and you're done.

Where the search terms go:

1. Your page's TITLE tag;
2. Your "keywords" and "description" META tags;
3. In a heading tag (H1, H2, or H3) near the top of the page;
4. In the first paragraph of body text, and repeated 1-2 more times on the page;
5. In the text of any links that point to the page;

That's 90 percent of search engine optimisation right there. The most important of these are #1, #3, and #4. Just try it, it works. My *Inside Out Marketing* site uses no META tags at all, and it gets traffic for hundreds of search terms every month.

Step 3: Link Building & Link Popularity

Link building simply means getting other websites to link to yours. If you aren't already working on this, you need to start. Even if you don't care about search engines, those links will bring in traffic on their own and help you establish a credible reputation for your website.

Link building is an important part of search engine positioning because search engines look at these links as a 'vote' for your website, and they will boost your rankings accordingly when other sites link to you.

There are three simple ways to improve your site's link popularity and drive traffic at the same time:

a). *Submit your site to the major directories.* Yahoo charges \$299 a year for commercial sites, but there are several popular directories, including dmoz.org, goguides.org, and joeant.com, that will list your site for free.

b). *Trade links with related websites.* You can help each other, and your visitors, by linking to other good websites.

c). *Look for other sites that have resource directories,* and ask them to link to you. I like to look in the Open Directory <http://www.dmoz.org> to find related sites.

Whatever you do, don't try to take "shortcuts" when it comes to building links. If you'd like to learn more about link building, try Linking 101 <http://www.linking101.com> and Linking Matters <http://www.linkingmatters.com>.

That's it! If you do these three simple things your search engine rankings are sure to improve. Just remember that there are no shortcuts, and it's never a good idea to try to trick the search engines. The honest approach is easier and much better for you and your visitors”

About the Author

Dan Thies is the author of *Search Engine Fast Start!* a concise guide to positioning your site with the new breed of search engines. Visit www.cannedbooks.com

Exercise 23: Capture the top spots using my free system

Another painless but profitable exercise...

Follow this tried and tested technique to hit the high spots...

You will get top ten positions for your core keywords *but only* after you have mastered all of the strategies in this book. This is essential because to have the system work perfectly everything must be in position so that you can view the androgynous mix as a whole and fuse its disparate elements to produce desired results. When you have achieved that you will be in a position to fast-forward the entire system by downloading the master version. It contains 70 dynamic pages of instruction and costs \$47 (approx. £26.34), is worth at least ten times the price – but you dear reader, get it for free. Send a blank email to jimgreen@writing-for-profit.com with ‘Spiders’ in the subject line and I’ll get back to you with download link. It will speed up your capacity for automatically generating top ten spots for your core keywords.

18. Creating site maps to feed the spiders

Google were first to introduce site maps and then Yahoo! quickly followed suit. So far I have used them for only one of my websites www.writing-for-profit.com which at the time of penning this chapter stands at No.1 out of 47,500,000 competitive pages on Google.

With the hullabaloo going on right now about their significance I would be doing you less than justice not to mention site maps and I can do no better than reproduce this informative article on the subject with the compliments the author...

Your site map: spider food or just a light snack?

Karon Thackston © 2005

“Mechanical spiders have to eat. In fact they usually have bigger appetites than the real-life spiders you squish under your shoe. It's hard work roaming around the internet non-stop and these little chaps need some nourishment from time-to-time. In fact, when spiders find some hearty spider food (a.k.a. a site map with some meat to it), they sit down to stay a while – and that's a good thing

You may have seen some site maps. The standard ones look like the example below with each phrase being linked to the page of the same (or similar) name.

```
=====
Home
About Us
Shipping Rates
Products
Small Appliances
----- Microwave Ovens
----- Can Openers
Dinnerware
----- Platters
----- Serving Bowls
Contact Us
Privacy Policy
=====
```

Site maps are deemed spider food because they can be the perfect place for search engine spiders and bots to crawl your site and because a site map has links to every page of your site (and those link names or page descriptions often include keywords), it is extremely easy for the search engine spider to access each publicly accessible area with no obstacles and relate it to a given subject matter. (For example, a page labeled ‘microwave ovens’ is most likely about (would you believe) microwave ovens.)

Some site owners think that's enough. They think a page with keyword-rich titles and links is plenty for a hungry little spider to munch on. Hardly; that's not a meal, it's just a light snack.

Give spiders a tasty treat

If you really want to fill the spiders' bellies, you'll want to take your site map page to the max. Descriptive site maps go beyond the simple list of links to pages. These special versions of the traditional maps also include a short, keyword-rich description of each page. The text only needs to be a sentence or two in length but get creative and use columns, bullets or other formatting to make it look the way you like. (The links would remain the same as in the previous example.)

Descriptive site maps work well in attracting and satisfying spiders because they include naturally occurring keywords. They also place keywords in the vicinity of a link that points to the associated page. Add these advantages to those that already exist, including:

- Having links in the body copy of the page;
- Overcoming complex navigation such as DHTML or Java;
- Lending quick access to pages located several layers deep within the site;
- Assisting with usability for visitors (especially disabled visitors).

Do it this way and you will have prepared a huge feast for the search engine spiders that is almost guaranteed to entice those hungry little creatures to crawl through every available page of your site.

Does every site need a site map?

It certainly wouldn't hurt. Sites with less than 20 pages or sites where most or all the pages have links directly from the home page generally don't need a site map, per se. However, practically every site of every size can reap benefits from including a map.

If you're creating a site map for your site, don't stop with the basics. With just a little added effort, you'll have a four-course meal to serve the spiders that will keep them happy and satisfied and that will help get you exceptional rankings.”

Karon Thackston

<http://www.copywritingcourse.com/keyword>.

Exercise 24: Improve the visibility of your URLs on Google

Last of the easy exercises for the time being...

Google Sitemaps is an easy way for you to submit all your URLs to the Google index and get detailed reports about the visibility of your pages. With Google Sitemaps you can automatically keep them informed of all your web pages and when you make changes to

these pages to help improve your coverage in the Google crawl. Sign up for free at www.google.co.uk/webmasters

19. Flooding your site with low and no-cost traffic

The bulk of the traffic to your website will come from the major search engines but there are several other low and no-cost avenues to explore and if used correctly and regularly they can flood your site with traffic.

Pay-per-click (PPC) search engines

Search engine optimisation is a skilled exercise with no guarantee of sustained success for even the most competitive keywords. Equally, paid submissions cannot guarantee top positions for your web pages; they can only guarantee indexing in the search engine database. You may still come up in the hundredth page of search results.

These factors have made pay-per-click search engines an important element of any website promotion campaign. Actually, these engines could also be called pay-for-position search engines. You could bid for the number one position in search results for the keyword you choose. If there are many bidders you would have to bid high (in pounds instead of pence for every single visitor to secure a top position). You then pay at the bid rate for every click-through to your website. (hence pay-per-click).

The best strategy for the PPC element of your campaign is to bid for a number of less competitive keywords that are important to you. This could be significantly less expensive than bidding for one high competition keyword. Finding bid prices for the keywords, submitting bids for all these, and then tracking the results for each is a tedious exercise. However, there are tools to automate much of this tiresome work and with one of these; you could focus on selecting the keywords to bid for and leave the rest to the tool.

Newsgroups, forums, mailing lists

The second tactic is to participate in targeted forums and newsgroups on their specific topic. It's free. You start visiting the forum regularly and then once you know your way around it you should start answering questions for people and becoming an all around helpful individual. Give and it will be given back to you.

You will be able to build up relationships in these forums and build up your traffic at the same time without every having to spend a penny. To find out more about how to participate in forums for maximum traffic, check out this free report:

<http://www.bizpromo.com/free/networking.htm>

The Best Places to find the actual forums and newsgroups are:

Forums can be found at <http://www.forumone.com>

Newsgroups can be searched at <http://www.dejanews.com>

Mailing Lists are found at <http://www.liszt.com>

Trading links with other websites

Another no-cost marketing technique is to trade links with other websites. Now, I know from experience this can be a daunting task at first...you trade 10 links and only get an ounce of traffic from it...but what happens when you start having hundreds or thousands of *related sites* linked to you? You get a flood of visitors, that's what.

Where do you start? Start by getting out there and offering; offer to trade links with people who are in the same forums, newsgroups, and mailing lists as you. Go to some of the online databases that have links. Participate in banner exchanges and link exchanges. Nothing will happen unless you take the initiative and do something.

For top resources in this area, check out:

<http://www.whitepalm.com/fourcorners/linkswapping.shtml>

<http://www.ezfree.net/free/users/main.shtml>

<http://www.bizpromo.com/free/banners.htm>

We'll be covering the power of linking in greater detail in Chapter 22.

Writing and distributing articles

There are thousands of ezines and magazines out there just waiting for your articles. What is your area of expertise – write about it or if you don't want to do the writing yourself, collect the information together in an organised manner and have someone else do it for you. Once you have your highly informative article ready to go contact publishers of ezines and magazines and submit your piece. Think about the publicity you can get through this. It can bring thousands of people to your site with almost no cost at all.

For information on ezines, check out:

<http://www.site-city.com/members/e-zine-master>

For the Top Media Directory for Offline Publications:

<http://www.gebbieinc.com>

In Chapter 21 I'll let you in on my own secrets on how to milk this no-cost method to attract thousands of targeted visitors to your retirement opportunity website.

Traffic plug-ins

There are many CGI programs out there which can help become traffic generators by having your visitors return over and over again. Tools such as classified ad sites, free-for-all link pages, message boards, chat rooms, postcard sites, and more can all contribute to your overall traffic building plan. Many of these programs can be added to your website for little or no money. Take a look at this resource for finding these types of scripts:

http://www.cgi-resources.com/Programs_and_Scripts/Perl

For many people though, installing a CGI program may be the nightmare. For those of you who are technically challenged, CGI Resource has a list of places where you can have your traffic plug-ins remotely hosted for you. Check out their remotely hosted scripts at:

<http://www.cgi-resources.com>

Writing and distributing press releases

Don't just think it takes knowing the right people to get your press releases out. It doesn't. If you can give the media stories which are interesting and revealing, they will be glad to publish them.

- Do you have a new exciting product?
- Do you have an event going on at your site that's newsworthy?

Come up with one and then contact the media.

Here are two services I use where you can do it all for free:

<http://www.prweb.com>

www.free-press-release.com

When someone asks you to plunk down money for an ad (as they will), check back on these 6 ways to advertise your site for little or no cost. Many of them can create awesome traffic at your site and don't cost a penny. The ones which do have a small cost to them can produce traffic worth far more than many of the ads out there.

To promote an internet website does not require a large advertising budget. Those who have a large budget at their disposal also labour under a big disadvantage when marketing

online; they pay for ad after ad and end up losing most of their money. Online, the best things in life are free.

Exercise 25: Grade the options for attracting traffic

This chapter has provided you with eight options for attracting low and no-cost traffic.

1. Pay-per-click
2. Newsgroups
3. Forums
4. Mailing lists
5. Trading links
6. Writing articles
7. Traffic plug-ins
8. Press releases

From what you have just read use your own judgement in ranking them in order of *perceived* effectiveness. There are no right or wrong answers at this stage in your study of the workbook; just guesstimate.

1

2

3

4

5

6

7

8

When you finalised your rankings flip forward to Chapter 35 and Exercise 75 where you will discover how I rank the options for effectiveness after several years of trial and error.

20. Producing digital merchandise

Now you are about to discover just how easy it is to convert your expertise into the first digitised produce for your profitable retirement pursuit, how to package it, how to market it - but before we start - check that you have attended to due diligence:

- You've got it all down on paper;
- You've explained the methodology;
- You've listed the features;
- You've highlighted the benefits;
- You've established what you don't know about your topic;
- You've rectified the information shortfall by researching;
- You've researched until you located all you still needed to learn;
- You've identified your market;
- You've discovered how to reach it;
- You've learned how to test market;
- You've committed to learning how to promote.

If you are in any doubt about any item on this list go back to Chapter 2 for refreshment and then come back here...

It takes only seconds to create digital information products

It's as easy as pie. Once you are completely satisfied with the text for your project you simply pop it into the software compiler of your choice and out comes the finished information product in seconds. You can include graphics, illustrations, pictures, flow charts, etc – whatever in fact you reckon will add glitz to the overall effect.

Choice of systems

For formatting you have a choice of...

EXE (short for Executable Extension and pronounced *ee-ex-ee*) -is an executable file with an .exe extension.

PDF (short for *Portable Document Format*) - a file format developed by Adobe Systems. PDF captures formatting information from a variety of desktop publishing applications, making it possible to send formatted documents and have them appear on the recipient's monitor or printer as they were intended. To view a file in PDF format, you need Adobe Reader, a free application distributed by Adobe Systems.

EXE produces complete documents in minutes whereas PDF does the same job in *seconds*. Of the two, my personal preference is PDF and not just because it's faster; it provides a more polished finish, it can be read on any computer screen anywhere in the world – and it's cheaper- sometimes completely free.

Compiler options for EXE production

<http://www.ebookgenerator.com>

<http://www.ebookeditpro.com>

<http://www.active-book.com>

The first two are reasonably expensive to purchase but you can download and use the third option free of charge.

Compiler options for PDF production

Be careful shopping around for PDF compilers. You can get ripped off mercilessly by fly-by-night shysters telling how difficult the system is to master and trying to sell you expensive instruction courses. It's not at all difficult; it is simplicity itself.

Here are the compilers I use for my own information produce.

Adobe PDF Online – free trial/5 ebooks/100MB capacity for each book. Access it at <http://www.adobe.com>

deskPDF – same deal but thereafter \$19.95 (approx. £11) for permanent usage. <http://www.deskPDF.com>

Here's one that comes with no price tag

PDF995 – this one is my personal favorite and you can download it/use it for free forever...

<http://PDF995.com>

Explore the alternative systems for compilation and decide for yourself with which you feel the most comfortable.

Have this one on me

I recently purchased an excellent tome on the subject of digitising information produce. 'Simple Guide to Creating ebooks' is the title and it cost me \$49.95 - but you, dear valued reader, can have it for **free**. Here is what to do: Visit my website <http://www.writing-for-profit.com>. Click on the button marked 'FREE eBOOK' in the navigation bar, fill in a simple form, and the download link for your free copy (plus 2 bonus books) will be emailed straight back to you. Enjoy...

Now you can produce virtual book covers automatically

When your first ebook rolls off the assembly line you will want to wrap it in a professionally produced cover and until recently design and creation would have set you

back between £75 and £125 per cover. Not any more. There are now several software tools available that do it all for you.

How important is it to have a cover for information products?

Very important, and here's why. When people browse around bookstores the first thing to capture their attention is the dust cover for hardbacks, integral cover for paperbacks. That's stage one in the decision-making process: to buy or not to buy. The same thing applies with online browsers on the lookout for virtual books to purchase, and you will greatly enhance your chances of success if all your e-produce is appropriately packed. After all, who buys a book, offline or online, without an opportunity of glancing at the cover to discover what's inside?

Here are two examples of the best in favorite cover generation software.

favorite Cover Generator – Costs \$97 (approx. £53) to purchase outright. No free trial. <http://www.favoritecovergenerator.com>

Virtual Cover Creator – Costs \$67 (approx. £37) but offers an unlimited free trial to enable you to become familiar with complete software. You won't be able to use the end produce in the trial version because it will be watermarked until you part with the cash to purchase. <http://www.virtualcovercreator.com>

My personal preference is for the latter option which I use for all my e-produce.

Strategy for online sales and distribution

We covered the bones of this earlier but you will be provided in Chapter 34 with a detailed strategy for automatic order-taking and product fulfilment. Suffice to say here: when you have everything else in position, sales and distribution form the simplest aspect of the exercise.

Why it will pay you to give favorites away for free

Believe it or not but you will sell more information products online if you start by some away for free. Here is how it works. You have created your first favorite, set the price, automated order-taking and distribution, and are raring to go. What you do now is to produce a mini 'taster' version to give away free of charge to your website visitors. You should start the taster with a 'flat' book cover (don't worry, the software shows you how to do this), followed by your preface or introduction, one or two sample chapters, and culminating in your entire sales page complete with ordering instructions. Most people will pick up anything for free online and you will be amazed how many are persuaded to purchase directly from the taster. You are dealing with targeted prospects and giving them two bites at the cherry. It's like allowing them to turn the pages as they would in a physical bookstore.

Have a look at how I do it when you call at my website to collect the free information produce I promised you...

Better still: proceed then to visit my main website <http://howtoproducts-xl.com> where you can view a panorama of e-covers for my personally generated produce.

When you choose to sell someone else's produce

Okay, so you still don't want to roll out your own produce. Does that mean you are excluded? No way. You have many options if you decide you want to sell someone else's information produce – and here are two of the best.

The first concerns affiliate reselling and if you visit this site <http://www.associateprograms.com> you will discover hundreds of opportunities.

The second is a ready-made turnkey business publishing business where you can enjoy all of the following benefits for a monthly membership fee of \$27 (approx. £15).

1. The Resale Rights Cooperative™ - Acquire the marketing rights to \$1,000's worth of brand new digital information and software products on demand, and without purchasing them.

2. Instant Turnkey Business Packages - Gain instant access to a wide variety of 100 percent profit online products and turnkey business packages.

3. Favorite of the Month Club™ - Every month you receive a new favorite or software product with members-only branding features, and full marketing rights.

4. The Internet Marketing Database™ - Use the world's only copyright-free database of internet marketing related information to create your very own digital information products in as little as 60 minutes each.

5. The Wholesale Product Locator™ - Locate and acquire just about any type of product you'd like to sell online at the lowest price available.

6. Premium Web Hosting - Ad free, fast and reliable web hosting featuring 500 Megs of space and 10 Gigs of transfer.

7. Unlimited Pro Auto-responders - Unlimited Push-Button *Responders*™ (sequential auto-responder accounts), each featuring unlimited automated messaging, list broadcasting, personalized messages, etc.

8. Instant Ad Tracker™ - Determine which of your ads are successful, and weed out those that are not. Track up to 1,000 different links.

9. The Internet Marketing Cooperative™- Request and receive new Internet marketing related products without paying a penny extra .Grow your knowledge and your online business.

10. The PBP Marketing Forum™ - A flourishing community of online business owners anxious to field questions and share ideas.

Plus these free bonuses when you become a member...

- Instant access to the PBP™ "Master Tutorial - shows you, step by step, how to use PBP™ services and resources to build your own web empire. You'll learn how to build a responsive list of subscribers. You'll discover how to build an unlimited residual income with affiliate and MLM programs. You'll learn how to create your own profitable website.
-
- 24/7 access to the easy to use ULTRA Web Page Creator™ (HTML editor) - Create unlimited web pages from any location with a computer and Internet access; comparative \$12.95 monthly value, free to members.
- Affiliate tracking script. Unlimited auto-responder script - Traffic exchange script. Safelist script and *much* more. You could create endless complete web businesses with these scripts, and, for example, sell the businesses on eBay™ for huge profits. The possibilities are truly endless.
- Personal consulting through the Members forum - Value unlimited, but free to members.

<http://www.pushbuttonpublishing.com>

Why it's now very simple to produce your own software

Even if you don't know how to write a single line of code you can **create your own exclusive software programs in 30 minutes** – or your money back according to the vendors. This startling new invention (Patent Pending) creates an **infinite** number of high-demand software programs which you can sell royalty-free at any price.

You can access complete details of the amazing new tool that is currently sweeping the web by visiting this website: <http://www.MakeYourOwnSoftware.com/bestsellers>

Exercise 26: Create your first digital information product

As a young ad agency creative eons ago my colleagues and I were about to launch into a presentation when we overheard a member of the client team exclaim, '*Oh good, here come the creative chaps, this should be fun...*'

Now it's your opportunity to have some creative fun but with no one around to make snide remarks. Do not be nervous about undertaking this exercise. You will be surprised at how astonishingly simple it is to create a digital information product.

Here goes on your first – and here is what you do...

- Go to <http://www.deskPDF.com> and download a free copy of their PDF software
- This will allow a number of trials without committing to purchase
- Your first go will produce your first info product
- Take the draft sales letter copy you produced earlier and feed it into the software
- Follow the simple online instructions
- Seconds later out pops your digital product!

Go on – Do it now- have some fun as you learn how to become an instant producer of digital merchandise...

21. Using articles to lure visitors and attract sales

All successful e-entrepreneurs use articles to lure visitors to their websites. They cost nothing but time and energy to produce and distribute, and the power they exert is astounding. *Article submission is the perfect niche vehicle for attracting pre-qualified, targeted prospects for your niche produce.*

- You should adopt this influential practice for your retirement pursuit;
- You will miss out on a goldmine of potential buyers if you do not.

You know all there is to know about your first project; you even produced an information product on the topic. Now is the time to make a start on your first batch of articles.

What to do before you start

Do as you did to create your taster favorite. Pull down strands of useful information from every chapter of your information product; sculpt it into a dozen or so initial articles for distribution (I'll show you how, why, where, in a moment). When you think you've exhausted that source, go back to your research notes and you will find more; much more. When you've finished doing that, go back online and research again. Look at what other people have to say about the topic; not to copy them, but to use whatever you glean to prompt you to search in disparate directions. Then do likewise at discussion forums. The supply of information is endless.

How to write your first articles for online distribution

You will get the hang of it very quickly and when you do, you will be churning out one or two articles at a time, quite effortlessly. There are just a few simple rules to observe.

1. Start with an eye-grabbing headline
2. Fire your biggest gun in the first sentence
3. Fire the next biggest in the next sentence or two
4. Keep the text rolling on with short chunky paragraphs
5. Break it up with occasional sub headings where appropriate
6. Keep it conversational
7. Restrict the word count to between 300 and 500
8. End with a resource box (your bio)

Here now is a text example of one of my own articles..

The Day I Shook Hands with Betty Grable

By Jim Green

Article Word Count: 342

This article first appeared in EzineArticles.com May 2006 and subsequently in 1000s of other people's websites and newsletters

There's a line in a famous 1970s pop song composed and recorded by Neil Sedaka that goes something like, 'I never met you Betty Grable...'

Well, unlike Neil Sedaka, I did, several times over, and on the first occasion I got to shake hands with the 1940s icon which was an enormous thrill for a long time fan.

So, what's shaking hands with Betty Grable got to do with writing?

Just this: I got to thinking about that momentous first meeting the other evening and it galvanized my brain into sketching out an outline for a new book, something I should have done years ago; something that's been languishing in my subconscious for eons.

You see, I met many famous people when I travelled the world as a publicist from the late 1950s to the early 1980s. Apart from the delightful Betty G there were chance encounters with Rory Calhoun (Betty's partner at the time), Frank Sinatra, George Raft, Stan Kenton, Dolores Del Rio, Fess Parker (Davy Crockett), Dusty Springfield, Cilla Black, Mike Sarne, and dozens more.

Oh yeah, (can I hear you say?) anyone could make a claim like that.

That's true, anyone could, but could they also provide photographic evidence of each and every meeting; like pictures of

the luminaries and me together?

That is the essential difference; I can...

So, considering that the majority of these famous people are now either dead or forgotten, will I get my book published by a traditional house?

Yes, I will.

Will it make me a lot of money?

No.

What it will do though is provide me with a sense of fulfillment and at the same time knock out sales of a few thousand copies in the nostalgia niche.

The secret lies in stringing together a chain of offbeat events with a similar pattern - and it occurs in everyone's life.

Could you come up with such a pattern from your own lifetime experiences?

Think about it - there could be a book in it.

Jim Green is a bestselling author with an ever-growing string of niche non-fiction titles to his credit. View his output at <http://1st-creative-writing-course.com>

In just three weeks this article attracted 1893 additional visitors to the website featured in the resource box.

Worst case scenario for published articles

Does promoting with articles always work to drive huge numbers of visitors to your site instantly every single time you do it? No. The truth is not every single article you write and distribute online will hit a home run and bring an avalanche of visitors to your site. Some of my articles only attract a trickle but I have so many of them out there now that in total they add up to a sizeable volume of steady, targeted traffic. Periodically I hit a grand slam with an article that takes on a life of its own and dumps thousands of visitors on my site in a couple of days - like the one you just read...

The worst thing that can happen with every article you publish:

- You continue to **build** your reputation and credibility with your target audience as a trusted expert;
- As your **credibility** increases, Joint Venture partners will begin to seek you out and be open to your approaches;
- You'll create additional tools your affiliates can use to **sell more** of your products;
- You create more **valuable content** for your own and other people's websites that the search engines can index - **driving even more traffic** to your website or affiliate link;
- You create additional installments for your auto-responder series that you can easily turn into **profitable** mini-courses;
- You get better and better at picking topics, distributing articles and your traffic logs will **snowball with targeted visitors**.

In fact, just by writing and distributing free articles on the internet (something that becomes pretty easy once you start doing it), you will become recognized as a world-class expert on the topic of your choice and you will have people seeking you out for all kinds of lucrative opportunities.

- Promoting with articles represents one of the best ways to not only attract free traffic but to build your business and your reputation online.

Article hubs that accept your material and distribute it for free

And now to save you the time and trouble of doing it yourself, I will give you my own list of 'hubs' for article submission. You can add to this as you discover other outlets relevant to your specialist topic.

<http://ezinearticles.com>

<http://www.certificate.net/wwio>

<http://www.ideamarketers.com>

<http://www.marketing-seek.com>

<http://www.goarticles.com>

<http://www.netterweb.com>

<http://www.articlecentral.com>

<http://homeincome.com/writers-connection>

http://www.web-source.net/syndicator_submit.htm

<http://www.clickforcontent.com/writersadd.htm>

<http://www.aracopy.com>

<http://www.zinecast.com>

<http://www.etext.org>
<http://www.zinos.com>
<http://www.addme.com>
<http://www.vectorcentral.com>
<http://www.webpronews.com>
<http://www.writersdigst.com>
<http://www.linksnoop.com>
<http://www.articlehub.com>
<http://www.freelancewriting.com/newssyndicator.html>
<http://writingcorner.com/admin/sub-guidelines.htm>
<http://www.abundancecenter.com>
<http://theezine.net>
<http://www.home-based-business-opportunities.com/library/id2101-book.shtml>
<http://www.entrepreneurnewz.com>
<http://www.homebasedbusinessindex.com>
<http://www.homeincome.com>
www.masterhomebusiness.com

The software that does it all automatically – yours for free

If you were to purchase this software it would cost you \$67 (approx £38) but you don't have to buy it. Send a blank email to jimgreen@writing-for-profit.com with ARTICLE SUBMITTER FREE OFFER in the subject box and I will let you have the download link by return. What's more - this amazing product comes with around 150 submission hubs built in to the system...

Using press releases for online distribution

We talked about press releases in an earlier chapter where I provided you with two excellent sources for distribution. While you will come across lots of advice elsewhere regarding formatting I recommend you stick with what I've just given you on construction. It works for me and it will work for you.

Exercise 27: Write your first article for global distribution

Using your draft sales letter copy as the foundation, incorporate the guidelines above and make a start now on crafting your first article for global distribution.

Don't forget to send me an email requesting your free copy of Article Submitter – you will need this later when you get around to producing articles for real...

22. Increasing exposure by linking to other people's websites

Another clever cost-free way of driving traffic to your retirement opportunity website is through the power of linking to other sites; not any old sites, but sites specifically related to your topic. Take the trouble to sniff them out by undertaking some basic research. Try this out for size at the Google search engine: 'your topic + websites' and again 'your topic + articles' (replacing of course 'your topic' for *your own particular topic*). You will be presented with a myriad of potential linking partners but you won't be linking to all of them because that would defeat the purpose: link only to those (100/125 maximum) that you sense relate most closely to your website content. Link to too many and the search engines won't be happy.

I have 114 quality links to my prime site and they consistently bring in targeted traffic that I wouldn't otherwise get.

Practice these simple steps for systematic link building

You did your homework and learned all about optimising techniques for your website. Your relevant keywords are prominently placed in all the right places on your pages. Yet your site still isn't ranking the way you want.

- What do you do?
- Why bother with link building?

Link popularity and link quality are very important because every major search engine now considers them as a part of their ranking algorithms. If you don't have links you won't rank well for competitive keywords. If your page includes all the important on-the-page criteria and scores well with Alexa it's time to focus on your links. Good inbound links can move your page up the ranking ladder and act as new entry points to your site. But how does your site get those coveted inbound links we hear so much about?

First off, let's make sure you understand the basics.

- **Link popularity is the measure of inbound links** to your website;
- **Link analysis evaluates which sites are linking to you** and the link text itself.

Fortunately, there are a lot of ways to improve your link quality and popularity, which will give you a boost in the rankings. Here are some guidelines to help you set up your own linking campaign:

1. Prepare your site first

Before you start your link building campaign, take time to get your site in shape. Make sure your site looks professional, has good content and is easy to navigate. Check your links with a tool like <http://www.htmltoolbox.com>. If a potential linker goes to your site and finds broken pages, they are not going to want to link to you. In addition, directories have gone on record saying they may exclude sites with broken links and page errors. Directories want only professional looking sites in their databases so do your homework

on your site before you start promoting it and your linking campaign will be more effective.

2. Budget time for link building

Don't expect to grow your link popularity overnight. Budget time every week to work on link building. If you force yourself to spend a couple hours a week on the project, it will become part of your routine. Pick one day a week and set aside time as your link building time. If you don't make it a priority, it won't get done. Link building is an incremental activity. Over time these one or two new links start adding up until they are into the hundreds.

3. Establish realistic link goals

Don't expect to see instant results. Link building is difficult, frustrating and time intensive. Convincing another website to link to you can be exasperating. If you get one good quality link a month you're doing better than the majority of sites out there. Patience and creativity are germane to link building.

- Track your progress so you know who you've asked already. It could be embarrassing to ask a site for a link if they've already given you one;
- If a website initially declines your link request, wait a while and then ask again. Their focus may change over time. A "no" today may change into a "yes" 6 - 9 months later.

4. Link popularity is all about quality

Be selective about the sites from which you request links. Search engines use sophisticated rules when judging the importance of a link and the popularity of the site linking to you is a key criterion. One link from CNet.com or bbc.co.uk is worth much more than ten links from a personal website (I have a link to BBC Headlines at www.howtoproducts-xl.com and it brings me 25/30 additional visitors every day). And don't even think of using a 'link farm'. Link farms are sites that exist solely to link to other websites. They are nothing more than a blatant attempt to inflate link popularity, and search engines take a dim view of them. Google in particular has been known to ban sites found using a link farm.

Try to identify non-competitive sites in the same field as your site. Links from sites that are related to your area carry more weight than sites from Aunt Sue's fashion site. That doesn't mean you should refuse a link from Aunt Sue; just be aware it won't help you much in link quality terms. On the other hand, links from sites within the orbit of your own specialist topic are strong endorsements for your site.

5. Develop a relationship with a site

Before you ask for the link, get to know the website. Establish yourself as a real human first. That way, when you ask for a link, it's harder for them to say no. Impersonal broadcast emails asking for links are spam. Sure, it's easier, but it will only result in making another website owner mad at you. Spam link requests do not work and waste everyone's time. Don't do it.

6. Provide the linking code

Make it easy for other sites to link to you. Send the prospective linker the exact HTML code you want in the link and suggest which page you want the link from. This ensures the right words are used in the link and reduces the burden in setting up the link. Everybody on the internet is pressed for time and if you don't make it simple by giving them the exact HTML, you've made their job too hard. Make it easy and your success rate will go up.

7. Get directory listings

Jumpstart your link campaign by getting directory links first which is especially important if you have a new site or a site with no inbound links. A shortage of inbound links puts your site at a severe disadvantage because link analysis is an important part of every search engine's ranking algorithm. The way to overcome this is to get a few quality links. A good way to start is to get listed in as many directories as you can. There are many directories out there, and the more you can get into the better.

A few to target include:

1. Open Directory
2. Yahoo
3. LookSmart
4. Zeal.com
5. Joeant.com
6. Business.com

Be aware that most of these directories (except the first one listed) require you to pay for a listing but it's worth the expense if you can afford it.

8. Consider bartering for links

It's a good idea to have something to offer in return for a link. Many sites won't link to you unless you link back to them or otherwise make it worth their while. Create a Resources or Partner page that allows you to have a place from which you can easily link to them. You might also offer to work a barter arrangement with them. If you have a site popular with their target market they might consider free advertisements in exchange for a link. If the link is of great value to you be prepared to give something back.

9. Link building alternative

If time constraints keep you from link building consider outsourcing your link popularity work. Link building is undoubtedly the most time consuming part of search engine optimisation. You may find it is not cost effective to do it yourself. That doesn't mean you shouldn't do it, it just means you hire someone else to do it for you.

Cautionary note: if you do chose to hire a company specializing in link building make sure they follow good link building practices. Ask them to describe the process they use to request links. Make certain they follow a personalized approach and don't simply spam sites with requests for links. If they refuse to discuss their link building methods you can assume they use impersonal widespread email drops or link farms - that's spam. They may give it a highfalutin name but if the process involves sending out large numbers of form emails, it's still spam and will only set your campaign backwards and injure your reputation. Go find a different company or better still, develop the links you need yourself. I've always done it; I've never spent a penny on the linking process.

10. Just do it!

Link popularity is important and the link building process needs to be given high priority. Link analysis is only going to get more important to search engines, not less. Search engines have found it highly resistant to manipulation and a legitimate way to measure the importance of a site. Since link building takes time, the sooner you start the better.

So think of link building as a long-term investment in your site. Put in a little time now to improve your linking today to insure a good search engine ranking in the future.

Why reciprocal link building increases website effectiveness

1. Other websites send you visitors because they link to you. If you have just 10 links pointing to your site and each site sends you on average only 2 visitors per day, you will only achieve 20 targeted prospects. **Work at building your linking partners so that you attract much higher levels of targeted traffic.**
2. Search engines like Google and Teoma use link popularity to rank websites. If your site has high link popularity then you will be rewarded with high rankings. **To improve your link popularity you must have reciprocal links.**
3. Exchanging reciprocal links with other sites in your niche will build a valuable links directory. **Visitors will bookmark your website and visit you frequently because you can offer them a valuable resource: your links directory.** The most frequented of my own pages is 'Resources' (see below) where my directory is located. My visitors love it and keep coming back for more.

Create a traffic virus by merging articles with links

When you submit articles you are in effect setting up valuable links with the submission website centers and every time you submit to a new center you are gaining a new link.

Add to that the fact that the resource box in the articles contains your own website link. Tot it all up and what you have working for you is vital marketing and none of it is costing you anything but a little effort.

Combine links with resources and you're on a winner

I had an astonishing experience recently which proves the validity of this statement. Read my web article below (reproduced on 1000s of sites; driving hoards more traffic my way) and you'll see precisely what I mean.

Combine Links with Quality Resources and You're on a Winner

There are 1001 ways to drive traffic to your websites.

I reckon I've tried most of them over the years and in the process have become blasé over the whole process of traffic promotion - but here's one that surprises even a hardened old cynic like me...

Several months ago I designed a single-page website, launched the creature as a sub-domain and promptly forgot about it. In point of fact it was so absentmindedly conceived that the tag still contains the template reference.

So what happened to it?

Here's what....it has achieved some amazing rankings.

- Yahoo! # 2 (out of 8,270,000 web pages)
- AltaVista #2
- AllTheWeb #2

What's even better...

I attached my little afterthought single page to two of my prime sites and quality traffic is rocketing to both of them. These sites have always performed well for me but now they're on fire.

1st CREATIVE WRITING COURSE

#13 on Yahoo! (out of 8,720,000 web pages) for keyword phrase 'creative writing course'

HOW TO PRODUCTS-XL

10 on Yahoo! (Out of 706,000,000 – yes 706 million – web pages)

for keyword phrase 'how to products'

What is the secret of the single page winner?

It consists entirely of LINKS to QUALITY RESOURCES with reciprocal arrangements for most.

The trick is to narrow the focus on your niche and link to the cream of the marketplace including some of your competition...

If you visit the website in the resource box and click on RESOURCES you can check out my little one-page monster for yourself – and thereafter do a check on the search engines listed.

Jim Green is a bestselling author with an ever-growing string of niche non-fiction titles to his credit. View his output at <http://1st-creative-writing-course.com>

And here is how the article looked in publication...

Exercise 28: Search Google for websites related to your topic

Finding websites specifically related to any given topic is an ongoing process but you have to start somewhere and here is where you begin. Following the directions provided in the opening paragraph see if you can locate 10 websites connected to the subject you have in mind for development into an information or software e-product.

List your findings in order of perceived relevance

- 1 -----
- 2 -----
- 3 -----
- 4 -----
- 5 -----
- 6 -----
- 7 -----
- 8 -----

9 -----

10 -----

When you first consciously set out to find potential linking partners you will rapidly discover that your eye is *subconsciously* ever on the lookout for possibilities

23. Understanding the intricacies of email promotion

Until comparatively recent times email was the favorite tool of most online marketers; that is until the ‘spammers’ moved in and ruined it for everyone. Well, *almost* ruined it. You can still use email to great effect if you go about matters correctly. Spam (the odious practice of sending email to thousands or even millions of people who have not requested it) is no longer tolerated. Nowadays offenders lose their local internet service provider, their websites, their email addresses, and more. Moreover, email server systems such as Yahoo! and Hotmail use highly sophisticated filters which weed out the bad boys and ban them outright.

- Don’t even think about using bulk email; just one complaint (which you will get even if you try to hide) and your server will cancel your account.

Bulk v opt-in mail – the essential difference

And yet some reckless fruitcakes persist in bulk emailing even though they run the gauntlet every time they do it. Why do they persist? They look at it this way: although the response rates are extremely low, they still do manage to get a trickle orders for their products and services – *meantime*, but not for long.

There is a better, legitimate way: opt-in email

Opt-in email works like this. You **invite** people to join your email list and you can do that in several acceptable ways.

- Through your website;
- Through subscriptions to your newsletter (which we’ll cover in the next chapter);
- Through giving away free information produce.

All three of these options can operate in tandem. When visitors enter your site you capture their attention with an internal pop-up window or a carefully worded panel requesting them to subscribe to your newsletter. To qualify they must provide you with a current email address which gives you permission to contact them in future. Equally, to receive an favorite you give away for free, visitors must once again provide you with a

legitimate email address and so you get the contact, they get the freebie; simple but highly effective and legal.

Exposing the myths regarding opt-in email

Many marketers never get around to implementing an opt-in email system because...

“I can’t be bothered” – You should; you take the trouble to set up your own opt-in email system without delay. Email is free and when used correctly it leads to sales. If you elect not to participate you are leaving money on the table because by far the majority of online sales do not emanate directly from websites; they come from lists; lists of people who have given you permission to contact them; lists of people who have already purchased from you.

“I wouldn’t know how” – It’s as simple as falling off a log when you employ the avenues listed above.

“I couldn’t come up with content for a newsletter” – Yes, you could. You have all the necessary material to hand in the articles you have already prepared and are continuing to write for distribution purposes. It just takes a little extra effort from you to set up and include them in your own newsletter.

“I won’t be starting a newsletter; there are too many out there already” – Oh, yes? Newsletters come and go, that’s for sure, but the quality sheets go from strength to strength. If you don’t fancy the standard format why not come up with something different? Like ‘My Recipe for Today’, ‘My Marketing Tip for Today’ or a newsletter in the form of an ongoing daily diary of how you progressing your enterprise? What about a free online class? You could develop a 6, 12, 24 lesson class on your topic and have subscribers receive the next issue every week, every 2 weeks, or once a month. Then, once they complete that class, you introduce advanced classes, etc. You could also put your subscribers on an updates list for new information constantly. Put your thinking cap on and create some ideas of your own before you ditch the notion of a newsletter.

“I don’t see the point in giving stuff away for free” – If you can’t see the point, flick back to Chapter 23 for enlightenment.

Common email mistakes you must avoid

People make these mistakes all the time when using email and it costs them; they lose out on credibility. Don’t allow that to happen to you and your retirement project...

1. Omitting the subject line

Gone are the days when email users didn’t realize the significance of the subject line. It makes no sense to send a message that reads ‘No Subject’ and seems to be about nothing of any consequence. Given the volume of email that everyone receives the subject header is essential if you want your message read. The subject line has become the hook.

2. Not making the subject content meaningful

Your header should be pertinent to the message. The recipient is going to decide the order in which he/she reads email based on who sent it and what it is about. Your virtual messages have lots of competition. If you want to interest recipients in a 'Great New Marketing Breakthrough', tell them so in the header.

3. Failing to change the header to correspond with the subject

For example, if you are writing to your web publisher, your first header may be 'Website Content'. However, as your site develops and you send more information, label each message for what it is, 'Contact Info', 'Graphics', or 'Home Page'. Adding more details to the header will allow the recipient to find a specific document in his/her message folder without having to search every one you sent. Start a new message if you change the subject all together.

4. Failing to personalize the message

Email is informal but it still needs a greeting. Begin with 'Dear Mr. Broome', 'Dear Jim', 'Hello Jim', or just 'Jim'. Failure to insert the recipient's name can make you and your email seem cold.

5. Not accounting for 'tone'

When you communicate with another person face to face, 93 percent of the message is nonverbal. Email has no body language. The reader cannot see your face or hear your tone of voice so chose your words carefully and thoughtfully. Put yourself in the other person's place and think how your words may come across in cyberspace.

6. Forgetting to check for spelling and grammar

In the early days of email someone created the notion that this form of communication did not have to be letter perfect. Wrong. It does. It is a representation of you and your enterprise. If you don't check to be sure email is correct people will question the caliber of other work you do. Use proper capitalization and punctuation, and always check your spelling. Remember that your spellchecker will catch misspelled words, but not misused ones. It cannot tell whether you meant to say 'from' or 'form', 'for' or 'fro', 'he' or 'the'.

7. Composing an epic

Email is meant to be brief. Keep your message short. Use only a few paragraphs and a few sentences per paragraph. People skim so a long missive is wasted. If you find yourself writing an overly long message, start editing down.

8. Forwarding email without permission

If the message was sent to you and only you, why would you take responsibility for passing it on? Too often confidential information has gone global because of someone's lack of judgment. Unless you are asked or request permission do not forward anything that was sent just to you.

9. Assuming that no one else will ever see your email

Once it has left your mailbox you have no idea where your email will end up. Don't use the internet to send anything that you couldn't stand to see on a local billboard. Use other means to communicate personal or sensitive information.

10. Omitting your signature

Always close with your name, even though it is included at the top of the message and add contact information such as your phone, fax and street address. The recipient may want to call to talk further or send you documents that cannot be emailed. Creating a formal signature block with all that data is the most professional approach.

11. Expecting an instant response

Not everyone is sitting in front of the computer with email turned on. The beauty of an internet communication is that it is convenient. It is not an interruption. People can check their messages when it suits them, not you. If your communication is so important that you need to hear back right away, use the phone.

12. Completing the 'to' line first

The name or address of the person to whom you are writing is actually the last piece of information you should enter. Check everything else over carefully first; proof for grammar, punctuation, spelling and clarity. Did you say what needed to be said? How was your 'tone'? If you were the least bit emotional when you wrote the email, did you let it sit for a period of time? Did you include the attachment you wanted to send? If you enter the recipient's name first, a mere slip of the finger can send a message before its time. You can never take it back.

Everyday errors that impair email campaigns

1. Don't load the copy, push 'send' and move on

We've all got a lot on our plates and it's easy to be trigger-happy with the send button. Have you received emails with misspellings or odd formatting? It makes you think twice about the sender.

Take time to proof your emails before they go out. Run a spell-checker, and make sure the format looks the way you expected it to in the top email clients (e.g., AOL, Outlook, Eudora). Also, review list selection and verify any personalization rules.

2. Don't include lots of broken links

Broken links are a major cause of reduced response. A study by email marketing software and services firm Silverpop found nearly half of all emails contain errors such as broken graphics or raw HTML code. Even when earlier versions of AOL and Lotus Notes (which has always been problematic) are eliminated from results, more than 18 percent of HTML emails had some rendering problem.

Set up test accounts with the major online services and see for yourself how your campaigns display.

3. Don't ignore spam filters

The deliverability maze can be so overwhelming that it's tempting to just ignore the topic. If your messages don't get through they can't drive revenue. Use a content checker to scan your subject line and body copy to improve the odds that your mail won't be filtered out. Most email service bureaus offer built-in content checkers. Plus, there also are free online resources to test your message before it goes out.

Here are two that offer content checkers

<http://www.spamcheck.sitesell.com>

<http://www.lyris.com/contentchecker>

Submit test versions of your email and these services will provide a free evaluation of your campaign and indicate what might trigger a filter.

4. Don't ignore your bounces

Today's internet service providers (ISPs) are very demanding and one area of focus is undeliverable email coming from individual marketers. If you exceed their standards for undeliverable or bounced messages, they may flag you as a spammer and your mail may be blocked.

There's some good news on this front. Email marketing and online advertising firm DoubleClick has done an excellent job at monitoring quarterly trends and publishing the results on its site. The firm's latest report shows bounce rates across its client base have declined to 11.5 percent. But that's still high!

Establish thresholds for re-mailing both hard and soft bounces and retire email addresses after threshold limits are exceeded.

5. Don't capture several pages of data during registration

Direct marketers are data junkies and it's tempting to want to know everything possible about online registrants. Have you ever been intrigued by an offer, yet abandoned the sign-up process when you were asked too many questions?

6. Don't design an email program without looking at the website

An email recipient may click on a beautifully crafted email and be brought to a landing page or micro site that has a totally different look and feel. This is especially true if you're doing affiliate work. Remember the best user experience is a seamless one. Your emails should be consistent with the site you're promoting.

Short registration forms work, and you can still ask qualifying questions. Make it easy to complete, and don't ask for information you're not going to use. An important metric to examine is the abandonment rate for your sign-up forms.

7. Don't select rental email lists based on price

There are inexpensive cost-per-action (CPA) lists available. Marketers pay only for those recipients who meet performance criteria set in advance: clicks, registrations or

purchases. On the surface this sounds like a great deal: you control your marketing costs and pay only if someone responds. Be wary though. Many CPA lists simply blast all names on the list rather than use selection criteria. Also, the level of permission may be suspect. Use these lists and you run the risk of being labeled a spammer.

Work with a quality e-list broker who provides information such as prior usage and how the individuals opted in. Expect that most good lists only will be available on a cost-per-thousand basis.

8. Don't keep your list size up by making it hard to opt out

Some marketers ask you to reply to a message and include 'remove me' or 'unsubscribe' in the subject line. The theory behind this is that more people will stay on the list. But this practice reduces the effectiveness of the list. Communicate with recipients who welcome your message and you will have better results.

9. Don't sell, sell, sell...

E-commerce marketers want to monetize their efforts by selling goods and services. It's tempting to fill every inch of your emails with product offerings.

The best email programs have a balance between selling and content. The content can provide behind-the-scenes information about products, tell a story about your company, or provide tips and hints on how customers use a product.

Value-added content will keep your recipients interested. A great example of this is the Lands' End newsletter. The lead article is always a long-form article that sometimes sells but often presents a story about what's happening in Dodgeville, WI, or a customer testimonial about a product. The copy is impeccable, and I suspect their open rates are much higher than average.

10. Don't think online only

The beauty of email is that it's a great way to promote your offer and drive traffic right to your content. However, customers or prospects may not want to order online. Don't think only in one dimension.

Provide ways for recipients to contact you offline by including your toll-free number both in emails and on your site. Some marketers have measured the impact of including their 800 number in emails and found up to 20 percent of sales came in through the call centre.

One interesting twist on offering a contact option is eStara's Push to Talk technology that can be implemented either in an email or on a website. Once the recipient clicks the Push to Talk link, she is prompted to enter a phone number and a time when she would like a return call from a sales or customer service agent. This information is routed automatically to your call center.

11. Don't forget to make time to test or measure

Testing and analysis take time and time always seems to be in short supply. If you

approach each email as a one-time event that lives or dies based on results, you never will achieve all that you could.

A plan with specific goals will provide you with a road map to success. Testing is relatively easy in email. Create hypotheses and test to see if you're right. Build upon your previous efforts in terms of what worked and what didn't work. Your campaigns should be interconnected.

12. Don't assume offline customers would have registered if they wanted to receive emails

This may be true for a percentage of your customers but there are many who simply haven't thought to sign up. Email appending works for many marketers who want to farther penetrate their customer database. Select a quality supplier with a database that clearly is permission-based. Take the time to nurture any names with a special program.

Obviously, no one would deliberately sabotage an email campaign. Consider this food for thought to help maximize your efforts.

How to increase online earnings using email

Use this short checklist to ensure that you are taking full advantage of the power of email and by so doing, making time your ally, not your adversary. Fast, easy, and free, the consistent use of email in the following areas will yield powerful results for you.

1. Customer follow-up

Whether it's as simple as a one-time 'thank you' or as elaborate as a 50 message follow up system, customers love to know you care. At a minimum, send one message thanking customers for every order.

2. Customer learning

Do you offer a product that takes a bit of learning to use? Teach your customers how to get the benefits they deserve from your product or service via email.

Keep messages on topic and separate your follow up series into bite-size learning pieces. These follow up messages can bring your refund rate to near zero.

3. Pre-sales series

How often do *you* buy the first thing you see? Comparison shopping is the way of the internet and getting prospective customers to return to your site is the challenge. A pre-sale series is the answer and it's very easy to do. Just write down the top ten reasons why someone should buy from you, then put each in a follow up message. Send one a day until they are all delivered. Offer the series to everyone who visits your site and let time do the selling work for you. My experience has been that up to 40 percent of visitors will take your free information if you do a good job of selling the idea.

4. Special pricing and offers

Use email to deliver insider information on special bargains, limited time pricing, and more. Much like a coupon sheet in your local newspaper, selling advertising in this type of email is a breeze.

5. Hard-to-find news

People love offbeat news, especially when it has a connection to their lives. For an example of this technique visit this website <http://www.thisistrue.com>. You'll love it!

More ideas about how to use email to sell more could include:

1. Announce Special Events
2. Do A Joint Venture (JV) With Someone Whose Product Compliments Your Own
3. Sell A Message In Your Follow Up Series
4. Teach Affiliates How To Sell More For You
5. Create A Discussion To Do Research For Your Next Product

Email makes everything easier and faster; creating a powerful commercial impression and establishing positive professional relationships. The retiree entrepreneur who uses the technology effectively and appropriately will see the results of that effort reflected in the bottom line.

Exercise 29: Harness the power of email marketing

Email is a very powerful marketing tool. In spite of spammers abusing the medium, email can still be used and is still valued by users for timely, rich and enticing information and advertisements. Find the right tools and the right tips for your email marketing efforts right here at this website <http://email.about.com/od/emailmarketing>

Go there now and get up to speed before you set up your email marketing strategy

24. Publishing your own virtual newsletter

You are about to embark on a very exciting and rewarding venture -watching your online publication grow, trying out new tactics to attract subscribers, even making some money. It becomes addictive. You'll see why as you progress...

Driving subscriptions and enhancing the profile

1. They all want increased subscriptions

2. They all want increased exposure

Driving subscriptions and enhancing the profile of your newsletter are the core activities for success. There are 300,000+ other newsletters competing for the same subscribers so the better you become at chasing your goals, the faster you will succeed. Gaining momentum is the hardest part. Where do you begin in your quest for say, 10,000 subscribers and maximum exposure?

Key #1: Submit to Newsletter Directories

Before you jump in though: have another look at the description you have created for your newsletter. With so many ezines already out there, what is going to make yours stand out from the rest?

- If I were glancing over 100+ in your category, why would I choose yours?
- Your description is a key element to attracting new subscribers and so it's a good practice to study other ezine descriptions before creating your own. Visit a few of the top directories and search through various newsletters in the same category as your own.

Here are a few websites to get you started:

www.bestezines.com
www.ezineaction.com
www.ezineadvertising.com
www.ezine-dir.com
www.ezinelibrary.com
www.ezinelocator.com
www.ezine-marketing.com
www.ezinesearch.com
www.ezinesplus.com
www.ezine.today.com
www.ezine-swap.com
www.ezine-universe.com

Take note of which descriptions catch your eye. Which jump out to peak your curiosity? Which are as dull as ditch water? www.e-zines.com is a great site to get up to speed on writing good descriptions.

Here's an example of a good description...

”Powerful internet marketing concepts that you can use right now; informative articles written by professional marketers who make their living online, money making tips and tricks you must use to increase your profits, and much more! Receive 4 free gifts when you subscribe!”

Here's an example of a poor description...

”An electronic newsletter especially created to help new and/or frustrated internet marketers prosperously market online”

See the difference? They're both internet marketing newsletters.

Which one would you subscribe to?

Once you have studied competitive descriptions, develop a few of your own. Then pick the best one.

Another incentive to submit your newsletter to the directories

In a concerted effort to increase search engine ranking most of these directories submit their website on a regular basis. And guess what? Your newsletter title will also start showing up in the major engines - increasing exposure even further.

Key #2: Announce Your Ezine Through Announcement Lists

Announcement Lists are extremely powerful. When used correctly they have the potential to bring in 500-700 subscribers in a single week. What are Announcement Lists? They are mailing lists that are dedicated to announcing new newsletters on a daily or weekly basis. Most of them will allow you announce your ezine including your description and subscription information.

Here's a short list to get you started:

Internet Scout

<http://scout18.cs.wisc.edu/cgi-bin/lwgate/SCOUT-REPORT>

List Builder

List_Builder-subscribe@topica.com

1 List Advertising

1_List_Advertising-subscribe@yahoogroups.com

A Announce

AAnnounce-subscribe@yahoogroups.com

Add Your List

add_your_list-subscribe@yahoogroups.com

Key #3: Use The Power of Free Ads

Using free ads is nothing new but don't underestimate them; they constitute a powerful tool to have in your marketing arsenal. There are two basic types: free and swaps. How

do swaps work? It's pretty obvious. You contact ezine publishers and approach them about exchanging ads. There's a catch with free ads – most of them include other people's ads and as a result are not as potent as swaps. You'll need an auto-responder for both types and here are some suggestions:

www.aweber.com

www.getresponse.com

www.autobots.net

www.autoresponders.com

www.freeautobot.com

www.ultimateresponse.com

You don't need to waste time submitting your ads manually. Here's a piece of software that lets you blast out hundreds of free ads and ad swap requests with a few clicks of your mouse. It also includes over 275 ad swap sources and 100+ free ad sources with tracking capabilities built into the software.

To download a trial version, click on the following link

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

Key #4 - Let Your Articles Auto-Promote Your Ezine

Writing articles for other ezines may be the most effective and easiest way to market your newsletter. In fact, some successful publishers use articles as their only source of promotion. You already know the drill. You learned it in Chapter 24...

The Ezine Announcer Software link immediately above is an expensive way of handling distribution.

Key #5: Exchange Links With Similar Ezines/Websites.

Here's a little story I heard recently and it's true...

A group of local fast-food restaurant owners were complaining about the lack of business. One of them had a bizarre idea. He approached three of his competitors and asked would they if promote his restaurant if he did the same for theirs. The fish & chip, pizza, and burger restaurants all began to promote each other. Guess what happened? Everyone's business increased.

This technique will also work for you when you link to other related newsletters and websites.

Secrets for converting newsletters into cash machines

Secret #1: Your Subscriber List Is Everything To You

Your emailing list is central to everything connected with your online activity. It needs to be made up of good quality recipients and ideally it needs to be quite big. Most important of all, you must take the time and trouble to look after the subscribers who have graced your list by signing up of their own volition.

Let me give you a couple of examples...

1. Make plain your publishing intention and stick to it

If you advertise that you intend to send out your newsletter on a Wednesday, stick with that schedule. Random editions sent when your recipients are least expecting them might draw them to suspect that you are running a slap-dash venture. If they think that your offerings are less than professional then they'll probably migrate to one of your competitors.

2. Never endorse a product you haven't tried or don't like

You want to make money from your newsletter and that's good. But make sure that you are providing your readers with pure quality. Resist the ever-present temptation to recommend and endorse a product simply because the vendor is running an affiliate program paying you out a high percentage of the sale proceeds. You might make a few extra pounds in the short term, but it'll cost you subscribers (that's money too) in the longer run by destroying trust between you and your readers.

So treat your readers like Kings and Queens. Never abuse their trust and work to build their loyalty. Remember: Your subscriber list is everything to you...

Secret #2: Brainstorming for the Perfect Newsletter Topic

First of all you must acknowledge that the list of possible newsletter topics is virtually endless. You don't need to be the editor of yet another publication spouting on about how to make money on the internet. That is what almost everyone else does. Try brainstorming to uncover an offbeat, wacky topic. For instance, would you consider producing a newsletter that sends jokes to its readers on a daily basis? You wouldn't make money from it, right? Wrong. Someone does. His name is Ray Owens. He set up the 'Joke-A-Day' ezine and is reported to have pulled in £85,000 revenue in the process through selling advertising and merchandise in the past year alone...

The key advantage of an online newsletter over conventional publishing is the ability to speak to a tiny niche section, even just a sub-section of an interested group of people.

Think of the possibilities...

Exercise 30: Brainstorm the perfect newsletter format

The 'Easy Ezine Toolkit' spells out how to brainstorm for the perfect money-making newsletter topic and how to test market your shortlist to discover which subject will bring you the most subscribers flooding in, just pleading to get their hands on your ezine. If that sounds good to you, head over to <http://www.howtocorp.com/sales.php?offer=writing333&pid=6> now and get instant access to the web's best ezine creator toolkit. I use it - and so should you if you want your newsletter to be both original and successful.

25. Assembling lists of prospects

There's an oft-quoted saying among successful e-entrepreneurs, '*The money is in the list*'. And so it is. More sales are generated from quality lists than from any other online marketing activity. Build a list of targeted contacts for your profitable retirement pursuit – and sales will come. I can't think of anyone better to convince you of the power to be derived from building an opt-in list than my online friend Shelley Lowery. Shelley is a hands-on expert and her own list at [web-source.net](http://www.web-source.net) is well into six figures. She recently produced a cutting edge article on the subject and has kindly given me permission to reproduce it here.

About the Author:

Shelley Lowery is the author of the acclaimed web design course *Web Design Mastery* <http://www.webdesignmastery.com> and favorite Starter - *Give Your Favorites the Look and Feel of a Real Book* <http://www.favoritestarter.com>. Visit www.Web-Source.net to sign up for a complimentary subscription to *Etips* and receive a copy of the acclaimed favorite 'Killer Internet Marketing Strategies'.

How to build massive opt-in lists

“An opt-in list is the absolute most effective marketing tool available on the internet. Not only does it provide you with a direct line of communication with your target market, it also enables you to develop a trusting relationship with your subscribers.

The key to using an opt-in list effectively is to develop a large subscriber base. If you've struggled with increasing your subscriber base this article will reveal some of the most effective methods used to build an opt-in list. If you're not using these methods you're losing hundreds of new subscribers each week.

If you really want to build a massive list you must provide your potential subscribers with an incentive. Competition on the internet is fierce. You can no longer simply tell visitors what your publication will provide and expect a large percentage to subscribe. It simply won't work.

There are thousands of publications online and most of your visitors are probably all

ready subscribed to many. Why would they want to subscribe to another one? Sure, you'll get some new subscribers, but how many? Enough to build a massive opt-in list? The truth is, if you continue to build your list simply by displaying a sign-up box on your site and listing your publication at the listing sites it will take years to develop a substantial list. You *must* give your visitors a reason to subscribe.

Incentives

Using incentives is a highly effective method of obtaining new subscribers. However, they must be of value and of interest to your target audience.

Some popular incentives include:

- Exclusive favorites that provide valuable information that will be of interest to your target market;
- Special reports that provide exclusive, detailed information in regard to a specific subject;
- Special software programs that will assist your visitors.

If you're not comfortable developing your own incentives there are hundreds of great favorites available online that you may freely distribute. You can find some here:

http://www.web-source.net/free_favorites.htm

Subscription Exchange Incentives

In addition to using incentives to gain new subscribers you can also use a subscription exchange. In exchange for your visitor's subscription, you could provide any of the following:

- Provide access to a 'members only' area of your website;
- Provide a service;
- List their website within your directory or integral search engine.

In order for your visitors to use your services they agree to receive your publication.

Popup Windows

Although popup windows can be irritating if not used correctly they provide a highly effective means of obtaining new subscribers. The key to using popup windows effectively is to combine them with your incentives.

Design a small popup window that utilizes 'cookies' and only displays the first time your visitor enters your site. This window should contain information about your publication and incentive. It might read something like this:

”Subscribe to A1 Marketing Tips and receive a copy of the highly acclaimed favorite, *Secrets of the Internet Marketing Gurus* completely free”.

Your subscription box should follow this sentence.

You can find a nice popup script that utilizes cookies here:
http://www.web-source.net/javascript_popup_window3.htm

You can find a complete list of sites offering free scripts here:
<http://www.web-source.net/web/JavaScripts/>

You can find a collection of popup window FAQ's that will answer just about any question you may have here:
<http://developer.irt.org/script/window.htm>

Alert Boxes

Although using popup windows with incentives is a highly effective method of obtaining new subscribers there is one other method that is even better. When combined with an incentive this method will literally double your subscriptions instantly. It's similar to a popup window but it doesn't require your visitor to fill out a form.

When a visitor enters your site an alert box will appear. This alert box should display text requesting their subscription and information about your incentive. Your visitor can choose to click on 'OK' to subscribe or 'Cancel' to close the alert.

The alert box is displayed via a script that extracts your visitor's name and email address. If they choose to subscribe it then sends their subscription request, via email, to your subscription address and adds it to your database. In addition, you can send personalized messages to your subscribers; use auto-responder follow-ups and provide your subscribers with 'one click' unsubscribe links within your messages.

To increase your subscriptions even further you can also place a subscription box on each page of your website.

For further information, visit:
<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=513>

Conclusion

No matter how many new subscribers you may acquire, the key to a successful opt-in list is keeping them. The relationship you build with your subscribers will determine your success. Above all, you must provide your readers with quality content. They subscribed to your publication for a reason. If it doesn't meet their expectations they'll simply unsubscribe.

Once you've developed a trusting relationship with your subscribers, your personal recommendations will be a very effective method of closing sales. However, it is very important that you only recommend a product or service that you truly believe in. Your professional reputation depends on it.”

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<http://www.web-source.net>

I have personally learned more from Shelley Lowery on the subject of opt-in list building than from any other leading online marketer. She has helped enormously in my own quest for a profitable retirement pursuit.

Exercise 31: Start building your first opt-in list right now

It's much easier than you might think and it won't cost you a penny. Visit this website www.yourluckylist.com, sign up in seconds – and away you go on building your first opt-in list

26. Creating a 'blog' to promote your produce

If I told you that five minutes after reading this chapter you could have a website up and running to promote your money-making offers, boost traffic, provide better customer service, and help you make more sales... would you believe me?

How about if I added that you can do all of this for free?

Harness the marketing power of blogging

I'm sure you've heard about one of the biggest innovations to hit the Web in the last few years -- blogging.

A 'blog' (derived from the term *web log*) is basically just a website with two key differences:

- First, it's extremely easy to add information to it. A blog is like an online journal, so you just log in, type what happened today, post it, and you're done.
- Second, you can add a simple little feature that automatically tells a whole raft of other websites that you've made an update to your blog - every time you make a change

You may also have heard that there are millions of blogs out there - more than 28 million with a new one starting every second according to blog directory Technorati.com.

However, what you may not know is that a blog can also be a very powerful marketing tool for your business (some people actually earn an income just from blogging).

The fact is blogging is fast becoming an extremely important strategy for any online marketer. An effective blog can...

1. Drive swarms of traffic to your main website
2. Generate more product sales
3. Create an additional stream of advertising income
4. Serve as a great customer service tool

Blogs have an informal conversational style and readers can join in by commenting on each post. They can be chatty, controversial, informative, opinionated, and often humorous – and it's this human aspect of blogs that draws many people to them.

But the best part about blogs is how accessible they are to everyone.

Blogs are...

- **Free to set up** - using www.blogger.com or very inexpensive using www.typepad.com
- **Easy to use** -- you can literally create your own blog in under five minutes
- **Simple to promote** – with all the new tools and resources that have been created specifically for blogs like Google's blog-only search engine *Google Blog Search*
- **Plus** – They are proven promotional tools for both online and offline businesses. In fact, every business person should have a blog - and I suspect that soon enough, everyone will.

How you can use a blog to accelerate online success

The fact is blogs are no longer just online diaries of people's personal lives. Both online and offline businesses can use blogs to take their products and services to a wider audience - increasing their traffic, leads, and sales.

Let's look more closely at a few of the extremely powerful ways your business can benefit from a blog. With an effective business blog you can...

Humanize your business: Because a blog is much more informal than other websites, you can write posts in your own voice and give your business more of a human face.

This helps reassure prospective customers that there is a real person behind the web site who will take care of their needs. It also allows you to inject much more of your own personality into your online business than your main sales site could do.

Improve your customer service: Your blog can act as a kind of interactive FAQ, allowing your customers to submit questions and you to answer them. You can also provide product updates, articles, and other information of relevance to your customers. And prospective customers who see your blog will be encouraged by your commitment to good customer service.

Give your target market the information they're looking for: With its automatic archiving feature by date and category a blog is a fantastic content management system. It's easy for you to post new information on a regular basis, and it's easy for your visitors to find the information they want. With a well-written, regularly updated blog you can become a reliable resource in your industry, and build a following of loyal readers who depend on your content. These people will be your best potential customers.

Drive traffic to your sales website: If you already have a site a blog can give your traffic levels a real boost. For starters, your blog will attract new visitors that you can then redirect to your main sales web site through links and special offers. But an even MORE effective technique is to use strategic keywords and links to specific sales pages to dramatically improve the search engine rankings of both your blog AND your main website.

Build your credibility and establish yourself as an industry expert: You can give your credibility a real boost by regularly posting valuable and relevant information on your blog. It's a great way to establish yourself as an expert in your subject area - and allow your visitors to feel much more comfortable buying from you.

Promote your products or services: You can actually sell products directly from a blog, or you can use your blog to mention new products and direct your visitors to your sales website.

Generate extra income: There are now several advertising programs available, such as *Google AdSense* that allows you to monetize your blog and generate an extra revenue stream.

You can blog even when you are on the road

Blogging not only provides a winning strategy, it's also a lot of fun.

I'm having a great time with my new blog <http://retirement-matters.blogspot.com> but it takes some time and effort. (In fact, I didn't want to start a blog until I was sure I could devote enough time to keeping it updated).

However, the beauty of blogging is that you can easily incorporate it into your daily schedule of tasks. You can even blog when you're on the road -- which I am frequently -- even in retirement.

Three key tips for starting your own business blog

1. **Great content:** If your content isn't interesting and relevant to your target market, your blog won't work. It's as simple as that. You'll be surprised, however, how easy it is to find things to write about if you really put your mind to it. It could be news articles about your industry, product updates, interviews, personal insights into topics of importance to your target audience...
2. **Regular updating:** Some days I really find it hard to find the time to post a new article but if I don't post, no one will come back. It's like subscribing to a daily newspaper but only getting a copy delivered now and then. So post often and your audience will keep coming back -- and regularly adding fresh content to your blog also gives you a boost in the search engine rankings.
3. **Your own distinct voice:** It's important that you write in your own voice. A blog is no place for formality and corporate speak. It's more of a forum... a place where ideas can flourish, and topics of current interest can be debated. You don't even need to be a brilliant writer... you just need to be able to relate to your audience and give them good content.

Have your blog up and running in five minutes

At the start of this chapter I said that you'd be able to get your blog up and running within five minutes of finishing this newsletter. Well, that's how long it takes to start a free blog using Blogger. If you don't believe me, give it a try and after that you might want to investigate these advanced innovations of the blogging technique...

Create a Vlog (personal video journal)

A vlog (short for video blog) is a personal online video journal that is open for public viewing and/or downloading. Vlogging can refer to either streaming video or downloadable videos within a web log.

To create a vlog your first step will be to record a video and save the file on your computer. The following software programs will assist you in creating your video:

Windows Movie Maker

<http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.mspx>

QuickTime Pro

<http://www.apple.com/quicktime/win.html>

iMovie (Mac users)

<http://www.apple.com/ilife/imovie/>

As there are many in-depth steps to creating a vlog you may want visit a site such as www.freevlog.org for a complete step by step tutorial.

Vlogs combine the power of text blogs with video and can be a very effective sales tool.

Podcasting (distributing audio files)

Podcasting is the distribution of audio files over the internet much like a radio broadcast. It is one of the hottest ideas to hit the internet and users can download the broadcast to their media player such as an iPod or MP3 player and listen at their leisure.

To create a Podcast you must first produce an audio file and save it in MP3 format. You then upload the file to your server together with an RSS (Really Simple Syndication) file. Listeners can then download your podcast using a special program that will enable them to retrieve your file automatically.

Once you have created your podcast register it at www.podcast.net so that people can subscribe.

Although the most popular format is audio files you can also create a podcast that will transmit video, text, and image files to any capable media player.

Distributing your own podcast is a great way to market products and/or services.

You can find a step by step guide to creating your own podcast here: <http://radio.about.com/od/podcastin1/a/aa030805a.htm>

If you need assistance creating your podcast Rick Beneteau of Mentor Audio will be happy to assist you: <http://www.mentoraudio.com/podcast/>

All of the above utilizes RSS and can learn more about this powerful technology here: <http://www.web-source.net/syndicate.htm>

Exercise 32: Set up your own blog straightaway

Go to www.blogger.com where you can sign up for free and make an immediate start on capitalising from this powerful online innovation. It's as simple as falling off a log to set up your own blog...

When you have created the first you won't be able to contain yourself from setting up 2, 3, 4, 5, 6 more – and thereafter progressing to vlogs and podcasts.

27. Attracting supplementary income

with Google AdSense

You have just learned how to attract supplementary income by introducing Google AdSense into your blogs but it works equally well on marketing websites.

We are talking here about a tool that can generate advertising revenue from each page on your small business site - with no financial outlay, minimal investment in time, and no additional resources.

Discover your site's full revenue potential

It's is a fast and easy way for website publishers of all sizes to display relevant Google ads on their website's content pages and earn money. Because the ads are related to what your visitors are looking for on your site - or matched to the characteristics and interests of the visitors your content attracts - you'll finally have a way to both monetise and enhance your content pages.

It's also a way for website publishers to provide Google web and site search to their visitors and to earn money by displaying Google ads on the search results pages.

Precisely targeted to your website content

AdSense delivers relevant text and image ads that are precisely targeted to *your* site and its content. And when you add a Google search box to your site, AdSense delivers relevant text ads that are targeted to the Google search results pages generated by your visitors' search request.

You can maximize your revenue potential by displaying Google ads on your website. Google puts relevant CPC (cost-per-click) and CPM (cost per thousand impressions) ads through the same auction, and lets them compete against one another. The auction takes place instantaneously, and, when it's over, AdSense automatically displays the text or image ad(s) that will generate the maximum revenue for a page -- and the maximum revenue for you.

Becoming an AdSense publisher is simple

All it takes is a single online application. Once you're approved, AdSense takes only minutes to set-up. Just copy and paste a block of HTML and targeted ads start showing up on your website.

With Google's extensive advertiser base, there are ads for all categories of business - and for practically all types of content, no matter how broad or specialized. And since Google provides the ads, you have no advertiser relationships to maintain.

The AdSense program represents advertisers ranging from large global brands to small and local companies. Ads are also targeted by geography, so global businesses can

display local advertising with no additional effort. And you can use AdSense in many languages.

AdSense can deliver relevant ads because Google understands the meaning of a web page. They have refined our technology, and it keeps getting smarter all the time. For example, words can have several different meanings, depending on context. Google technology grasps these distinctions, so you get more targeted ads.

Place a Google search box on your site

When you place a Google search box on your site you can start monetizing the results from web searches. Not only does this keep your users on your website longer - since they can search from where they are - it takes just minutes to implement. And you pay nothing to participate.

Google's ad review process ensures that the ads you serve are not only family-friendly, but also comply with strict editorial guidelines. It combines sensitive language filters, your input, and a team of linguists with good hard common sense to automatically filter out ads that may be inappropriate for your content. Furthermore, you can block competitive ads and choose your own default ads.

You are in control from start to finish

Customize the appearance of your ads

You can customize the appearance of ads, choosing from a wide range of colors and templates. You can do the same with your search results page. Your reports are customizable, too. Flexible reporting tools let you group your pages in any way you want so you can view your results by URL, domain, ad type, category and more to learn where your earnings are coming from.

Run AdSense on all or just selected pages

You can run Google ads on all or just some of your pages, using AdSense strategically to complement your direct sales team. You will pay nothing, spend little time on set-up, and have no maintenance worries. You can use AdSense for a day, a month or for however long it pleases you to make a profit - you chose.

Exercise 33: Earn with AdSense from the day you start out

You can make money online from the very day you launch your first website. Sign up for free https://www.google.com/adsense?hl=en_GB and inject this automatic supplementary income generating tool to your small business online marketing program.

28. Making money from completing surveys online

You are a virtual fountain of disparate tracts of information culled from the experiences of a lifetime. Why not get paid for expressing your opinions? This is a cushy retirement number and it pays well as you will glean from the following article. It was written by an expert on the subject and I could not do better than (with the kind permission of the author) reproduce here it in its entirety.

Income Streams: Get Paid for Your Opinion

By Rosalind Gardner Copyright © 2004

“Every year, companies in the United States spend over 250 billion dollars trying to convince consumers to buy their products and services, and that's just in the USA! Although the lion's share of that money is spent on advertising, a huge amount is devoted to market research. Understanding how we as consumers think and why we choose certain products over others, enables companies to improve their goods and services. The better they understand us as consumers, the more money they make.

Because it *pays them* to know what we like and want, companies are willing to pay us for our opinions. It makes perfect business sense. Using the internet as a direct channel to ordinary people like you and me, paying for online surveys is a cheap, efficient and very effective way of gathering quality and highly targeted market research.

There are companies that will pay you up to:

- \$ 99 per online survey;
- \$ 250 per hour to participate in focus groups;
- \$ 150 per hour to take phone surveys;
- \$ 425 per hour to view movie trailers!

Online surveys are general forms generated by marketing research companies to obtain information on a particular product or services. They perform detailed investigation on the feedback they get from you and pass it on to top companies. Focus groups are meetings wherein the attendees express their opinions on a particular topic. They are generally conducted by phone or in chat rooms.

In other cases you can get paid to:

- Be a Mystery Shopper
- Shop and read emails
- Drive a free car

As a Mystery Shopper you are sent to a designated retail or commercial area to buy a product or service. You then evaluate and comment on your overall buying experience with that establishment. Some companies and advertisers pay cash for every email you

read about their products. I've read about some who are doing this and making between \$1,000 to \$1,800 a month, no gimmicks.

No doubt you want to know about the free car. These cars have advertisements on them. Drive them, and you won't pay insurance or monthly installments. The companies providing these vehicles earn their money from the advertising on the vehicle. Payment is made in different ways. Some companies pay instantly via PayPal, whereas others will mail you a check.

In lieu of cash, some companies pay with:

- Napster Music Downloads;
- Buy.com Gift Certificates.

Other companies will enter you into drawings for large cash prizes, let you earn points that can be used to buy products, or redeem for cash. Whatever the method of payment, you will be provided with the exact compensation details before you decide to participate.

Finding paid surveys online can be a time-consuming process, and there are number of scam operators in the business. Fortunately, a few smart entrepreneurs have developed huge databases of reputable companies that are paying for online surveys. They themselves use those databases to earn all or part of their incomes.

The various databases that I researched list between 300 and up to almost 700 resources. To gain access to these databases costs a one-time membership fee of between \$29.95 and \$37. However, just one hour online can pay for your membership. Most accept Visa, MasterCard, American Express, Discover, Eurocard, and Visa-Debit, MasterCard-Debit, and Novus cards, PayPal and online checks.

You have nothing to lose either. If you're not satisfied, each company offers a money back guarantee of between 60 and 90 days.

Most of these listing companies offer incentives to join such as:

- Favorites;
- 250 free business cards;
- Automation Software;
- 2 free airline tickets;
- 3 day 2 night vacation.

Your membership will entitle you to the latest industry news and you will be generally notified when new companies join the database. Generally, the surveys are between 10 and 15 minutes in length, and although you can make up to \$100 by completing one survey, \$10 to \$25 is far more typical. Although you probably won't get rich completing surveys, or participating in focus groups, you could make a tidy sum doing it either full or

part-time. Basically, the more surveys that you complete, the more money you will make. I rather prefer stacks of \$10, 15 and \$25 checks to the alternative - no checks at all.

This great opportunity is well-suited to anyone who works from home, students, stay-at-home parents, retired people, and for those with special needs. You can do it from anywhere in the world! *And it doesn't matter if you live outside the USA. This opportunity is open to people the world over.* As long as you can cash a US dollar check, you can be in business.

Here, listed in alphabetical order, is a list of the best online databases of survey companies.

Get Cash for Surveys

- 300+ Companies Listed
- Guarantee Terms - 90 days
- Paid Surveys Fee Range - \$5 - \$150
- Focus Group Fee Range - up to £250
- Bonus - Automation Software
- One-time subscription fee - \$37.00

<http://NetProfitsToday.com/survey-gcs/>

Paid Online Surveys

- 275+ Companies Listed
- Guarantee Terms - 90 days
- Paid Surveys Fee Range - \$25 - \$99
- Focus Group Fee Range - \$30 - \$200
- Bonus - Copy of Home Business Connection Magazine and Automation software
- One-time subscription fee - \$34.97

<http://NetProfitsToday.com/survey-pos/>

Paid Surveys Online 2

- 300+ Companies Listed
- Guarantee Terms - 90 days
- Paid Surveys Fee Range - \$5 - \$75
- Focus Group Fee Range - \$50 - \$150
- Other Services - \$4 to \$25
- Bonus - 3 Day 2 Night Vacation
- One-time subscription fee - \$34.95

<http://NetProfitsToday.com/survey-psy/>

Survey Junction

- 700 Companies Listed
- Guarantee Terms - 90 days
- Paid Surveys Fee Range - \$25 - \$99
- Focus Group Fee Range - \$30 - \$200
- Bonus - 2 round trip airfares
- One-time subscription fee - \$32.95

<http://NetProfitsToday.com/survey-sj/>

Survey Scout

- 450+ Companies Listed
- Guarantee Terms - 90 days
- Paid Surveys Fee Range - \$5 - \$120
- Focus Group Fee Range - up to \$200
- Bonus - Automation software
- One-time subscription fee - \$34.95

<http://NetProfitsToday.com/survey-ss/>

Survey Platinum

- 450+ Companies Listed
- Guarantee Terms - 90 days
- Paid Surveys Fee Range - \$5 - \$150
- Focus Group Fee Range - up to \$250
- Other Services -
- Bonus - favorites, 250 business cards
- One-time subscription fee - \$34.95

<http://NetProfitsToday.com/survey-sp/>

WorkOnline4Pay

- 400 Companies Listed
- Guarantee Terms - 60 days
- Paid Surveys Fee Range - \$5 - \$75
- Focus Group Fee Range - \$50 - \$250
- Other Services - \$4 to \$25
- Bonus - 2 free airline tickets
- One-time subscription fee - \$29.95

<http://NetProfitsToday.com/survey-w4p/>

Have your say, and help shape the products and services of the future. Select one or more from the Internet Online Paid Survey Database companies listed above, and start collecting steady, regular, monthly paycheck working from the comfort of home.”

About the Author: Article by Rosalind Gardner, best-selling author of the '*Super Affiliate Handbook: How I Made \$436,797 Last Year Selling Other People's Products Online*'.
<http://RosalindGardner.com>

This article focused on the North American marketplace but the principles are by and large the same for participation in online surveys pertaining to the United Kingdom. Visit these six sites for a string of money spinning opportunities that could provide you with a highly lucrative retirement pursuit.

- http://www.apennyearned.co.uk/surveys_uk.html
- http://www.easytorecall.com/online_surveys.htm
- <http://www.kikamocow.worldonline.co.uk/freecash.htm>
- <http://www.homebusinessuk.co.uk/surfing.htm>
- <http://www.getpaidguides.com/survey/companies.html>
- <http://www.getpaidguides.com/survey/companies.html>

Exercise 34: Start earning commissions straightaway

You don't need a website for this opportunity; just an email address. Visit <http://NetProfitsToday.com/survey>, read *everything* on every page and then make a decision on how many of the offerings listed below you wish to participate in...

Get Cash for Surveys

-----Yes/No

Survey Scout

-----Yes/No

Survey Platinum

-----Yes/No

WorkOnline4Pay

-----Yes/No

Paid Surveys Online

-----Yes/No

Paid Surveys Online 2

-----Yes/No

29. Buying and selling on eBay

More and more retirees are turning to eBay because it doesn't take a genius to make money with online auctions nor does it require participants to have any specialized computer knowledge. You don't even need to be a skilled entrepreneur because eBay does most of the work for you. With over 1.5 billion page views per month and more than 1000 categories, they bring customers directly to you and save on heavy advertising costs. Your job is to make a successful sales pitch to those internet users who see your auctions *but doing that isn't as easy as some people think*. You will be competing with more than two million other virtual auction sellers, many of whom are veterans at online marketing and highly knowledgeable in the niche markets that abound on eBay.

So how do you compete with them?

The answer is simple: **inside information**.

How to gain an edge on online auction competitors

This chapter provides you all the information needed to get ahead on eBay and gives you an instant edge over your competitors. It lays bare the insider secrets on eBay trading - and if you follow the advice set forth in these pages, you will be armed with the knowledge necessary for an extremely lucrative home-based retirement business buying or selling virtually anything via online auctions.

The essentials for getting started

A computer, an internet connection, an open mind, and a modicum of intelligence are the essentials. But you will also need to be familiar with the eBay format and understand the basic functions of listing items on the online auction site.

Some questions that require answers before you begin

- What do you want to sell and why?
- Who do you want to sell to?
- Will your product appeal to everyone or only to a select niche market?
- Are your potential customers pre-qualified for your product?
- Where can you obtain your product?
- How popular is your product?
- What is the age-range and income-range of your potential customers?

Deciding what to sell

With over 1000 categories, you can market virtually anything on Ebay but choosing what to sell can be overwhelming. My advice is to look first to your own retirement hobbies and interests because the most successful sales pitch almost always comes from the heart. It sounds corny, but it is true. If you don't believe in what you're selling and you aren't willing to stand behind your product, your retirement online auctions business will certainly fail. You should never sell a product that you aren't enthusiastic about – but if you do - you'd best fake your enthusiasm like an accomplished actor or your offer will prove to be a complete turnoff. Either way, you must pass on positive energy about your product to prospective buyers.

It is true that some things sell better than others. Information and software are particularly hot sellers because almost all computer users are pre-qualified for those products. *In other words, the fact that they are using a computer means they need software, and the fact that they are using the information superhighway means they are already looking for information.* Selling to a pre-qualified market can be very profitable but you must be enthusiastic about what you're selling or it will surely fail.

How to find your niche market

Once you have a product in mind you will require to pinpoint your niche market. This is very easy to do. Brainstorm a list of interests, hobbies, topics, subjects, and ideas that are similar or related to your product. For example, if you sell knives then you would consider the following interests/hobbies relevant to your product: camping, hiking, hunting, fishing, boating, knife collecting, diving, martial arts, sporting goods, kitchenware, cutlery, tools, collectible hand tools, etc. The eBay users who visit such categories on the auction site make up your niche market.

Once you know where your customers go, you need to know their preferences.

Undertake a second brainstorming session to create a list of their interests, hobbies, likes and dislikes, age range, income potential, likely vocation, marital status, etc. Devise a complete dossier on your potential customers in that niche market. The reason for this will become clear later as you learn to write an effective sales pitch. The sales pitch aims at attracting a certain profile of eBay user and is the most profitable tool you can use to increase the percentage sales of your products.

Choosing a category or multiple categories

You've put a lot of thought into your product and completed the initial phase of getting started. You're excited about your merchandise and you're ready to start selling it on eBay auctions. The next step is to find your *precise* niche market as it applies to online auctions. This refers to the category in which you will list your item(s). Considering eBay has over 1000 categories to choose from, this should be a relatively easy process but there

is one important 3-point strategy you should know about. Before listing your item in any category, follow these simple steps:

1. First, browse through all of the categories and write down which ones you feel are relevant to your product. You should be able to find at least 5-10 possible choices.
2. Next, write down the number of auctions currently online in each of those categories (the number of auctions online will appear next to the category name). An average in any category is about 1000, so if there are more than 1000 you may conclude that the category is active and if there are less than 1000 you may consider it inactive. I consider categories with over 3000 auctions to be popular and those with over 10,000 the most popular.
3. Using this ranking system, rate the categories that you have chosen for your product. I recommend listing in active categories only because they get the most traffic. If you put your product in an inactive section of eBay, you may get little or no bids, even if you feature it. Avoid categories with less than 1000 auctions online.

How to keep track of your auctions

Once you have more than 5-10 auction listings online you must develop an effective system for keeping track of them all. Simply logging the items and sending a confirmation email to the winners is not enough. For example, if a customer purchases one of your products and asks whether you have received payment or not, you need to track down the item number to confirm remittance. Other customers may want to know when the item was shipped or they may have questions pertaining to auctions won in the past.

The easiest way to keep track of your auctions and perform a complete market analysis on your products is with *Auction Master 2000*. Here's a tip. Join in an eBay auction and get it for a fraction of the list price. The last time I looked an auction for the software had just started with an opening bid of .99 cents. Just three days later it went for £3.99 – a saving of \$26 (approx. £14).

Should you list less than 5-10 auctions at a time you can probably keep track of them with pen-and-paper or a simple spreadsheet. If you choose this method, follow these steps for keeping track of the auctions:

- Use a separate sheet of paper for each auction you list;
- Write down the item number, URL, listing date, listing price, and category, along with any other comments or pertinent information;
- When the auction ends, annotate the ending date, the sale price and the buyer's contact information;
- Index the auctions by number in a file for quick reference.

Selling the merchandise is only half the battle - you *must* keep track of your sales or you will quickly find yourself lost and confused.

Why good product images are vital on eBay

An essential aspect of every eBay auction in which a physical product is sold (excluding services, digital information, or software) is an **image** file. Hardly anyone is willing to buy what they cannot see. If your competitor displays an impressive picture of his produce and you don't, then you lose business. It's that simple.

All you will need is a digital camera and somewhere to host your graphic output such as a directory in an internet website or a special image hosting company. (I recommend <http://www.o-f.com> – this service is both reliable and inexpensive). Incidentally, eBay has extensive help files on how to attach a picture to your auction - and it really isn't difficult.

Highlighting the best features of your produce

The chosen image should be used to highlight the best features of your product but make sure that the lighting and the setup is correct, that you take the time to produce a high-quality illustration. When browsing through auctions, invariably the image is the first thing to attract potential customers, so the more effort you put into presenting outstanding digital pictures the more profitable your business will be. Indeed, if you are selling a physical product don't even think about listing it on eBay until you have a quality picture to attach to your auction. The picture sells – better than a thousand words.

Developing an auction strategy

The key to making profits on eBay is to develop a detailed and efficient strategy long before you list your first item. First you need to know what type of product you want to sell, where to find your niche market, and develop a profile of your average customer. In addition, you should also have determined which *categories* are appropriate for your produce. Now you are ready to set your strategy for the business; a strategy that you can apply to virtually any product you wish to sell on eBay. Fill in the specifics as they relate to your own particular niche market and merchandise.

There are two types of seller on eBay

High Volume and Low Volume; high volume sellers are those who list more keep more than 10 auctions online at a time; low volume sellers keep fewer than 10 auctions online at a time.

The profit margin determines into which category you will fit

For example, if you were to sell property and make, say \$5000 per sale, you might only need to list a few properties each week to make huge profits. The same applies for

expensive jewelry, motor cars, and other items with a large profit margin. However, if you sell magazines subscriptions or other inexpensive items you may only make \$5/\$10 per sale. In this case, you would need to list dozens or even hundreds of items at a time to attract an acceptable level of profits and you would thus become a high volume seller.

I know what you're thinking. Why would anyone go through the effort of listing so many items when it seems so easy to catalogue a few large items and make a fortune? The answer cuts to the heart of internet selling itself: current eBay research confirms that *buyers prefer to spend under \$35 for a product when they engage in online auctions*. This makes sense. Would you pay thousands for something you have never seen? Another reason for opting to be a high volume seller is that it is easy to buy inexpensive items at wholesale prices but almost impossible to acquire property or motor cars at wholesale prices.

Armed with this information, you must consider the product you're selling and make an intelligent, informed decision on whether to become a high or low volume seller. You have plenty of free time to devote to your profitable retirement pursuit, so I recommend you opt for the high volume option. However, if you wish to dip your toe in the water became an eBay seller at nights and weekends and start off with the low volume option until your business really takes off.

Again, only you know best which status to choose based on the amount of time you have available and the profit margin of your chosen merchandise. Once you determine what type of seller you will be you are half-way to developing a sales strategy.

Projecting your strategy into the future

The next step is to integrate everything you have learned so far and project your selling strategy into the future. For example, let's assume you have decided to sell inexpensive fad jewelry on eBay. Here is a test case for consideration: You have identified your niche market and found the associated categories. You know that your buyers will probably spend between \$7 and \$15 per purchase and you realize that working on an overall margin of 30 percent the average profit of your auctions will \$3.30. You have plenty of time to devote to your retirement pursuit so you decide to become a high volume seller and choose to list 100 auctions per week.

You estimate that 70 percent of your auction will end with winning bids - which is the eBay average. Based on this prediction, you calculate your weekly income at \$231. Using Auction Master 2000, you plan to keep track of your auctions and use the built-in market analysis feature to discontinue unpopular items and re-list the popular ones.

- You have a wholesale account set up with a jewelry supplier and have already purchased enough stock to cover your first week of eBay sales;
- You plan to re-list every auction as soon as it ends and place one weekly order to fill your inventory along with one weekly outgoing mailing to your buyers;

- Your basic sales strategy is set and you are ready to begin listing your auctions.

In the example above, you've thought out **everything** before listing a single item, making sure that you are prepared for the task ahead.

Before beginning, you should project your sales strategy into the future and run through all possible problems, resolving them in your mind. If it helps, write out a paragraph like the one above and analyze it for errors of logic.

Putting your strategy to the test before you begin

List all of your auctions as **regular** auctions before you begin. Do not feature them or use the 'Dutch Auction' option at this time. Test out your sales strategy and evaluate the popularity of your product in its niche market for several weeks before continuing.

Using 'featured' auctions

Featured auctions get more bids but they also cost more - a lot more. Before deciding whether or not to feature an item, you need to evaluate its popularity. You should perform basic rule of thumb market analysis or alternatively, obtain a more accurate evaluation by using Auction Master 2000 software.

These featured eBay auctions show up at the top of the item's category main page. This ensures that anyone who visits that category will probably see your auction, as the average browser scrolls down a few screens and then leaves. I recommend listing your item in its category if it has an average sales percentage of 50 percent or greater. In other words, after running regular auctions for a few weeks, you should choose the 'featured in category' option if more than half of the auctions for that item have ended in a sale. Choose the **boldface** title option whenever you feature one of your items; it draws more attention to your product.

Accessing auction training and merchandise

Everyone knows about eBay but most people aren't aware that there are over 25,000 people in the UK earning a full time living from it - just buying-and-selling items over the internet for a profit. There's a special online report available that provides comprehensive training and access to sources for merchandise to buy at wholesale and then resell on eBay. You'll find the website address at the foot of this section.

eBay top sellers' secret revealed

Most people think 'I could never do that' but the secret is that a lot of items being sold on eBay aren't even owned by the people selling them. They're sold through drop-shipping at wholesale prices. In other words, with a list of ready-to-sell products available from these wholesale sources, the sellers list the produce on eBay - and when an item sells they send

a cheque for the wholesale price of the item to the drop-ship company - who then mails the product directly to the winning bidder. Until now these wholesale sources and top-secret bidding techniques were only known to a handful of elite online sellers, but that's all changed.

This report reveals the sources

'I made over \$800 in one weekend selling stuff on eBay that I bought on eBay! That's \$800 profit.' - Shannon Tolle

'We're making \$720 a week in our retirement on eBay' – George and Ethel Bainbridge

The report has a one-time fee of \$19 (approx. £11) attached and is available for download at this site <http://www.usnetnews.com/ebay/index.cgi?trffxeb2142>

Handy tools to help you build your auction business

Time Blaster search software allows you to set up and save eBay searches that it will run at set times during the week. This software can even create a gallery of items matching your search and keep track of auctions you're interested in. It's similar to Auction Master 2000 but more expensive to operate in the long run.

Website: <http://www.timeblaster.com/tbeindex.html>. *Cost:* Free 30-day trial, then \$50 per year.

Auction Sniper is a clever online tool that acts on your behalf as a super-quick, all-seeing middleman. It bids to win right at the last second, so you don't encourage a bidding war and drive up the price. This is a nifty piece of software for the dedicated retiree player. *Website:* <http://www.auctionsniper.com>. *Cost:* Free for your first three snipes, then one percent of each winning bid thereafter.

eBay Turbo Lister helps you create seductive item descriptions with a simple desktop HTML editor. *Website:* http://pages.ebay.co.uk/turbo_lister/download.html. *No charge.*

Incemail is a free web mail service offering another way to keep track of your auctions without enduring the 'My eBay' login palaver. *Website:* <http://www.incemail.com>. *No charge.*

eBay Toolbar reminds you which auction you're following and alerts you shortly before it ends. *Website:* http://pages.ebay.co.uk/ebay_toolbar/index.html. *No charge.*

Exercise 35: Create a home based eBay business empire

An online friend of long standing James J Jones has just come up with a neat little idea which you can use to set up your own instant home based eBay business. Apply for free subscription to his newsletter *What Really Sells on eBay* and you will also receive his eye-opening special report, *12 Little-Known, Niche eBay Markets You Can Profit from*

Now. Reserve your membership at this website <http://www.whatreallysells.com/12niche/> and he'll send you details 12 hot eBay niche market products that you can put into action straightaway...

30. Earning money online from affiliate reselling

We touched on the subject in Chapter 2 and now we will undertake an in-depth review of the entire concept of affiliate reselling to determine its feasibility as a candidate for making money online in retirement. Those retirees who already tread this path do so because they reckon it fulfills the basic requirements for successful internet marketing: *it is passive, residual, and has the propensity to create multiple streams of income*. While it is certainly all of this don't expect to make a fortune out of affiliate reselling; only 'super' affiliates manage that. You'll be doing well if you earn pin money to begin with. This is drip feed marketing and it takes time and patience to build up steam.

What exactly is affiliate reselling?

In a nutshell: for affiliate reselling read virtual sales agency. There are literally thousands of commercial concerns operating on the internet who will grant you an agency and remunerate you on a commission basis to represent them and sell their produce through your own cyberspace marketing applications.

In effect then, the term 'affiliate reseller' is simply universally accepted internet jargon for sales agent.

Although the concept was first introduced by a purveyor of tangible merchandise (Amazon Books) the produce is mainly information packages and participants make money in one of three ways.

- Selling the product online;
- Recruiting others to do likewise;
- Combination of both.

These information packages (as evidenced in a recent Harvard Business School survey) centre on inducements to lifestyle enhancement: education, how-to, self-help, etc.

How you will benefit by participation

Many established home based business operators start out as affiliate resellers; some remain so, while others put the accumulated knowledge they glean from handling other people's business to developing an idea of their own.

There's a flexibility surrounding affiliate reselling that makes it an attractive proposition for newcomers to the internet. Servicing several reliable and profitable programs can evolve in time into a business in its own right while still enabling the reseller to use the learning curve the concept provides as a stepping stone to bigger things.

Why so many people set out on their internet adventure as affiliate resellers can be summarised as follows:

- There is no long term commitment;
- You can join many of these programs free of charge;
- Where fees are applicable, they are usually modest and sometimes refundable;
- There are no trade restrictions;
- You may take on as many opportunities as you wish;
- There is no requirement to buy stock for resale;
- Marketing strategies and tools are provided free of charge;
- There is no personal interfacing with prospects and customers;
- Commission statistics are normally available in real time online;
- Reimbursement is monthly by cheque or direct debit;
- No cash handling;
- No creditors;
- No debtors.

What to look out for before committing an opportunity

Visit the website and check out the credentials. Just one visit will suffice. If it's a professional operation it will display most if not all of the attributes listed above. For examples of how proven affiliate reseller programs present their case, take a look at the sites for Marketing Tips, Active Marketplace, Six Figure Income, Site Sell, and the other opportunities listed a little further on in this chapter.

What to avoid like the plague

Disregard all 'downline' clubs (see Appendix for precise definition) offering reseller status. All they will do for you is have you work your butt off in contributing to a giant list of prospects which they will go out and flog to some other concern.

How the concept works in practice

Operating a responsible affiliate program is very simple. You are only replicating a formula already being successfully used by the company itself. Training is provided together with a host of electronic tools to enable you to be up and running almost immediately.

Professional concerns (such as the 10 recommended in this chapter) will set you up with all of the following:

- Multi-page website (often personalised);
- Hyperlinks and/or banners to your own personal site;
- Training manual;
- Tips on how to get the best out of your marketing;
- Essential tools;
- Secure ordering facility;
- Private members area (company news, updates, developments, etc);
- Online commission tracking;
- Email contact;
- User name and password for confidentiality.

Ignore any opportunities you come across that do not provide these features because they are hardly worthy of consideration.

Why these features are so important

1. The multi-page website is identical in every respect to that of the program contractor and while it may be personalised with your ID, it contains all the facilities of the home site i.e. full product range, secure ordering and merchant account facilities, email contact, etc. All sales recorded are credited to you.
2. If you have your own website and opt instead to place a hypertext link or banner to promote the affiliate program, you still have access to the full product range and ordering facilities. As soon as a prospect hits the link or banner, he/she is instantly transported to the program's fully automated home site where you are credited with the link and any ensuing action i.e. a sale.

Before you start on promotion

Familiarise yourself with every aspect of the program, the product or service, and the market at which it is aimed. If you spend some time on this before you start on promotional activities, the copy for your own particular slant on the sales message will flow more easily and you'll be able to answer any otherwise awkward questions thrown at you by prospects. You won't be interfacing with prospects but they can reach you through the contact point at the website or in reply to your promotional emails.

Be prepared before you leap in.

Devising your marketing strategy

Affiliate reseller programs provide a basic marketing plan for the use of all participants but to steal a march on the hundreds of others working the same proposition, you would do well to devise your own marketing strategy. Here is a rundown on the tools you should be using to create an edge on fellow resellers.

- Search engines;
- Email marketing;
- Discussion groups;
- Classified advertising;
- Free reports;
- Banners;
- Articles;
- Signature messages;
- Promotional CD/DVD.

Always remember that you'll be open for business twenty four hours a day but your website cannot do it all on its own. It needs help from every relevant tool to nudge its message before prospects.

The value of links and banners

If you already have a website of your own and you join a reseller program that offers either a hyperlink or a banner routed to the main promotional site, be sure to take up the invitation. Casual surfers use these unique routed links on impulse and every time one of them makes a purchase from your hyperlink or banner, you get credit for the sale - and the commission. Routed hyperlinks can also be included in your email marketing for other propositions. While not as popular as once they were banners are still effective when used sparingly.

Building up and using 'downlines' to effect

Stay clear of so-called downline clubs but with judicious email marketing you can build up your own exclusive list of like minded opportunity seekers. You may only attract a couple of dozen or so recruits in your early months of trading but if you promote consistently the numbers will increase in time to hundreds if not thousands. This is how practitioners become 'super affiliates', producing sales well above the average on every proposition they market. Add to that the additional split-level commissions earned on every piece of produce sold by *your own* downline members.

Increase revenues of existing products and services

The reason why many online operators remain in affiliate reselling after they've launched their own business is because advertising these opportunities for free is the easiest way to attract prospects to the primary business interest. When someone responds to an affiliate

ad the opportunity is presented to strike up a virtual dialogue and introduce the prospect to the main source of business.

Using the affiliate product or service yourself

Use the merchandise yourself where there is a repeat purchase factor in evidence. Order the product or service direct from your own website and the commission earned will represent a substantial saving on an already discounted price.

Why multi level marketing is okay online

In conventional networking the term MLM (multi level marketing) has certain unfortunate connotations attached to it. Not necessarily so online. In fact MLM forms the backbone of all the affiliate reseller programs you will encounter in searching for opportunities. If you decide not to participate in multi level marketing in your retiree internet operation, you may risk putting a severe curb on your earning power.

What precisely is MLM?

Look upon MLM as cyclical selling; selling with many layers attached to it. It is not unlike the steps in an escalator: what goes down invariably comes back up.

- Fred sells an MLM product or service to Tom;
- Tom sells on the same service to Dick;
- Dick sells it on to Harry;
- So far so good but look what happens now...
- Every time Dick makes a sale, Tom gets a slice of the action;
- Every time Harry makes a sale, Dick gets a slice of the action and so too does Tom;
- Every time Harry's conversion sells on, he gets a cut and so too does Dick, Tom and Fred...and so on and on...as they all continue to build their *own* downlines.

In a successful MLM operation, the selling and earning process is never-ending. It neither levels off nor does it flatten out.

In e-commerce, one sale begs another because what you will be doing in effect is replicating your own efforts many times over (through others) as you effortlessly build your lists. That's the way it works on the internet and that's why all of the major programs encourage and foster MLM among their affiliate members.

The benefits are threefold:

1. You build your downlines without ever having to interface with the participants.
2. You are credited with a percentage of their earnings on levels scaling from 1-10 according to the nature of individual propositions.
3. You are relieved of the responsibility of collecting monies personally because the program contractors handle that onerous task and remunerate you monthly by cheque or direct debit.

All the time of course, you are also earning in our own right through your own personal promotional efforts.

- MLM is good for your internet business;
- Make money from your own promotional activities;
- Build your downlines effortlessly;
- Earn additional income on a range of affiliate levels.

Undertaking an objective overview

If by now you feel you might like to try your hand at affiliate reselling, you ought first to undertake an objective view of the sheer range of opportunities available globally. You can accomplish this easily by spending some time at a unique website that lists over 3000 affiliate reseller programs. <http://www.AssociatePrograms.com>

Look first at the categories, choose one of particular interest, and then review a dozen or so relevant sites.

Review of proven opportunities

It follows quite naturally then that the top affiliate programs reflect the most popular opportunity categories. The programs listed below have all been around for some years, and they are tried and tested favorites among global opportunity seekers. You may already have visited several of these sites. If not, you should make a point of looking over all of them as soon as possible. Where potential income is indicated, bear in mind though that no two people will have the same experience. The amounts you earn are down to how much time and effort you are prepared to put in.

Information produce

How To Corporation

I'll start you off with an opportunity that has only been around for three years but is already wildly successful because not only is the produce quite superb value for money but also the fact that owner Michael Green really knows how to look after his growing army of affiliate resellers. For a start he pays you back half the proceeds when you make a sale and the support and tools he provides are unrivalled. With 20 fast-selling products at your disposal (with more to follow) and 50 percent commission a throw it would hard

not to add to your basic retirement income with this outstanding opportunity. It's free to join and here are some examples from the range, consisting of information produce and software:

How To Write A Newsletter toolkit

<http://www.howtocorp.com/sales.php?offer=writing333&pid=1>

Easy Ezine Toolkit

<http://www.howtocorp.com/sales.php?offer=writing333&pid=6>

Ezine Editors List

<http://www.howtocorp.com/sales.php?offer=writing333&pid=35>

How to Create & Make a Presentation toolkit

<http://www.howtocorp.com/sales.php?offer=writing333&pid=11>

How To Corp Homepage

<http://www.howtocorp.com/sales.php?offer=writing333&pid=15>

How To PDF Creator

<http://www.howtocorp.com/sales.php?offer=writing333&pid=16>

How To Find Happiness toolkit

<http://www.howtocorp.com/sales.php?offer=writing333&pid=20>

Create and SELL Products ONLINE toolkit

<http://www.howtocorp.com/sales.php?offer=writing333&pid=30>

Create-A-Product-Seminar

<http://www.howtocorp.com/sales.php?offer=writing333&pid=18>

Easy-Download Protector toolkit

<http://www.howtocorp.com/sales.php?offer=writing333&pid=40>

Corporate Email Policy

<http://www.howtocorp.com/sales.php?offer=writing333&pid=45>

Corporate Internet Policy

<http://www.howtocorp.com/sales.php?offer=writing333&pid=47>

How To Start A Forum

<http://www.howtocorp.com/sales.php?offer=writing333&pid=50>

Start A Forum - Mini-Course

<http://www.howtocorp.com/sales.php?offer=writing333&pid=53>

How To Achieve The Swing In Golf

<http://www.howtocorp.com/sales.php?offer=writing333&pid=28>

The Meaning of Dreams

<http://www.howtocorp.com/sales.php?offer=writing333&pid=33>

How To Promote A Product

<http://www.howtocorp.com/sales.php?offer=writing333&pid=22>

The final link sends you to the How To Internet Marketer Forum.

<http://www.howtocorp.com/sales.php?offer=writing333&pid=54>

Active Marketplace

Personally orchestrated by Declan Dunn, a multi-millionaire internet guru in his own right, 'Winning the Affiliate Game' is the system you will be selling in his free-to-join program. 50 percent commission on your own sales, 10 percent on those of your downline. <http://activemarketplace.com/w.cgi?winning-6556>

This is an extremely popular product with opportunity seekers and one that consistently attracts favourable media coverage. You would do well to purchase it yourself before going on to sell the program to others. It's a complete learning curve on how to be a successful reseller. Sample the product first and after a short settling-in period you could be earning between \$100 and \$200 per month.

Six Figure Income

Brainchild of Gery Carson, yet another internet high flier, the SFI wealth creation study course is currently operating in 140 countries worldwide. There is no cost to enrol and the program features a 'quick-pay' compensation plan that pays out 65 percent on the first three levels <http://www.sixfigureincome.com/?122341>

Potential earnings: around \$200 per month.

Communications

Hosting.com

Features a breathtaking twenty-two page website reselling what many experts consider the finest range of virtual servers on the internet. This is a prestigious communications program and remunerates affiliates in two ways: commission on direct sales of produce, commission on recruitment of downline affiliates. Free to join - but you'll require to demonstrate some basic product knowledge before they'll let you in on their secrets to making money i.e. you are asked to sit an online exam. <http://www.hosting.com>

This one is a slow burner to begin with and although many experienced resellers command huge commission payouts, do not expect to earn more than \$50 per month for some considerable time.

Internet training

Site Sell

This program would fit equally well under the 'information' category and it's one of the best opportunities online. Affiliates earn excellent commission reselling a 600-page favorite 'My Site Sells' (MYSS) which contains astonishing information on how to galvanize the average website into a top money spinner. Strongly recommended opportunity and free to join.

<http://www.sitesell.com/interactive1.html>

Another slow burner that depends on drip-feed for sales. However if you stick rigidly to the marketing plan, sales will come, and a potential monthly income of \$30 to \$50.

Profits Vault

This one is an Aladdin's Cave of cyberspace information products; favorites, reports, courses of instruction – and how to sell them in a series of easy-to-digest learning curves. There's a one-time subscription fee of around \$30 (approx. £16) which opens up the way to multiple income streams with detailed instructions on successful application. Even if you decide not to invest, you will still be offered several free courses of valuable instruction on how to implement the essential aspects of internet marketing. Here's the site and it's well worth a visit.

<http://www.profitvault.com>

Educational

BizOpAlliance

If you're new to affiliate marketing, this is the site for you. Earn as you learn from the professionals. Free to join

www.bizoppalliance.com

Payment processing

Clickbank

The online banking system that offers a range of services: secure ordering, merchant status, etc. Worth joining - and no fee. <http://www.clickbank.com>

Books

Amazon

This famous online bookseller will provide you with a link to their website for free. Worth considering for the name alone; no fee required. <http://www.amazon.com>

Why it's best to cast the net wide

Why would anyone run several of these affiliate programs at the same time?

Why not?

- The investment is modest;
- It costs nothing to service them;
- They're not cluttering up your computer;
- They're working 24 hours a day, every day.

It will pay you in the early days to review as many opportunities as you can find, sign up for those that appeal to you, and run with all of them for a time: perhaps as much as twelve months. You see, when you start out, you have no idea as to which types of program will work best for you, when they work, or even why they work. There's also a seasonal aspect to some of them. Although wealth creation programs are popular all year round, they peak twice a year: at the beginning January and at the close of the holiday season when opportunity seekers get a rush of blood to the head, probably brought about by the thought of impecunious times ahead. Online dating service programs start buzzing at the outset of spring when young people turn their thoughts to you-know-what...

You have to cast your net far and wide, hedge your bets, take note of individual program progress, and allow time to run out its course. Look at it this way. While you are monitoring the entire spectrum of say six affiliate programs in your portfolio, and each of them turned over only \$50 per month, your computer would be effortlessly providing you with **additional monthly income of \$300**. Some of these programs you will discard in time, others will develop into regular income generators, and one of them might even make you wealthy.

- Evaluate every opportunity you come across;
- Sign up for as many as appeal to you;
- Test them all out on a trial basis;
- Take note of seasonal variations;
- Earn while you learn.

What happens when you decide to specialize straightaway

You run the risk of early disillusion with your project if you do because the odds of spotting a winner straight off are minimal. Some opportunities seem sexier than others (it's all to do with presentation) and you'll come across one where you think: this is it; this is the one, drop everything else and go for it. Don't be tempted. Stick with them all for a time because it might be one of the boring ones that pays off best in the end.

- Don't be unduly swayed by the packaging;
- Some apparently boring opportunities work best.

How come they let you join for free?

Whenever I'm asked what it costs to set up as a home based internet operator and I reply, 'Nothing,' the response is invariably, 'I don't believe you. There has to be a catch. No one gives anything away for nothing'. That's true - no commercial concern ever really gives anything away for free. But there's no catch, only a very good reason for the magnanimity of the program contractors.

Promotion is the key

Concerted, consistent, continuous global promotion is so vital to the reseller program contractors that they gladly and freely dispense pre-designed, personalised websites, email facilities, auto-responders, search engines, submission tools, and free entry to their programs when they could easily charge at least a token fee for all of this. Why? Because every time you send out a promotional email, place free classified ads, submit website addresses to the search engines, blast out your automated messages to enquirers, you are not just marketing your own little enterprise - but essentially you are marketing and promoting *their* corporate programs.

- It's win-win with the free stuff;
- Something for you, something for the program.

Promotion is king on the internet.

Learning from the competition

You can learn and accumulate an enormous amount of valuable information about money making opportunities from the competition: not only from emails but also from the millions of classified ads that infest the internet. Take time out to study some of these and take note of those opportunities you haven't come across in your own searches. Look too at how other operators promote their propositions, the media they use, and how they compose their sales messages. Some of the copy platforms are questionable, some downright naive, but some will inspire you and prompt you to look more closely at your own approach. Promotion is what it's all about and the ability to compose compelling sales copy is the key.

- Look at what the competition are offering;
- Observe their marketing methods;
- Learn from the good and the bad in their ad copy approach.

Maintaining essential records

As the information begins to build on your findings, you'll want to devise a simple system to keep track of it all and to allow for ready access in various circumstances. If this measure is not instigated at an early stage, it can all run away from you very quickly.

There's too much of it to carry around in your head and if lost or misplaced, it will take time and cause you unnecessary aggravation in the retrieval of information. Although your business will be managed through electronic data applications, I recommend a hard copy register to house all of this essential stuff because that will allow you to refer to your findings when you're not at your computer.

Which categories of data will this register contain?

- Income-generating websites;
- Functional Websites (i.e. virtual office suites);
- Classified ad websites;
- Sites under construction (i.e. composite sites you are currently building);
- Email addresses;
- Auto-responder facilities;
- Commission scales (for individual opportunities);
- User names and passwords (i.e. for access to revenue statistics on individual programs);
- Advertisement submission tools;
- Schedule of promotion (i.e. daily/weekly ad + email postings).

Steps and stairs to affiliate reselling

1. People use the internet as a source of free information but they'll also pay for it if the product promises enhancement of lifestyle.
2. Look for products that fulfill this promise.
3. Choose several opportunities from the main product categories and run with them all for a time on a pilot basis.
4. It is a mistake to throw all your energies behind one opportunity until you are convinced of its effectiveness.
5. Promotion is germane to success on the internet and that is why the reseller contractors give so much away for free in return for a promise from you on promotional activity.
6. Learn from the competition: capitalize on what they're doing right and avoid repeating their mistakes.

How to obtain a multi-reseller web business for free

Now here's a stunning offer should you decide that your path to a profitable retirement pursuits lies in affiliate reselling. It beggars belief – but it's true. Take advantage of this free deal and your retirement money-maker plan will become a reality within fifteen minutes. Just sign up for as many affiliate programs as you wish (that's free too) and away you go...

- **Imagine** having your very own professional e-commerce website with over 75 content-rich, search engine friendly pages that contain all of your own affiliate links for the bestselling products on the internet from 20 of the most respected and

highest paying affiliate programs...

Imagine that your new website comes with a subscription form that captures each visitor's name and email address — then automatically adds them to your own auto-responder that has been setup and pre-loaded with a complete 360 day email marketing campaign that promotes your website and top affiliate products on auto-pilot 24 hours a day, 7 days a week, 365 days a year...

- **Imagine** that this entire website takes you less than 15 minutes to build simply by pressing a few buttons inside innovative Plug-In Profit MEGA Site™ software program that you can download right now...

You can have it all now – and you can have it all for free. All you have to do is pay for the hosting and even that comes at substantially discounted cost. For complete details on this unique deal visit this website: <http://www.PlugInProfitSite.com>

Now this is what I call a niche opportunity...

Exercise 36: Cash in on your master resell rights package

Now on to stage two on milking profits from the *Master Resell Rights Package* described in Chapter 2 (you can still obtain this if you haven't already done so) and unlike the opportunities described above you get to retain 100 percent of the profits.

Here is what you do...

- Unzip each of the 30 individual products in the package
- Read everything on every sales page
- Do searches on Google.com to identify the niche market for each single product
- Rank the niches in order of popularity
- Decide how many niches you will run with
- Select the products
- Upload the respective sales pages to your hosting server
- Upload the products to your HTML Manager at www.o-f.com (or similar storage space facility)
- Set up an account at www.clickbank.com
- Start selling...

You have already learned how to accomplish all of the foregoing but you might want to defer this exercise until after you have completed your first reading of the workbook.

That's okay - but just bear in mind you can do all of this without adding a penny to your original investment - and you can host all 30 product sales sites on the *same hosting fee* if you use www.thirdsphere.com

31. How giving stuff away free increases sales

In an earlier chapter Shelly Lowery extolled the virtues of giving stuff away for free and just recently I decided to experiment myself in an endeavour to attract subscribers to my new newsletter.

I set up a website offering \$370 worth of my own produce to every new subscriber.

Did my experiment work?

I'll let you judge for yourself...

Within hours of submission of the URL <http://free-stuff-xl.com> this site rocketed to Rank **No.15 out of 160,000,000** (yes, one hundred and sixty million) competitive web pages with corresponding high rankings in all of the other major search engines.

Within hours the subscriptions started to pour in and (as I write) I have amassed over 3000 in a matter of weeks...

Exercise 37: Find some stuff to give away for free

I give my own stuff away for free but you don't have to...just type 'free stuff' into the Google.com search engine and you will be presented with millions of cost-free opportunities.

32. Test marketing your online activities

Any good marketer knows that testing is the key to building profits in absolutely any business. You can never determine that one idea will or will not work in any specific business until you put it to the test. Don't think that the Internet is any different.

- You have to test products;
- You have to test prices;
- You have to test promotional formats;
- You have to test headlines;
- You have to test ad copy;
- You have to test specific places to promote.

The testing process never ends. If you don't put your entire marketing plan to the test you will never truly know what can or cannot work in your niche retirement pursuit. Every marketing test is an investment in your venture whether it produces results for you or not. It shows either a marketing method to keep working with or a method to avoid in your

specific type of business. Take every single test you use as another lesson in your marketing education.

Are you investing or gambling?

The core problem in marketing presents itself when you start treating your advertising more like a gamble than an investment. Most internet businesses are just haphazardly wasting their money on every advertising opportunity that comes up. They don't key their ads and they don't take notes about what is working and why it is working. For some reason or other, the majority of marketers have developed an idea that the internet is somehow different than other promotional mediums. They think that if they just try enough different techniques, they may just magically come upon the technique that will make earn lots of money.

You can't just throw your money into promotion. You need to have a plan behind everything you do. You need to know when a technique is working so that you can run with it. You need to know what isn't working. Setting up the right testing mechanisms is the key to success in your marketing. You can't afford to gamble away whatever you earn from promotion.

How much does your website make per visitor?

If you don't know the answer to this question then it isn't even possible for you to make informed decisions about what types of promotion you can use.

Establish how much to spend on website visitors

If you don't know how much your website makes per visitor on average, how can you determine how much to spend to obtain each visitor? If your website brings in an average of a £1.00 per visitor, then you can afford to spend a lot more per visitor than a site which is bringing in only 5p per visitor. When you are using free advertising for your site you may not consider this a very important number but once you start spending some of your cash flow on marketing, I can guarantee that if you don't know how much your site makes per visitor you are just working on a gamble.

Add up your income and unique visitors

The simplest method of determining your profit per visitor is to just add up your website income and all of your unique hits from the past month. Then do a little arithmetic and divide the income by the number of visits you have received. That will give you a baseline number to get started with. As you start testing promotion more and more you are also going to want to determine how many hits and how much profit you get from each type of ads. All visits are not created equal. Offline advertising will produce fewer visits than many types of online marketing but usually they are of a much better quality than promotional formats such as banner ads. These offline visits end up buying more stuff and having a much higher profit per visitor.

Your site could be making £2.00 per visitor from offline advertising and only 20p per visitor from banner ads. Getting those two types of visitors mixed up could cause you to make some very bad decisions about your advertising. That is where keying your ads and testing comes in. You must convert our promotion into a scientific investment instead of a haphazard gamble. You can do this most effectively by following a simple three step system like the one I will show you below. It is the key to knowing which mediums are working for you - and which ones aren't.

Set up a website tracking system

The first thing you will have to do to start finding out what advertising works for you is to set up some kind of tracking system. If you aren't tracking your visitors, then you can just forget about making intelligent marketing decisions. Also note that you need to be tracking more than just the overall traffic of your site. You need to know where people are going to on your site and you need each of your web pages tracked as well.

There are three simple ways to track your website stats.

1. You can install a CGI program to track your stats;
2. You can use a free counter for each page on your website;
3. **You can purchase your domain where stats are part of the package.**

Use a free counter on every page

There are two popular counters I have used that I can recommend to you. Both Web Tracker and Superstats have free counters that you can use. The advantage of this method is that it is pretty simple to set up. You sign up for their service and then you insert their code into your site.

The disadvantage is that you will have a small link back to them on your site which may cost you a little traffic. An even bigger disadvantage is that you will need to sign up and insert a separate code on every one of your pages so that each page can be tracked separately. Having overall domain stats won't do you that much good if you don't know where they are coming from and who the buyers are.

Web Tracker

<http://www.fxweb.com/tracker/index.shtml>

SuperStats

<http://v2.superstats.com/>

Install a CGI program to track your stats

There are over 70 CGI programs out there which will track your stats for you. Make sure that you choose a program that tracks your stats on each page of your site. You don't

want to have to use a separate CGI program for each page and you don't want all of your pages put together.

The advantage of using a CGI program is that you won't have to lose any traffic to outside sources and that some of the CGI programs can track all of your pages separately for you in one file. The disadvantage of this method is that it requires some programming knowledge and is often quite difficult to set up.

For a List of Website Counter Programs, visit...

<http://cgi.resourceindex.com/>

Choose a web host where stats are part of the deal

On my own current web hosts, stats for every single page of my sites are included. We talked about these particular hosting services in Chapter 16 but to refresh your memory, they are *Third Sphere* and *Site Build It!*

- Top Pages are listed;
- Error messages that people receive are listed;
- Unique hits and page impressions for every single page are listed separately in these easy-to-use systems.

The essential advantage is that these are advanced tracking systems and simple to operate.

Key all your marketing activities

You need to key all of your ads separately. The easiest way to do this is to make a copy of your sales letter on your site and create another site out of it. If your sales letter is on sales.htm, you could also make a sales1.htm, sales2.htm, sales3.htm, and so on. Then, use a different page as your website address for each ad you put out (much like the smart page technique we discussed in Chapter 19).

If you really want to track your advertising results effectively, you will also want to make copies of your order form. Then, you can know which ad is actually producing the sales and exactly how much money is coming in from every penny you spend. There are some other methods you could use to key your ads. For example, you could also set up an affiliate program on your site and allocate each one a different affiliate number for each ad you place. This would automatically track all the sales for you. You could use different auto-responders for the responses. If you are doing a major offline advertising campaign, you could even set up a complete duplicate domain that you don't advertise any other way.

No matter which method you choose to use, the important thing is that you key and track every single one of your ads.

Judge results before planning expansion

After you have placed each ad, judge how it does. Did it produce a profit for you? If not, do you know why it didn't work. Try changing the headline, the body copy, or the advertising medium. Make only one of these changes at a time. If you change everything at once you will never know which aspect it was that created the change in results. If your ad did produce a profit, how can you expand on it? Try changing the headline or the ad slightly and see what the results are. Find other similar places that you could use to expand your advertising. Do this in a slow methodical way so you can track and keep increasing your profits with every ad you place.

If every ad you place is losing money then you are going to need to step back and re-examine your product, your market, your USP, and your overall concepts.

Are you selling what your market really wants and is it better than the competition?

Advertising never has to be a gamble. It can be an intelligent investment that will produce results for you time and time again. Look at the mutual fund manager. They may have 20 or more different stocks in their portfolio. While some of the stocks may lose money, the idea is to keep most of them making a profit.

- By combining all of the different stocks in one portfolio, they can reduce the risks and increase their chances of profit;
- By tracking all of your ads and using different forms of advertising, you can reduce your overall risk and then expand on whichever advertising pulls in the most profits.

Don't ever look at your retirement pursuit as a get rich quick scheme or you will end up gambling away your advertising budget. Look at yourself as the mutual fund manager who intelligently picks and chooses the right sources for his portfolio.

Invest wisely in your profitable retirement pursuit.

Footnote: You're thinking this is an almighty amount of work to be undertaking in retirement. It is. But if you do it, and do it consistently, you *will* make money online. You will also increase your awareness and add years to your lifespan...

Exercise 39: Devise your own test marketing system

In this chapter you have been provided with a plethora of options for test marketing; using your own judgment, plan ahead for the outline of a test marketing system that would suffice for your specific requirements.

33. Changing prospects in to cash-paying customers

You have come a long way in the development of your online retirement pursuit but to make it profitable your focus must always be on converting prospects into cash-paying customers. Mastering the basics isn't enough: creating ideas, turning them into produce, and learning how to promote. These are just the tools to get you moving. Now you must drive the engine. Let's look at the buying process from the flipside: why prospects *won't* buy from you when you fail to appreciate the rules of converting them into customers...

10 reasons why people won't buy from you

Here are ten simple yet powerful ideas for you to reflect on. They will help you adjust your marketing strategies on everything you sell.

1. You don't make people feel safe when they order

Remind people that they are ordering through a secure server. Tell them you won't sell their email address and all their information will be kept confidential.

2. You don't make your ad copy attractive

Your ad lists features instead of benefits. The headline does not attract your target audience. You don't list any testimonials or guarantees included in your ad.

3. You don't remind people to come back and visit

People usually don't purchase the first time they visit. The more times they visit your site, the greater the chance they will buy. The most effective way is to give them a free subscription to your newsletter.

4. You don't let people know anything about your business

They will feel more comfortable if they know who they are buying from. Publish a section entitled 'About Us' on your website. Include your, profile, contact information etc.

5. You don't give people as many ordering options as possible

Accept credit cards, checks, money orders, and other forms of electronic payments. Take orders by phone, email, website, fax, mail, etc.

6. You don't make your website look professional

You must have your own domain name. Your website should be easy to navigate through. The graphics should be related to the theme of your site.

7. You don't let people read your ad before they get your freebie

When you use free stuff to lure people to your website include the reference below your ad copy or on another web page. If you list the freebie above your ad they may never look to see what you're selling.

8. You don't attract the target audience that would buy your product or service

A simple way to ensure this is to survey your existing customers to see what attracted them to buy. This information will help you improve your target marketing and advertising.

9. You don't test and improve your ad copy

Many people never change their ad copy. You have to continually test and improve to get the highest possible response rate.

10. You don't give people any urgency to buy now

Some prospects are interested in your product but they put off buying it till later and eventually forget about it. Entice them to buy now with a freebie or discount and include a deadline date when the offer ends.

10 golden rules for successful online selling

You will never *actually sell* anything to anyone at any time – but they might just buy from you...

1. If you are operating in the same marketplace as your prospects.
2. If you respect their intelligence.
3. If you are honest with them.
4. If you give them good reason to trust you.
5. If you know what it is they want.
6. If you can provide a genuine solution.
7. If your produce does all you say it will do.
8. If you can back up your claims with unsolicited testimonials
9. If you can offer a guarantee.
10. If you make it easy for your prospects to pay you

Cautionary note: Complete compliance with points 2-10 won't amount to a row of beans if you miss the target on Point No.1. Shout as hard and as long as you want in the marketplace but make sure it's the right marketplace...

Exercise 40: Draw up your charter for converting prospects

There is no mystique about converting prospects into customers; it's just the application of plain common sense. Memorize the reasons why people won't buy and the golden rules for successful selling – then draw up your own charter for converting prospects into customers

34. Accepting credit card payments online

If you fail to make provision to accept credit cards at your website (which you can do without obtaining merchant status) you will not get many sales. However, before we launch into a review of credit card processing systems it is worth noting that despite growing universal usage there is still uneasiness among consumers about disclosing credit card details online. The following extract from a survey published in March 2004 highlights this concern.

Consumer fears on disclosing credit card details

“More than 50 percent of consumers recently surveyed by Jupiter Research Incorporated fear the personal information supplied in an online transaction will be sold to a retailer's marketing partners and generate unwanted marketing messages. More than a third of those surveyed also expressed concerns that unauthorized recurring transactions, such as subscription renewals, could result from supplying credit card information online. In the survey,

- 30 percent of consumers worried about merchants not shipping products for which their credit card had been charged online;
- 20 percent worried that a merchant could debit a card number supplied online for a higher price than the advertised price.

Older consumers were more concerned with identity theft – 63 percent of those over age 55 surveyed saw it as a threat versus 56 percent of those aged 18 to 24. Identity theft concerns lessened as consumers' online tenure increased. Among young and less-tenured consumers the greatest concern was merchant duplicity. For example, 32 percent of those surveyed aged 18 to 24 expressed concern about being charged more than they agreed to pay at checkout versus 20 percent of survey respondents overall.

Confidence that technology solutions such as Verified by Visa could prevent fraud increased as online tenure increased. Significantly, Jupiter notes that ‘newbies’ (defined as those with only limited online tenure) will constitute a smaller portion of the overall online audience in years to come. As newbies will comprise a significantly lower percentage of the population moving forward it is necessary to present messages that focus increasingly on a tenured online population.”

Food for thought; but bear in mind that this survey relates mainly to the North American market where online users are more attuned to purchasing by credit cards. A similar study

for the UK where users are less attuned and even more cautious might paint a bleaker picture. Even so, you need to be tooled up to accept credit card payments and to assist you in selecting a system compatible with your requirements here is a review of eight leading processors.

Website	PayPal	Setup/Monthly Fees	No/No
Orders By:	Online Only	Locations:	International with USA-bias
Processing Fees		Credit cards, 2.2% +30c, no minimum Non-credit card, 1.6% +30c	
Extras	Payment to you is made into your bank account, or onto your credit card. Payments under \$15 are only charged 30cents.		
Notes	Americans can use Web-Accept (accept credit card orders on their websites). International accounts can be opened, but are not able to use Web-accept yet, although you can be paid by other PayPal users.		
Fee for \$10 item		30 cents	
Fee for \$100 item		250 cents	
Overall Cheapest Fees	A great service, cheaper than a merchant account.		

Website	Verza Inc.	Setup/Monthly Fees	No/No
Orders By:	Online Only	Locations:	International
Processing Fees		Credit cards, \$0.99 + 4.9%, Checks \$0.99 + 3.5%.	
Extras	Payments twice per month. 5% six-month rolling-reserve. Additional \$15 for each chargeback. Includes an account control center to view our account details and transaction logs.		
Notes			
Fee for \$10		148 cents	

item
Fee for \$100 589 cents
item

Website: [Verotel](#) **Setup/Monthly Fees:** No/No

Orders By: Checks, credit cards and 1-900 number billing. [Click Here](#) to see the fees for each transaction **Locations:** International

Processing Fees: Depends on transaction type and ticket price, [Click Here](#) for details

Extras: 10% rolling reserve. \$15 for each chargeback

Notes: Credit card processing limited to **content**. Highly flexible service with several extras such as 'set up your own reseller program free', 'real time control centre' and '1-900 billing'

Fee for \$10 item 150 cents
Fee for \$75 (max by credit card) item 900 cents

Website: [Internet Billing Company \(iBill\)](#) **Setup/Monthly Fees:** No/No

Orders By: Online **Locations:** USA

Processing Fees: 15% for up to \$10,000 in sales per billing period. Graded reductions for increases in volume.

Extras: 10% 6-month rolling reserve

Notes: Limited to sales of access, content or services.

Apparently, in order to use real time delivery with iBill, you need some custom CGI scripts

Fee for \$10 item 150 cents
Fee for \$100 item 1500 cents

Website: [Shareit](#) **Setup/Monthly Fees:** No/No

Orders By: Online
Phone **Locations:** USA +
Fax Mail Germany

Processing Fees: \$2.95 +4%

Extras: Mailing a cheque = \$5, issuing bank also deducts \$5. Alternatively you can have payment wire transferred to your account. Checks issued once per month

Notes: They originally set out to act as a third party for shareware writers, but will accept credit card orders for any product or service. Based in Germany, are good for Europeans and allow you to accept the Euro as payment.

Fee for \$10 item 335 cents
Fee for \$100 item 695 cents

Website: [Visage Services](#) **Setup/Monthly Fees:** No/No

Orders By: Online
Phone **Locations:** USA +
Fax Mail Greece

Processing Fees: \$3 +3% (\$2 +3% if 500+ orders/month) or 20% if price is less than \$15

Extras: Eurocheck \$12, USA money transfer \$21, International wire transfer \$21-40. Payment once per month.

Notes: Similar to Shareit, service is for shareware authors. Also offer free web space, email accounts, mailing list and discussion forum.

Fee for \$10 item 200 cents

Fee for \$100 item 600 cents

Website: [CC Now](#) **Setup/Monthly Fees:** No/No

Orders By: Online **Locations:** International

Processing Fees: 9% (8% in Nov/Dec)

Extras: Reserve if your monthly volume is \$1000+

Notes: Limited to sales of physical goods.

Fee for \$10 item 95 cents

Fee for \$100 item 950 cents

Website [Clickbank](#) **Setup/Monthly Fees** \$49.95/No

Orders By: Online **Locations:** International

Processing Fees \$1.50 + 7.5%

Extras **No-longer free!** Only issue cheques, and only if over \$25. Charge \$2.50 to process and send check. Withhold 10% of cheques over \$25 which is released after approx 90 days. Cheques issued twice per month.

Notes Service is limited to authors of unique internet content and services. If you distribute your own original information via web pages, files, or email, then ClickBank is ideal for you. You have the option to recruit resellers for your products, all details handled by Clickbank. You can also refer people to Clickbank and earn money if anyone you send to Clickbank signs up and makes sales. Not for sale of physical goods, recurring billing or with shopping carts

Fee for \$10 item 225 cents

Fee for \$100 item 900 cents

Personal preferences

Of these options I personally feel more comfortable using the first and last: Paypal and Clickbank. They are reliable, ultra security conscious, provide excellent account facilities, and always pay out on the due date.

Exercise 41: Crack the ClickBank code and save money

ClickBank offers a magnificent service and I've always used it as my prime payment processor. It's fast, efficient, and above all, universally accepted. However, if you **promote a multitude of digital products** it has one much-heralded drawback.

Either...

1. You are required to fork out another **\$49 every time** you introduce a new creation on a disparate location or...
2. You are required to host all of your merchandise on **one** website.

Not any more; at least certainly not for me.

You see, I have developed a safe, legitimate method of selling all of my ever-growing produce using ClickBank on a single fee of \$49.

And you dear reader can have it for free by sending a blank email to jimgreen@writing-for-profit.com with **ClickBank Code Cracked** in the subject line. Do that and I'll get back to you with the download link.

35. Wrapping it all together

If you want to grow your online activity and achieve regular income, you *must* be committed to learning as much as you can about the online marketing landscape and keep up with scene changes. You must also be willing to work at improving your skills and this means taking action. I know, I know, it would be nice to just push a button and have a huge, fat cheque show up in your mailbox every month but it just doesn't work that way.

However, *if* you are willing to put in the work, you can make money online in retirement on an ongoing basis.

And now that you have completed your first reading of the workbook here are 34 additional quick-start exercises to accelerate progress; exercises in the form of questions with optional answers. They are included to reinforce the bones of what you have learned and you should have no problem in getting the majority of them right.

Just tick A or B as your answer to each of the questions...

Exercise 42

- A. The fast route is the easy to make money online
- B. The impact of early profits on the fast route dwindles and peters out in short order

Exercise 43

- A. The workbook recommends avoiding the slow route to making money online
- B. Taking the slow route is the surest way to make regular money online

Exercise 44

- A. There is only one way to make quick money on the fast route
- B. The fast route offers a choice of three ways to make quick money online

Exercise 45

- A. Lifetime experiences have no relevance to internet marketing
- B. You can make money online using your lifetime experience

Exercise 46

- A. You can make money online by doing what you love to do
- B. Even if you love your hobby you can't use it to make money online

Exercise 47

- A. Some of the craziest ideas make money online consistently
- B. Offbeat products and services have no appeal on the internet

Exercise 48

- A. You can't market other people's produce online
- B. You will benefit from reselling digital produce you don't create yourself

Exercise 49

- A.** Making money online can be fast, easy, stress free
- B.** Working online on either the fast or slow route is stressful and costly

Exercise 50

- A.** There is no way you can make money from a home computer
- B.** Anyone can convert their home computer into an electronic till

Exercise 51

- A.** I don't possess expertise in any subject
- B.** Dig deep and you will discover you are a master of at least one topic

Exercise 52

- A.** When people go online to buy, they buy what they want
- B.** People only purchase what they really need on the internet

Exercise 53

- A.** Domain names make or break success in online marketing
- B.** There is no special significance to a domain name

Exercise 54

- A.** There is no advantage either way between mini and maxi websites
- B.** Mini sites are the perfect vehicle for your journey on the slow route

Exercise 55

- A.** Target the right keywords and watch your traffic skyrocket
- B.** Keywords have little or no impact on website performance

Exercise 56

- A.** Successful web pages contain lots of images

B. Words, not graphics, create interesting content

Exercise 57

A. I could never write a sales letter; I wouldn't know where to begin

B. Follow the guidelines and you will produce sizzling sales letters

Exercise 58

A. You have a free pass to search engine domination

B. Mastering search engine optimisation is only for geeks

Exercise 59

A. The workbook contains a free system for capturing the top spots in search engines

B. Only experienced webmasters obtain high rankings in Google, Yahoo, etc

Exercise 60

A. I have no control over how the 'spiders' will grade my website

B. Create a site map and captivate those electronic robots

Exercise 61

A. You can only get website traffic from the search engines

B. There are various ways to flood your site with low and no-cost traffic

Exercise 62

A. It takes only seconds to create digital information products

B. Digitally formatting produce is a time consuming process

Exercise 63

A. There are hundreds of article hubs that automatically accept your material and distribute it for free

B. It costs a small fortune to circulate articles online

Exercise 64

- A.** Linking to other websites is a complete waste of time
- B.** Reciprocal link building increases website effectiveness

Exercise 65

- A.** Bulk email is the best way to get your message across
- B.** Use bulk emailing even once and you risk extinction as an online marketer

Exercise 66

- A.** I could never make money from publishing an online newsletter
- B.** You can if you follow the secrets for converting newsletters into cash machines

Exercise 67

- A.** You can start building your first opt-in list right now
- B.** It would take me years to learn how to build a list of prospects

Exercise 68

- A.** Blogs are nothing more than personal digital diaries
- B.** You can use a blog to accelerate making money online

Exercise 69

- A.** Google AdSense is only for experienced marketers
- B.** Becoming an AdSense publisher to make money online is simple

Exercise 70

- A.** You can start earning commissions straightaway by expressing your opinion online
- B.** Making money from completing surveys online is a no-no

Exercise 71

- A.** I wouldn't know where to begin conducting an online auction

B. You can access auction training and merchandise online for free

Exercise 72

A. There must be a catch to selling other people's produce online

B. There are no strings attached and you can even obtain a multi-reseller web business for free

Exercise 73

A. Giving stuff away free can't increase sales

B. Find some stuff to give away for free and discover how it does just that

Exercise 74

A. There are 10 golden rules for successful online selling that never fail

B. Changing prospects in to cash-paying customers is nothing more than a pipe dream

Exercise 75

A. It's an expensive business accepting credit card payments online

B. With PayPal you can accept credit cards at no charge to you or the customer

Correct answers

Exercise 42 - B

Exercise 49 - A

Exercise 43 - B

Exercise 50 - B

Exercise 44 - B

Exercise 51 - B

Exercise 45 - B

Exercise 52 - A

Exercise 46 - A

Exercise 53 - A

Exercise 47 - A

Exercise 54 - B

Exercise 48 - B

Exercise 55 - A

Exercise 56 - B

Exercise 57 - B

Exercise 58 - A

Exercise 59 - A

Exercise 60 - B

Exercise 61 - B

Exercise 62 - A

Exercise 63 - A

Exercise 64 - B

Exercise 65 - B

Exercise 66 - B

Exercise 67 - A

Exercise 68 - B

Exercise 69 - B

Exercise 70 - A

Exercise 71 - B

Exercise 72 - B

Exercise 73 - B

Exercise 74 - A

Exercise 75 - B

How to evaluate your score

Award yourself one point for every question you got right

- 30 - 34 points - You are ready to roll
- 25 - 30 points – Some revising required
- Less than 25 points – Back to the drawing board...

Refresher on Exercise 25

How did you get on in Exercise 25 with grading the options for attracting low and no-cost traffic?

- Pay-per-click
- Newsgroups
- Forums
- Mailing lists
- Trading links
- Writing articles
- Traffic plug-ins
- Press releases

Flip back to Chapter 19 and check out your answers...

Here is how I grade them for **actual effectiveness** after years of experimentation:

1. Writing and distributing articles
2. Press releases
3. Mailing lists
4. Trading links
5. Newsgroups
6. Forums
7. Pay-per-click
8. Traffic plug-ins

In conclusion

Congratulations, you have steered a steady course through the workbook, converted knowledge into understanding, and taken a quantum leap towards achieving your objective: making money online in retirement.

Good luck...