FREE Website Advertising™

"The whole purpose of this book is to put more money into your bank account guaranteed!"~ Rosa Augostino

"How To Reach Millions Of Red Hot, Cash In Hand, Customers That Are Ready To Buy Your Services And Products in 1 day or less Guaranteed Using This One Sneaky Proven Trick For FREE!"

WARNING: Spaces Are filling Up Quickly. Once They Are Gone, They Are Gone.

For The First ~~200~~ 100 People: For A Limited Time Only, You CAN Get Your FREE Instant Bonuses Worth $1485.00 On Pages126-131 while supplies last. Take Action NOW before You Miss Out.

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Acknowledgments

First and foremost I would like to give THANKS to God, Jesus, and The Holy Ghost for making this all possible.

Second of all I would like to give a thank you to my wonderful parents and siblings (*Tony, Rose, Anthony and Deborah*) for being there for me.

Third of all I would like to give a special thank you to *Pastor Virginia Impellizzeri at the Full gospel assembly* for always for being there for all of us in my family during some rough times.

Fourth of all I would like to Give a special thank you to *Rev. Pauline H. Turpin* for allowing God to use her to touch my life in a BIG POSITIVE WAY. Thank you "*Sister Polly*" I love and miss you lots.

Fifth of All I would like to thank everyone at my former church family from the *New York House Of Faith* ------> (*Theresa Zanette, Helen Shacht, Ruthy Quinto and Family, Sharon Aruta and Family, Pastor Abraham DeRienzo and Family, Erie Johnson, Uncle Jim and Cousin Sue Scally, Uncle Ci and Aunt Rose*) for impacting my life and showing me the ONLY true way. I mis each and every one of you too.

Sixth of all I would like to thank *Nancy, Pastor Nathan*, and everyone at *The Knoxville House Of faith* for praying for me when I needed it the most. Thank You Nancy and Pastor Nathan. Just continue to pray for me. Never Stop.

Seventh of all I would like to thank *Prophetess Pastor Lessie Herring* for always being so encouraging to my mother and I. Thank you Prophetess Pastor Lessie Herring. I am grateful to God that you are in or lives. I love you as a sister in the Lord.

Lastly I would like to thank the publishers of this book for publishing this book.

Dedications

This Book is dedicated to my Creator, my family, all of my friends, all of my readers, and lastly to all of the corporate America successes out there.

I finally made it happen and YOU can too.

Where Will The Book Proceeds Go?

All of the book proceeds will go for a worthy cause. Therefore based on this saying below:

"God loveth a cheerful giver."

I Rose Augustine have decided to donate the book proceeds and to give back to all who found it in there heart to assist me during some hard times in my past.

Thank You VALUED READER

(*A Personal Message*)

For those of you who have not met me before, I would like to say it is nice to finally meet you!

Firstly, I want to thank you for investing in this guide. It will be worth your time learning these proven methods to promote your business.

This guide reveals so many easy-to-do and easy-to-follow proven methods to promote your business that you will have the knowledge, power, and ability **to be a success story**.

By the time you get done reading this guide, you should be a competent practitioner of these proven methods. And soon you'll know what it feels like to attract a stampede of eager buyers to your business.

Thank you again for your investment.

Rosa Augostino

Avoid These Two Deadly Tactics

First You Must Learn What NOT To Do.

This may seem a bit silly to you at this point, but believe me, knowing what not to do will greatly shave time off your busy schedule. It will allow you to manage your time more effectively and place you on the right road towards profits as quickly as humanly possible.

What I'm going to tell you about here are what I like to refer to as "time wasters".

They do nothing positive except waste your precious time. Time is a commodity you simply cannot afford to dwindle, especially in your business.

There's always someone else out there that will have the available time required to build their online empire through applying useful advertising and promotional techniques that work, beating you to the punch, earning the profits you feel you should have earned.

All because you wasted your time on using things that don't work. Therefore, you have to rid yourself of all the "garbage tactics" so you know for a fact you're using the most effective ones properly and quickly.

If you are currently using any of the following you need to <u>stop immediately</u>.

They're doing nothing for you whatsoever. Here's a quick list of time wasters you should try to avoid:

Garbage Tactic # 1. Paying For Site Submission To Search Engines:

How do you even know whether or not these "site submission" companies are submitting your site to the most popular search engines? Or if they are even placing you in the correct category for your site to be accepted?

Put your money where it will be of most use to you, and investing it here isn't the place. Besides, you can do it on your own for free anyway without having to place a bunch of ugly banners onto your site giving them free advertising.

Garbage Tactic # 2. Posting To FFA Sites:

Are you serious? These are total junk at this internet age. They do nothing successfully for you except waste your time at the very least. The worst thing you can do is ever think about posting your site URL on one of these.

They don't work at all. And if you don't know what an FFA site is, then consider yourself a very lucky person. All these are are sites that list a huge amount of site links from lots of other hopefuls trying to send prospects to their site.

It isn't targeted to any one specific group of people either. All the links are usually just jumbled together in one huge link list. Now, honestly, how effective do you think this is going to be if you are the 2,145 link on that list?

These are just a few of serial "time wasters". While there are more, these are the most common types. My advice is to stay away from them if you can.

Let's get to the good stuff now. Everything you need to learn is right here, all in one convenient A to Z blueprint featuring the most effective, affordable and results-oriented advertising and promotion tactics.

This blueprint was written with the intermediately experienced business owner in mind, but you'll find some unique, highly creative tactics in this guide no matter what your level of skill and experience may be.

So kick up your feet and get ready to explode your online business to immense proportions with the information you are about to take in!

Don't mind me, I just had to get that out of my system before we went on to the good stuff. Now allow me to properly introduce you to the only system you will ever want to use to grow your business.

PART A:
INTRODUCTION

Welcome to *"Single Greatest Advertising Secret™: The Only Step-by-Step System Guaranteed to give YOU an explosive Traffic Stampede – For FREE!"*

I'm very excited about this ebook because traffic is the lifeblood of your Internet business. **Without traffic, you have NO customers, NO sales and NO income.** But once you've finished this ebook, you'll have a complete, easy traffic plan to follow… and it's all 100% free!

Simply put: With these methods and techniques, you will have the knowledge, power, and ability **to be an Internet success story** to put other success stories to shame!

Indeed, this ebook reveals so many easy-to-do and easy-to-follow methods that you will find that you ALWAYS have options available – a few you probably had never even heard about before!

In no time, you will be applying these quick and easy methods to generate stampedes of FREE traffic day in and day out.

Just imagine getting thousands of visitors a day – and imagine how many of those visitors would turn into cash-paying customers! These free methods mean more profit and less overhead for each product or service sold – and you can put the extra money directly into your pocket.

Listen – I'm NOT knocking paid traffic strategies. Those strategies are great and they can be highly targeted – but they often can be expensive, too. You may get a rush of traffic with the paid methods, but you also better be ready to cough up hundreds or even thousands of dollars every week.

But I know not everyone has that kind of money lying around… and that's why I wrote this ebook. With these strategies, even the little guy can get a stampede of traffic.

And just in case you're thinking that free traffic must be poor quality traffic, let me set the record straight…

**There are many great free alternatives that work just as well –
or even better – than expensive paid advertising. There are even
some traffic generation methods that can pay you.**

**No matter what "free" traffic generation technique you are interested in,
you will probably find it here.** Free traffic can save you thousands while
pushing more customers your way than you ever believed possible.

Some of the methods you'll discover in this ebook include...

  ✓ Linking strategies;
  ✓ Viral marketing strategies;
  ✓ Free advertising strategies;
  ✓ Free search engine optimization (SEO) methods; and
  ✓ Joint venture strategies and "best practices";
  ✓ A short catalog of "offline" strategies;

These methods are laid out in a step-by-step format and include examples,
screenshots and pictures to make it dead simple to follow this plan.

**Be assured that this ebook will provide you with all of the
knowledge and abilities to promote yourself,
your product, and your website using FREE TRAFFIC.**

By the time you finish reading this ebook, you should be a confident and
competent practitioner of free traffic-generation methods.

And soon you'll know what it feels like to have your hit counter spin out of control
as a stampede of eager buyers rush to your site.

So, without further ado, let's get started!

PART B:
LINKING STRATEGIES AND SEO

Linking is one of the most common methods of getting your website noticed. Linking is the act of providing site visitors with the direct access to your website that they crave; while, simultaneously, providing search engine spider bots with a one-way link to your site that will improve your search engine ranking positions (SERPs).

Thus, we may say that getting your links on other sites has two valuable properties:

✓ It will improve your rankings in search engines, which will help you to generate additional traffic.

✓ It will give visitors on other sites the ability to "click-through" to your site directly.

Linking is easy. It is easy to code (if necessary) and easy to place links in places such as directories. As well as being easy for you, it is easy for your customers. The only hard part about it is determining how best to use it in your overall marketing strategy.

For instance, should you focus on exchanging links with other sites, getting one-way links posted to blogs and other sites, or simply getting your links in high-traffic places, so that you get the traffic directly from such sites? These are all important and legitimately hard-to-answer questions.

In part B, we will examine free linking strategies from a number of different angles – including ones related to SEO and others that are focused on generating direct click-throughs.

Strategy 1: Placing One-Way Links On Blogs to Generate Traffic

In recent years, blogging has grown enormously in popularity. Part of the reason for this is that blogging allows individuals to interact with each other in near-real time, rather than through a slower medium, such as a normal website. **Blogging can also be used to generate traffic for sites through a number of different methods. For instance,**

- ✓ You could create a blog, post on it frequently, ping it to major blog directories, and use it to link directly to your site for SEO purposes.

- ✓ Or, you could respond to respond to other people's blogs. When you do this, you can again leave a link pointing to your website.

Both methods are free and can be highly effective means of promoting your website and generating tons traffic; **however, in this chapter, we will focus primarily on generating traffic by posting relevant comments with links attached to them.**

HINT:
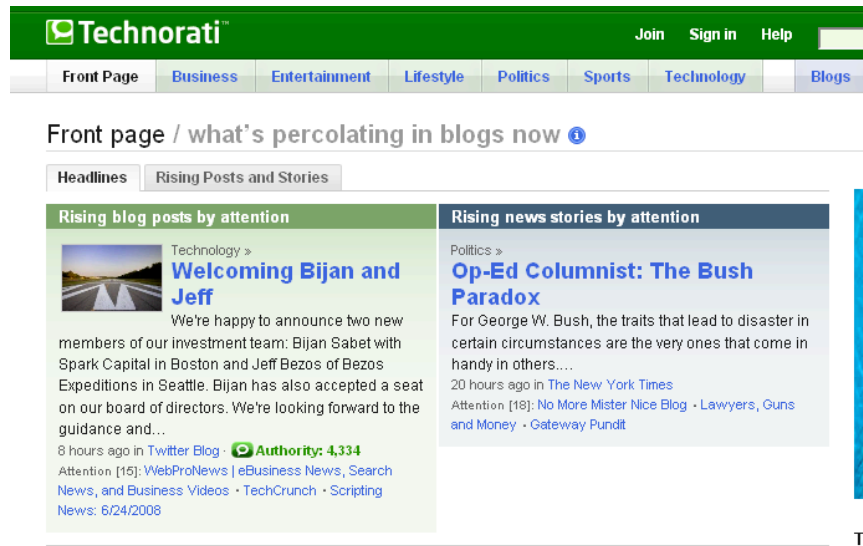
If you are very good at writing (or if you don't feel like commenting on blogs is the highest value use of your time), **you may consider hiring a writer to comment on blogs on behalf of your company.**

This, again, can be free. There are plenty of great free freelancers who are just looking for experience. Many of these writers are busy making the transition between being full time writers and being students of another profession.

These individuals often need references and projects that they can work on. They work for free and can be found at places such as www.online-writing-jobs.com.

Now, when it comes to commenting on blogs, you first have to find blogs related to your business or website. You can do this by searching blog directories, such as http://www.technorati.com for keywords that describe your niche.

Technorati's front page. Note the "blogs" tab.

Technorati's "blog directory". From here, you can select topics that best describe the types of blogs you want to comment on.

The two screenshots above show how you can quickly and easily access a list of blogs indexed in Technorati. From there, you can drill down to your particular niche.

As always, remember to keep the comments relevant and on target when you actually start commenting. For instance, writing a response and leaving a link to a hair restoration site when you're commenting on a dog grooming blog will only convey an unprofessional image and make people think that you are a spammer.

Let's consider a real example by thinking about the case of a hypothetical knitting "information" business.
Let's call it Sarah's Knitting Extreme.

For starters, I would simply go to a blog directory. In this particular case, I will use Yahoo's Blog Directory, rather than Technorati. This directory has dozens of blogs related to most subjects, so it shouldn't be hard to find one on knitting.

If you pull up Yahoo! Blog Directory at http://dir.yahoo.com/news_and_media/blogs/, you will find a list of categories that is similar to the one we saw at Technorati.

Rather than selecting from those categories, I want you to simply search for your topic. In this particular case, I have entered "knitting":

Using Yahoo! Blog Directory to find blogs about "knitting". Note that "the category" is selected to indicate that we wish to search the blog directory.

In the case of our knitting project, we find that there are 20 results (i.e. 20 blogs about knitting).

Once the results have been viewed, you can decide which one of these websites you wish to visit on a regular basis. **In most cases, the first website will be one of the more high-traffic sites; however, this is NOT always the case, so it is good practice to visit several sites.**

Once you select a blog as one that could potentially be a promising source of traffic, you must get down to the business of commenting on it. You can do this by viewing the blogs and then making intelligent comments that contribute to the dialogue. Just remember to place your link within a signature that you leave with each blog comment.

Since many of the blogs you will encounter are non-commercial, it may be beneficial to mention the different techniques and ideas on your website, rather than the products. Let them find the products on their own. Additionally, for SEO purposes, it is helpful if you include targeted keywords in the text surrounding your link.

<div style="border:2px solid red; padding:10px;">

HINT:

One good reason to have a blog or to have pages on your site that are non-commercial is that you can link to them at places like forums, blogs, etc. that would not accept links to strictly commercial sites/pages. From those pages, readers can find your products and services – and purchase them if they're relevant.

</div>

After filling in the required sections of the blog, it is important to be sure that your comments are the comments you want people to read, since these are often impossible to change once they are submitted. Only the administrator can change the comments left by other people.

Make sure the comment does not promote your business, but rather allows the reader to know that your business is there, so she can follow the link. If you promote your business by mentioning your products, there is a good chance that your comment will be removed.

MySpace and Facebook Blog-Commenting

Other places to find great blogs to comment on include MySpace and Facebook. At MySpace, all you have to do is create a free account and you can comment on pictures or blogs. In addition to having great blogs and pictures, you are able to have your own page and promote your business in a very real way.

In this method of blog commenting, you first have to create your own account. This is an easy process which is free. MySpace is great medium because it is full of younger adults who are eager to become an adult; whereas, Facebook is full of adults who are employed and generally have a college education.

Many of the adults in Facebook have their own businesses. Facebook also has a lot of college students.

The first step of joining either of these communities is to create an account. This is an easy and free step. This is done by providing an email address, name, birth date, and other information. Once you have done this, you can access the creation page, where you can place other information about your products and such.

For now, let's skip right to searching for other people's blogs and commenting on those blogs. The first step is to search for the different blogs about your business. Again, we will use "knitting" as our example topic.

1. **Start by going to http://blog.myspace.com.** You should see the following page:

MySpace's blog search page. From here, you can locate all MySpace blogs through searches.

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2. **Search for your niche topic.** In the case of my example, I have entered the word "knitting" and then searched for it. MySpace's engine returned 22,000 results:

A sample of some of the profiles that contain knitting blogs.

3. **Move from blog-to-blog until you find one that both receives traffic and is relevant to your particular niche, as well as your goals.** In my case, I found a knitting blog that may be worth commenting on occasionally:

Now I know a winter scarf is about as welcome as a new fire ant mound he year, but it was what I felt like making. I chose the color lilac because it re needles really clash with the yarn, but I chose them for two reasons: one,

A MySpace blog that may be worth commenting on.

4. **Click the "add comment" button.** This will probably return a message that says you cannot yet comment. While not necessarily true of all blogs, MySpace requires you to create an account before you can post any comments, so you will have to do this if you have not already. Additionally, some bloggers will require you to become a friend first, so you may have to do this also.

5. If necessary, **become the blogger's friend** by sending a friend request.

6. Once they have accepted your friend request, **you can begin to comment on their blog.**

7. **Select a blog to comment on.** If you weren't able to comment earlier, then click on the comment box, comment, and include a link to your site.

Once you are satisfied with your comment blog, hit the post button. This enables the link to be activated and the comment to be posted on the blog.

This is a highly effective method of pointing one-way links towards your site and can drive a large number of human visitors to your website. Additionally, it has the potential to increase your site's SERPs (Search Engine Ranking Position).

This process can be done regularly and can even be done using a form comment. It may be faster and simpler to have the comments written elsewhere, like on Word, and then simply copy and paste them onto the blog page.

In addition to MySpace and Facebook blogs, as well as blogs you can find in Technorati and Yahoo! Blog Directory, you should also consider checking out the various blogs you can find on http://www.squidoo.com and http://hubpages.com/.

Create Your Own Blog Using MySpace or Facebook

As I mentioned earlier, placing comments on blogs is one of the best and easiest ways to get one-way links pointing to your site. And getting relevant, high-quality, one-way links pointing to your site is one of the best ways to increase click-through and search engine traffic.

As an important and relevant **aside, you may want to consider creating a blog of your own on MySpace.** The reason for this is that it will improve your ability to interact with other bloggers by enabling you to "invite" them to continue the dialogue on your own blog. From there, you can push them towards your commercial site.

Since you have your own MySpace page, you will want your blog page to come up and have plenty of links if someone does a similar search. **For this reason, it**

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is suggested that you keep a blog regarding your products and any projects that you are working on.

For the most part, creating a blog on MySpace is straightforward. All you have to do is select the button labeled "blogs" on your interface. From there, you can simply select "create blog".

In a matter of minutes, you will be able to setup your own blog, which you can then use to interact with other bloggers, exchange comments, exchange links, and use it as a launching pad to send traffic to your actual site.

If you are uncomfortable writing your own blog, you can hire a writer who is talented at blog-style writing. This individual can research your website and your business and then provide appropriate blog entries for your business.

Placing Links on Yahoo! Answers

Another place to put your link is Yahoo! Answers. This is where people ask questions regarding virtually anything. You can go through, find questions that relate to your product, and either answer them or comment on the answer.

This free method is a great way to attract visitors to your website and to gain potential clients.

1. **Go to http://answers.yahoo.com/.** This will bring you to the page with all of the different question subjects.
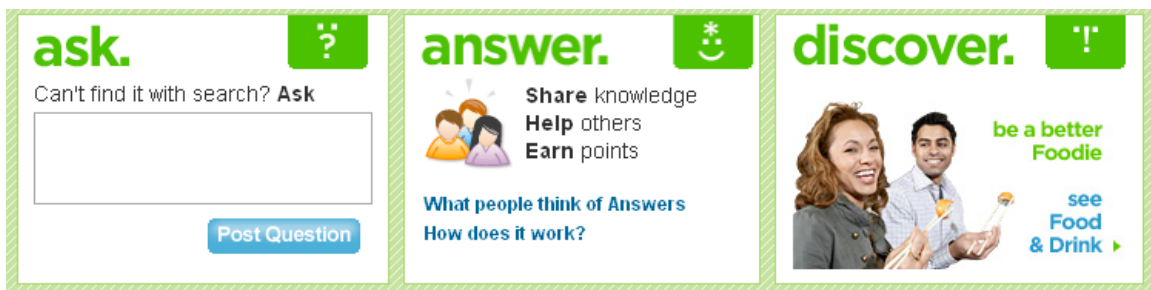
The three choices you are given at Yahoo! Answers. We will be clicking on "answer".

2. **Click on the "answer" tab and then locate relevant categories on the "categories" bar.** If you would prefer, you can also use the search bar above to look for relevant categories.

A partial list of the directory topic categories.

For this example, I used "knitting" again. I input it into the search bar and got the following results:

A sample of the results for "knitting". Note that there are 9,032 total. Also note that the two items at the top are advertisements, rather than questions. Avoid clicking on these.

3. **Start answering questions.** While you will want to cover a lot of ground, remember that each post provides you with an opportunity to capture a sale or a lead. You are responding SPECIFICALLY to someone's question about some specific issue they are having.

4. **If you can help them to resolve this issue satisfactorily**, there's a good chance they'll be willing to check out your website, sign up for your mailing list, and possibly make a purchase.

5. After you answer the question, **remember to leave a link to your website for more information or products**. This will help you to generate click-throughs and improve your search engine ranking positions.

Linking Continued: Putting Links on YouTube

In the previous section, we discussed placing links on Yahoo! Answers; and, in the section before that, we discussed placing links on blogs at various places, such as MySpace, Facebook, Squidoo, HubPages, and others.

Luckily, the aforementioned places are not the only places where you can create one-way, inbound links on high-PR sites for free. **Another great example of this is YouTube.**

As with MySpace and Facebook, you will have to create an account before you can leave comments. You can do this by simply going to http://www.youtube.com, clicking the "sign up" link at the top of the page, filling in basic personal information, and then clicking "create my account".

Once you have created your account, you can search for videos relevant to your particular niche. Again, in the case of "knitting", I found the following videos:
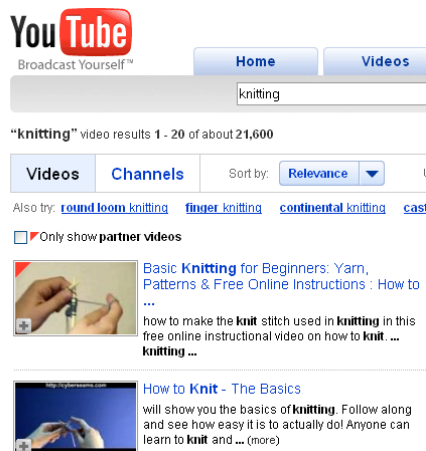
A sample of the "knitting" videos available on YouTube.

Note that there are 21,600 videos on YouTube about knitting. This means I will have a wide selection of topics to select from when I am commenting. One of the primary benefits of this is that I can search around until I find specific sub-topics about knitting that I know about. I can then comment on the videos in-depth, which should draw attention to my comments.

Once course, as with any link-leaving strategy, you will want to toss out the name of your website, as well as the URL. This will allow people to move from reading your comment (and linking it) to browsing your website and potentially buying something.

Strategy 2: Email Signatures

Email signatures are messages left at the bottom of each of your messages. These emails are often sent to clients or potential clients. This is a friendly way to remind them to go to your website. **This is also nice means for developing new clients when the email account is used to talk with people and answer their questions regarding products or services.**

Email signatures do not need to be long or wordy. In some cases, the signatures are simply a link to the webpage. In other cases, the signature can be a motto or logo of the business with a link. No matter what the signature is, it is very important that it has a link to your business, since this is how people will access your business page.

Setting up your email account to have such a signature is easy. **Let us use a Yahoo! email account to show you the process:**

1. Login to your Yahoo! email account.
2. Select the options tab in the top right-hand corner, as shown in the image below:
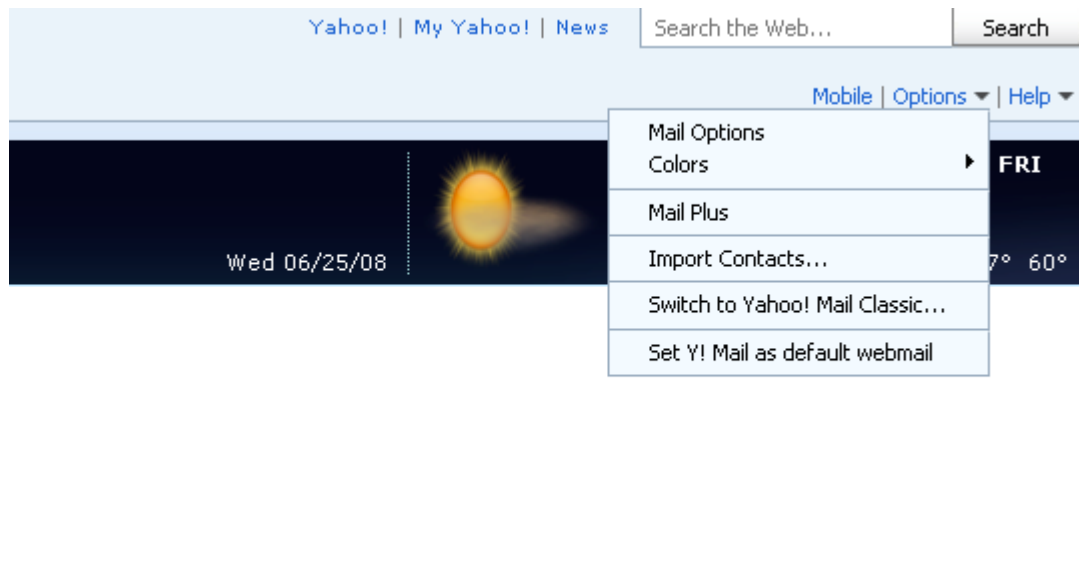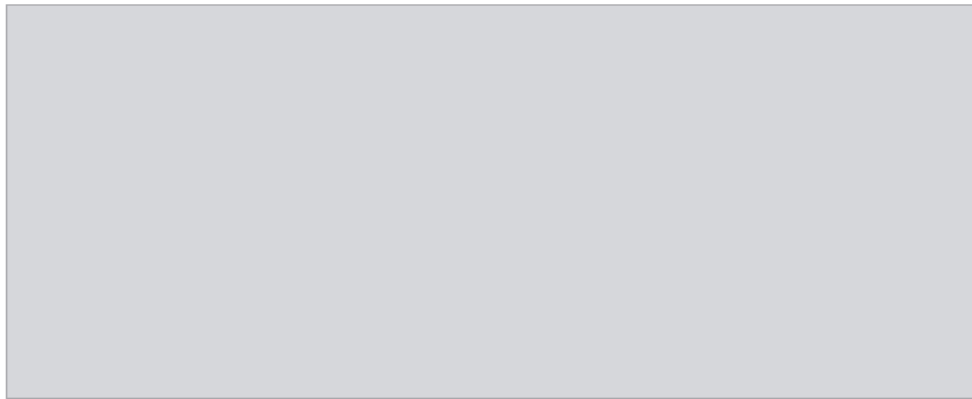
The dropd-down menu for the "Options" tab in Yahoo! mail.

3. Click the "Mail Options" option on the drop-down menu. From here, select the "signature" tab on the left-hand side. This should bring you to the screen shown in the image below:

Signature: ⦿ Do not use a signature
○ Show a signature on all outgoing messages

Rich Text

4. Click the "show a signature on all outgoing messages" radio button.
5. Fill in the box with a short signature, such as the following one:

Signature: ○ Do not use a signature
⦿ Show a signature on all outgoing messages

Rich Text

```
-- Ewen Chia
"Get Rich From Home With YOUR
Own Internet Business!"
http://www.workingfromhome.com/
```

Once you complete the five steps listed above, all of your emails will go out with your signature. Of course, if you change your mind at any point, you can always edit your signature file to say something else.

Note that the aforementioned strategy will do absolutely nothing at all to improve your search engine ranking positions. Rather, it will simply allow people who you email to quickly access your site without having to ask about it.

Strategy 3: Online Directories

Many marketers forget about using directories to promote their site. Such directories are rooted in the concept of the Yellow Book of the offline world and include examples such as DMOZ. Such directories can point people in the direction of your business via link. Additionally, getting one-way links from these directories can significantly improve your SERPs.

Stumbling over your website in a directory should not be hard. You should place a link to and a description of your business on as many of these free directories as possible, including offline directories. This includes the Yellow Pages for your city (if applicable).

This also includes the directories of the different markets your business encompasses and the different blog directories (if you have a blog). With the exception of low-traffic, low-page rank directories, you really should not neglect to list yourself in free directories.

This process of adding your site to a directory is relatively simple. It usually entails four parts:

1. **Selecting a directory.** In this example, we'll use http://www.dmoz.org, shown in the image below:

DMOZ site directory.

2. **Selecting a category in which to place your link.** You can do this by browsing through the displayed categories, selecting the one that best applies to your niche, and then drilling down to narrow your niche further. In our example, I selected "computers", then "Internet", then "Internet marketing", and then "consulting". This gave me the following page:

DMOZ's results page for my selected niche. Note the "suggest URL" link in the upper right-hand corner.

3. **Select the "suggest URL" link in the upper right-hand corner.**

4. **Fill in all of the required fields on the next page, as well as the user verification code, and then hit "submit".**

Once you complete this process, DMOZ will be able to review your site. If it finds that your site is high-quality, it will add you to its directory, which will increase your site's page rank and improve its position in search engine results.

From here, you can simply repeat the process again and again using different directories. You can find a large list of these general directories at the following URL: http://www.strongestlinks.com/directories.php. Note that some of these directories require payment in order to submit your link. For now, ignore these.

You may also want to consider submitting your site to "niche" directories. These directories help to draw people who are solely interested in the single industry in which your business operates.

Getting listed in this type of directory will help to bring people who are solely interested in your business to your website.

It will also improve your search engine ranking positions (SERPs) considerably by getting your link on sites that are both relevant to your niche and high-ranking.

You can get in these directories using the following steps:

1. Head to http://www.web-directories.ws/Niche/ to check out a complete list of niche directories.
2. Move to the sub-set of directories that is relevant for your particular niche; and then make a note of each individual directory.
3. Head to those websites and fill in all of the appropriate information for your business.
4. Leave links on each that are surrounded by text that contains relevant keywords.
5. Click submit.

Yahoo! has a large directory site, which, if you get accepted by it, can help your search engine ranking positions considerably.

You can get your link in Yahoo! for free. All you have to do is follow the steps below:

1. Go to http://dir.yahoo.com/, shown in the image below:
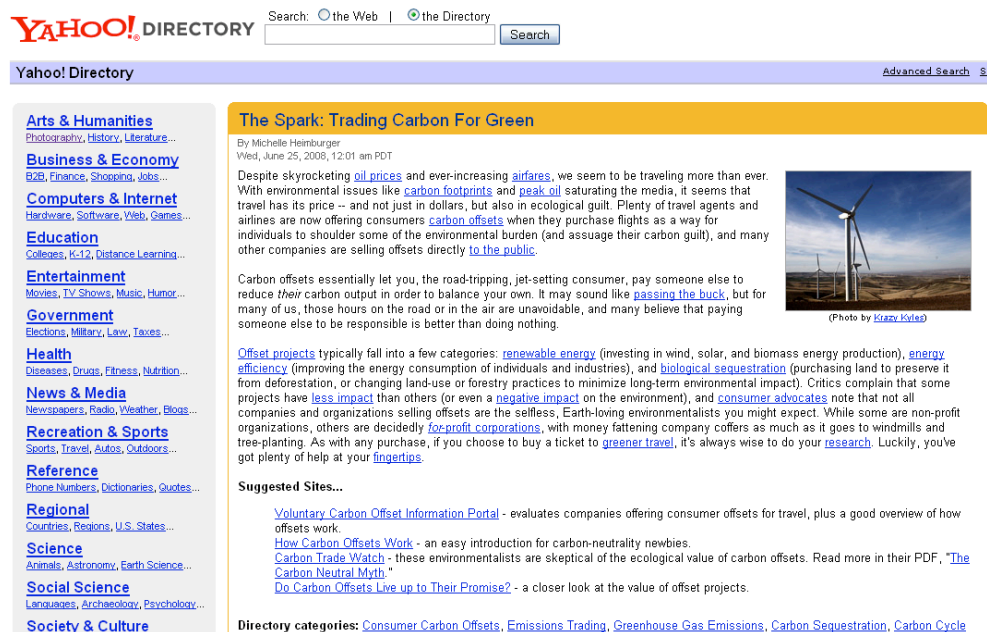
Yahoo! Directory's Home Page. Note the directory categories on the left-hand side.

2. Click on the broad category on the left which best describes your niche.
3. Select narrower and narrower categories until you find one that clearly describes your niche accurately. Once you get there, you should find a screen similar to the one in the image below:

A sample Yahoo! Directory results page.

4. Click the "suggest a site" link near the upper right-hand corner. This should give you two options: 1) Yahoo! Directory Submit; or 2) Free! Select the "Free" option.
5. Scroll down to the bottom of the page and select "continue".
6. You should find yourself at a page similar to this one:

Yahoo! Directory's site submission page.

From here, all you need to do is simply fill in the required information and then hit "submit". Since you're using the "free" option, Yahoo! will not guarantee that your site will be reviewed in a timely manner; however, **for the most part, Yahoo! reviews these sites and adds them to their directory relatively fast.**

NOTE:

Whenever you add your business to a new directory, use a DIFFERENT description. If you use the same description on every directory, search engines will flag it as duplicate content and ignore it when they are ranking your site.

This simple hint will give you a significant advantage over others, who simply re-use the same site description at every directory.

Adding your site information to directories can bring a lot of business to your website by improving your SERPs and generating click-through traffic. This also makes it possible to find your website and information about your business when a search is done using that particular directory.

Such directories are often considered "authority sites" by Google and other important search engines. By having your business associated with the directory, your link and your website can benefit from the high page rank and the relevancy of the site.

Do not be afraid to place your business on more than one similar directory. For example, just because you placed your business on one niche directory it does not mean you cannot place your business on another niche directory. These directories are typically free, so feel free to place your business everywhere, so you can maximize the amount of one-way links you pick up.

In additional to general directories and niche directories, you can also place links to your site in a variety of other directories. In particular, blog directories, local directories, forum directories, affiliate program directories, free ebook directories, and newsletter directories all offer promising spots for you to post your links.

Finally, in addition to online directories, you should also consider adding your site's information to offline directories. **The Yellow Pages and White Pages are two "directories" that you could start off with**; however, there are other print directories that could also be similarly useful.
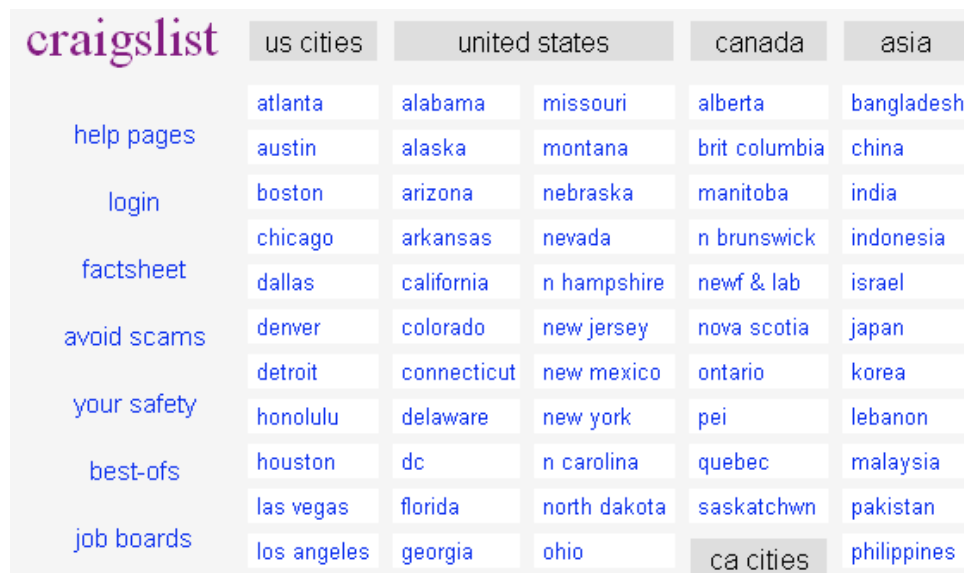
Strategy 4: The Classifieds

The classifieds section of the newspaper can often be one of the best places to find deals on virtually anything. This is where people advertise things that they wish to see or wish to buy. The Internet has classified ads as well. Craigslist is one of the most well known classified ads aggregator on the Internet.

Luckily, putting your business on craigslist isn't a terribly straining endeavor. You can do it in the following short steps:

Craigslist

1. Go to www.craigslist.com, shown in the image below:

Craigslist's home page.

2. Select the nearest metropolitan area.
3. Drill down to a relevant category.
4. Click the "POST" button in the top right-hand corner.
5. Re-select your particular niche.
6. Fill in all of the required information about your product, such as its price, its description, etc.
7. Continue with the form, filling out all required fields.
8. Click the "submit" button to add your classified ad to craigslist. Note that all queries about the product (or whatever you posted on the site) will be re-routed to the email address you input.

Once you complete this process, your classified will appear on craigslist. **Given the massive traffic volume it receives, you will probably receive at least a few questions or requested related to your post.** The key to doing well with craigslist is to frequently repost.

USFreeads

Although not as well known as craigslist, it is a very good classified section.

1. Go to www.usfreeads.com.
2. Click the "advertise" link in the image shown below:

USFreeads' home page. Note the "advertise" link.

3. Click the "register for a new account" link. USFreeads will prompt you to fill in a number of forms. Simply fill in all of the required fields and continue to hit the "next" button. When prompted, select a "free" account, rather than a paid membership.
4. Login to your email account to confirm your USFreeads account.

Once you go through this process, you will be ready to post free classified ads on USFreeads. **One of the primary benefits of using this classified ads site is that you can actually place a link your ads.**

Yahoo! Yellow Pages & Google Base

Both Google and Yahoo! provide very effective and highly trafficked classified sections. For the most part, creating accounts with Yahoo! Yellow Pages and Google Base is not significantly different from the process you went through for craigslist and USFreeads. Simply create your account (if needed), select your ad category, draft your ad carefully, and then submit it.

Strategy 5: Getting Free Links on Wikipedia

[Wikipedia](#) **is one of your best options if you want to quickly gather information about a topic.** Experts from all fields – as well as highly-motivated laymen – contribute to Wikipedia. Known as a public encyclopedia, this website has information regarding everything you can imagine.

If you cannot find something or if you find that a particular section is incomplete, you can write the information yourself, but in most cases, there will be information regarding the subject. **In this case, we will assume there is already information regarding the subject; and we will just add to that information slightly.**

For every entry into Wikipedia, there is a place for edits and links. This is to help keep the information in Wikipedia current and dynamic. This also indirectly helps to promote businesses or organizations that have information on the subject. **For this reason, you should consider placing your business information on the appropriate pages.**

Wikipedia's home page.

There are roughly eight steps to this process:

1. Find the appropriate encyclopedia entries regarding your subject matter.
   a. Do a search on your particular topic from Wikipedia's mainpage.
   b. Scroll through the listings until you find the appropriate listings.

2. Read the entire entry to ensure that it is the entry that you wish to edit and add your link to.

3. If the entry is appropriate, go to the comment section of the page and click on "add comment".

4. Add an appropriate edit regarding the subject matter (even if that only involves adding your link).

5. Click to add your comment. This should also bring you back to the original page.

6. At the bottom of the page is usually an area to add a link without editing.

7. Click to add your link.

8. Fill out the appropriate information and add your link to the page.

Strategy 6: Writing Testimonials with Links

As much as you like to hear about how your product has helped people, your suppliers like to hear it as well. Visit the websites of your suppliers and tell them about the product. This will prompt them to place your comment and your website on their website. This can be a very efficient form of free advertising.

People love to read testimonials, as they help to build support regarding a product or service. The testimonials of the clients and customers can help to make or break any reputation. **This is why the positive comments and testimonials that one sends to the vendors and suppliers are often placed on the website along with a link to your website**.

Be sure that all of your testimonials are accurate. Other people in the field will be reading these testimonials as well as people who are out of the field. Those in the field will know if you are lying and will think that you are not a genuine individual and will not want to do business with you.

Be sure to be articulate and to the point with your testimonies. Flowery speech is great in some instances, but not for testimonials. The shorter and more direct, the better. Most testimonials are single or double lined. Try to keep your testimonial that way as well.

1. Go to the website of your vendor or supplier and locate his or her contact information.

2. Send an email to your supplier/vendor with the subject line "Testimonial for "product_x", so the individual knows what your email is about.

3. Write said testimonial and send it to your vendor.

4. Include a link to your website in the testimony.

5. Ensure that your signature is turned on to provide an additional link to the reader.

Do to this on a regular basis and to all of your suppliers and vendors. Whenever you purchase a new product in your particular field, make the effort to write up a testimonial if it is good. **This will keep your exposure up and might even get you some good deals with the companies.**

Strategy 7: Using Web Rings

Web rings provide a series of links that go to websites regarding the same information or same niche. An example can be seen here: http://dir.webring.com/rw.

In this web ring, you can see that all of the links have something in common and that they all take you to websites with common information. These links were not built like this originally, but rather were added to via the web site builders and the website directors.

Getting your website into one of these web rings is an easy and effective method of generating free traffic. This method will bring individuals from the other websites to your website and will open up the chances of one of those visitors becoming a client.

Web rings are nice in that they are often free and you can link up with other websites that are all on the same page or style as your website.

Locating a web ring is not a difficult process. You can do this in one of two ways:

 ✓ Use a "Web Ring" directory, such as http://dir.webring.com/rw

 ✓ Look for Web Rings in your particular niche using Google

A good method of deciding if you want to be part of that ring is to visit the other websites that are in the ring. If these websites are the same styles and the same contents as your website, then they might be good linking partners.

Other websites that can help you include websites that share information or that compliments your website. Websites to avoid include direct competitors and completely irrelevant sites.

Once you have made those decisions, you can move on to the next stage, which is getting yourself into the ring. Let's pretend you have an "antiques" website and you want to join a Web Ring. You could do so through the following steps:

1. In most situations, you will locate a directory on you niche and then click the "add to listing" or "add to ring" button". In our specific case, I would go to http://dir.webring.com/dir, search for "antiques", and then select one of

the top Web Rings from the directory. Using this exact technique, I selected the following Web Ring:

Community Stats
· Community Created 12/31/1996
· 42 active site(s)
· 48 visits today
· 210786 total visits
· Uniqueness rank: 94
· View Page View statistics
· See which Sites visitors arrive from
· Which Sites users visit

New in: Hobbies & Crafts/Collecting/Antiques

● antiques & treasures – faded but desired treasures

Would you like to join this WebRing community? Here is more information from the manager:

This ring is by invitation only. If you feel your site would be eligible, you may email the ringmaster (Kathy@computrends.com) and ask to be reviewed. Please read the Rules & Regulations at http://bestantiquesontheweb.com/join.html FIRST to see if your site would comply with our requirements.

Look for this "navbar" ⬇ when visiting member websites.

A sample "antiques" web ring.

2. Select the "join now" link at the bottom of the page.
3. Finally, fill in the URL of your site and your email address. Note that, in other situations, you may be required to fill in a description of your site. If this is the case, keep it brief, but try to include keywords that are related to your site in order to improve the SEO mileage you get out of this ring.

This method can drive a lot of web traffic to your website if used correctly, so do not neglect it in favor of other methods. Rather, **repeat this process with other web rings.**

PART C:
CONTENT STRATEGIES

Most people use search engines to find the products, information, and services that they need. For this reason it is critical to have a strong search engine optimization strategy in place for your business to ensure that you drive a large and free stream of traffic to your site.

In addition to content strategies you can use to bring more business your way, there are methods that will help track the amount of business you end up with. Having a lot of traffic is good, **but knowing what is effective and what is not can allow you to continually improve the ways in which you generate traffic.**

Free search engine optimization tools and strategies can be highly effective means through which you can optimize your search engine traffic flows. Unfortunately for many, these strategies are often overlooked in favor of paid methods. It is up to you to take advantage of them.

By using free search engine optimization tools, you will improve your ability to generate a continuous, uninterrupted stream of traffic for your web site.

As a final note, as you read these chapters, you may find yourself thinking that these strategies will work, but that they simply are not the highest value use of your time. If you think that this is the case, **then you should consider hiring someone to carry out these tasks.**

Strategy 8: Keyword Optimization

Keywords are what search engines use to categorize and rank-order sites. These words are often a general description of what content a site contains. For example, if one is looking for a website that sells purse straps, one might type "purse straps" into Yahoo! or Google.

This would bring up a **rank-ordered list of different websites** that carry purse straps and other websites that mention purse straps. As you probably know well, search engines rank sites according to a number of different criteria. Among these criteria are keyword density, keyword mix, use of tags, and incoming links.

Keyword optimization is used to ensure that search engines are able to identify your site as relevant and worthy of being ranked in a high position.

Keyword optimization is easy to learn. It is simply a matter of selecting relevant keywords and then strategically placing them throughout the article and project.

Usually, this process involves the following steps:

1. Selecting a list of "primary keywords".
2. Creating a list of "secondary keywords".
3. Strategically inserting the primary and secondary keywords throughout the content of your website.

In general, primary keywords are generally ones you are most interested in targeting. These might be the keywords that you have determined are receiving the most search queries per month on major search engines. You will use these with greater density in your content.

Secondary keywords are also helpful for when there are several web pages with the same density and the same linking pattern. During these cases, the search engines will settle the difference by examining "meaningful content".

This meaningful content is typically the secondary keywords. These are picked out by the elimination of flowery words such as 'however' and 'therefore,' the elimination of the conjunction and connective words such as 'and' and 'a.' This then leaves a series of words that have meaning regarding the article or web page. **These secondary words are then grouped by density and then matched to the other websites for analysis.**

In general, you should try to maintain a 5% keyword density for your primary keyword. If you use a higher keyword density than 5**%, you can be penalized if**

it appears as though it is falsified. If they keyword is too low, it will not be picked up by the search engine. To avoid this, **the keyword density should be no less than 3%.**

Let's make that a rule…

RULE:
Your keyword density should never be higher than 5%, but it should also never be lower than 3%.

To make it easier to use keyword optimization methods, programs have been devised to find the appropriate percentage of the keyword. One of the best free programs that is able to give you an accurate keyword percentage is http://www.live-keyword-analysis.com/.

This free program asks for the keyword and then the article or web content. It then gives you a percentage of the keyword immediately. You can even change the content to adjust the percentage directly from this page which cuts down on the time one spends adjusting the content.

As an example, I searched Google for "Internet marketing". The first result was the Wikipedia entry for the term. I then copied and pasted that entry into "Live Keyword Analysis", as shown below:

The Wikipedia entry for "Internet marketing", inserted into Live Keyword Analysis.

I then checked the keyword density for "Internet marketing" by inserting that into the "keyword one" slot. As a test, I entered "affiliate marketing" into the keyword two slot, and "marketing" as keyword three, as shown below:

Advice on the best Search Engine Optimization Resources.

Step one: Put in the keyword(s) you want to check.

Keyword One:	Internet marketing	Ratio: 1.5	%
Keyword Two:	affiliate marketing	Ratio: 0.1	%
Keyword Three:	marketing	Ratio: 3.8	%

Step two: Paste in the text that you want to analyse.

```
Internet marketing
From Wikipedia, the free encyclopedia
  (Redirected from Online marketing)
Jump to: navigation, search
Internet Marketing

Display advertising
Email marketing
E-mail marketing software
Interactive advertising
Social media optimization
```

The keyword density results page.

As the results page indicates, Internet marketing has a density of 1.5%, affiliate marketing has a density of 0.1%, and marketing has a density of 3.8%. In this particular case, these results aren't terribly revealing; however, it demonstrates how we can carry out a similar test with our own content.

As an additional note – **it is important to understand that if there is a 5% keyword density, but the keywords appear in a single line and not used in the work, the search engine may view this as spam** and pass the page up, rather rank it highly. It is important to ensure that the keyword is used properly and as a part of the work, rather than being used at random to attract the attention of the search engines.

Spam is punished often by the search engines.

This is to prevent spam websites from ranking artificially well in the search engines. Spam is an unfair method of advertising that often aggravates the individuals, rather than gets them to follow a link to a web page.

Meta tags are the tags and page titles that the search engines search through before examining the actual content of the page. These meta tags provide information regarding the content of the web page with very few words and little information. For example, the web page on purse straps may have the meta tag that reads purse straps, purse parts, purses.

While the meta tags are helpful, if the web content is missing the keyword "purse straps" the page is still not going to appear high on the search engine for that particular keyword. **Meta tags can help, as a few search engines and directories still use them; however, for the most part, large search engines do not factor them into their ranking algorithms to any important degree.**

Meta tags are most often included at the start and end of sites. They are also what one sees at the top of the web page when one follows a link or clicks on a URL. Meta tags are easy to write, since most what-you-see-is-what-you-get editors automatically write meta tags.

Imagine reaching your Internet web traffic goals simply by writing blogs and articles using the web search engine optimization techniques discussed above. It is possible, but if you want to do it, you will have to write and optimize a whole lot of content. This is where articles come into play.

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Strategy 9: Article Directory Submission

Articles do not seem like great ways to garner attention for your website and product. However, articles do present a great and free method of getting your information onto the Internet and onto the screens of potential clients and customers.

In addition to creating informative articles, you can create fun and exciting articles that can be great methods of attracting attention to you and your website.

Even though writing these articles will be a business endeavor, that does not mean that you have to churn out the same low-quality, dime-a-dozen material that you can find on many article directories today.

To the contrary, writing high-quality and exciting articles can generate traffic for you in a way that dull, dry, dime-a-dozen articles simply cannot.

Now, there are several places where you can post your articles, **but I personally recommend article directories above all else.** Article directories are places where you can get your articles published quickly and easily for free.

You can submit your articles to dozens of different directories, including places such as:

- ✓ www.Ezinearticles.com
- ✓ www.GoArticles.com
- ✓ www.Articlecity.com
- ✓ www.Isnare.com
- ✓ www.Amazines.com
- ✓ www.ApprovedArticles.com
- ✓ www.SubmitYourArticle.com
- ✓ www.Articlesbase.com

These directories will allow you to publish your articles and post a one-way link back to your website. Before you create the link, think about what page might be best to send prospective customers to.

For instance, should you send customers directly to your sales page? Or should you send them to a "soft" landing page, such as another article? There's no clear "best practice here", but just take this into mind when making your decision.

Another benefit of article directories such as the aforementioned ones is that you would retain the complete rights and ownership of your articles. This is nice in

that you can re-use the articles every now and again in other pages and by placing them in order directories.

Indeed, it is even possible to post the same article on more than one of the directories. However, most of these pages do have copyright programs that help to eliminate plagiarism. **You may find that if you post the article on another site, that you will only be able to post it on a personal web page because of the copyright programs.**

The copyright programs employed by the various article directories are nice in that they protect the users from anyone stealing and then trying to add the article to a different site. This works by taking the article and comparing it to the results that one would find in a search engine. If a string of words match, the chances of the product being a copied item increases and the chances of the item being accepted onto one of these websites is significantly decreased.

Strategy 10: Unleashing the Power of Web 2.0

Composing articles is a great way to generate content on your product and website. Articles can drive a lot of people to your product and your website in a very short period. **However, not everyone enjoys reading.** For these individuals, websites such as www.YouTube.com are much more effective points of content than articles on other such sites.

Channeling Web 2.0 through YouTube

YouTube is an effective method of advertising your website, product, or service through video advertising. YouTube is an entire website devoted to providing a place for people to share videos and images.

YouTube allows businesses and individuals to advertise themselves in a whole new and creative manner by making it easy to place the images and the videos on the Internet and making them searchable.

To use YouTube, you must create a YouTube account. From there, it is a process of uploading your video onto their server. This method does not take long if one has a good Internet connection and a good computer. **For those who have dial-up or a slow computer, the process itself can be highly frustrating and ineffective.**

However, before we go further, let us quickly digress into an explanation of how to create a YouTube account and how to upload a video. You can do so by following the steps below:

1. Go to http://www.youtube.com.

2. Click on the "sign up" button, shown in the top right-hand corner:
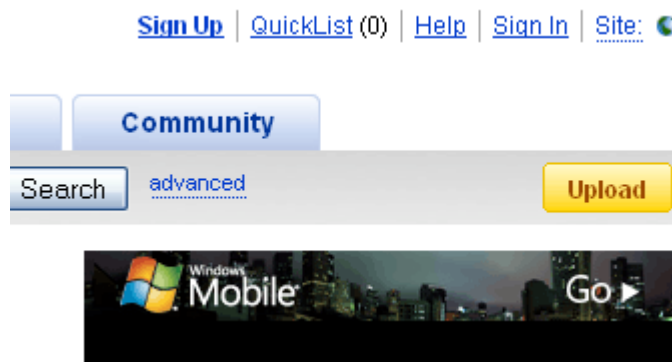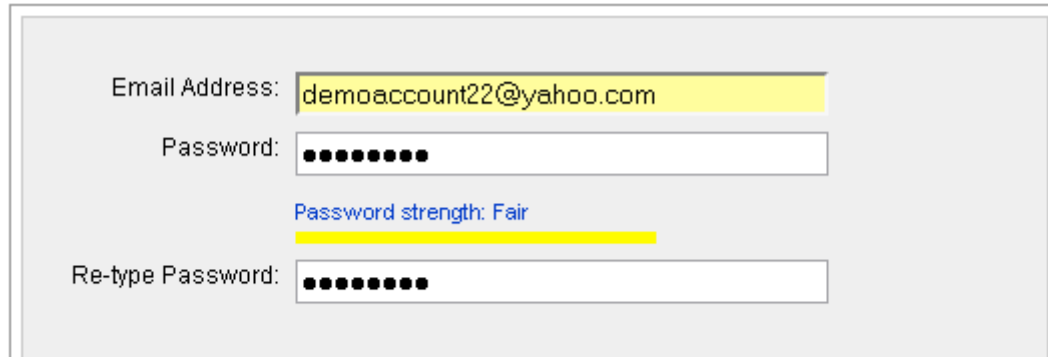
Top right hand corner of the YouTube home page. Note the "sign up" button.

3. Fill in your information to create your account:

Create Your YouTube Account

Email Address:	demoaccount22@yahoo.com
Password:	●●●●●●●●
	Password strength: Fair
Re-type Password:	●●●●●●●●

Fill in your information on YouTube.

4. Click the "account" link at the top right-hand side of the screen. Select "more" from the drop-down menu. And then select "uploaded videos".

5. From here, click the "upload a video button", which will bring you to the following form:

Video Upload (Step 1 of 2)

Title:*	
Description:*	
Video Category:*	—
Tags:*	Tags are keywords used to help people find your video. *(space separated)*

(* indicates required field)

Broadcast Options:	Public by default	choose options
Date and Map Options:	No date or location has been set	choose options
Sharing Options:	Allow Comments, Video Responses, Ratings, Embedding by default	choose options

Upload a video...   Or   Use Quick Capture

YouTube's video upload form.

6. After you fill out the form, select the "upload a video button" again (at the bottom of this form) and then select "browse".

7. Select your video and then upload it to YouTube.

If you don't have a great computer or high-speed Internet access, then you may either want to invest in a new computer or high-speed connection – or you may want to use the local library to do this. The videos also cannot be viewed by those who have slow computers or dial-up connections.

This being said, the effectiveness of the videos is becoming something to marvel at. Younger people tend to enjoy watching videos and making videos, too. It is this love of videos that has led to the influx of crazy stunts that people try and the introduction of viral videos, which we will discuss later in this book.

The videos that you post on YouTube do not need to be serious videos. Just as advertising on the television can be fun and interesting, so can the advertising you do on the Internet. Such advertising methods that are fun may even generate more hits than those that are more serious.

Everyone wants to laugh; and this is exactly why funny videos clips are more likely to be shared than those that are serious.

Now, if you do not like being on the videos, then consider your children as actors and actresses or your spouse, significant other, or family member.

Conversely, **if you'd prefer to pay a large sum of money and have someone else take care of it, you can do that, too**. All you have to do is head over to a site like http://www.guru.com or http://www.elance.com and post your project. In a matter of days, you should be able to swap your money for someone's time, creativity, and specialized skills.

The possibilities are endless for those who are looking to promote their business via videos on the Internet. In addition to live action videos, if you are computer savvy, you can even post animation videos on the Internet to promote your business.

No matter what type of video content you wish to put on the Internet, it is important that somewhere near the video clip or at the end of the clip there is a link to your web site. There is little gained if the individual who was watching the video cannot find your website after enjoying the video.

It should be mentioned that **you can insert a video on any of your websites or on your MySpace and your Facebook web accounts.** This makes it more interesting and allows you to post the same video or rotate videos to promote the most Internet web traffic possible for your website.

Strategy 11: Blogging

We have already discussed blogs as methods of providing links to your website and products. However, blogs can also provide other great services. **Blogs can turn you into a true expert on the field in the eyes of those reading the blogs, so that they want to purchase the product from you rather than someone else.**

Blogs can also be carried by other individuals and therefore provide great advertising by others who are known as experts in the fields.

Blog entries can also be shared and reused. The reuse of the blog entries can mean the reuse of the entries on a different website, on the same website, or by others on the websites. **The sharing of entries can make it possible to get your information to more people than you could have ever encountered alone.**

Blogs also make it possible to have a personalized relationship with those who follow you. This connection that goes beyond the simple client/ provider makes it nice in that it instills loyalty into your customers and clients.

Remember the knitting website that we visited in the beginning of the book? If you looked closely at the blog, you probably notice that all of the comments were highly personal. This is an example of how blogging can take you from being just a business person to being a friend and someone to look up to.

This kind of a relationship between clients and businessperson makes it easy to see why the client would consistently come back to the web page.

If you create a really good blog, you may even end up with subscribers. Blog subscription makes it so that they do not ever miss your blog entries. This subscription can then be shared with all of their friends.

This can make it so that your blog is no longer viewed by a few people, but rather by a large number of people who have testimony from the individual that the blog is good. Just make it a point to tell your readers that they can:

1) Subscribe;

2) Refer others to your blog.

Good blogs can also make it easier to share information regarding sales or promotions that you are running at any given moment. This makes it nice in that you are then able to generate more visitors to your web page as they are eager to see what you have to offer at a discounted rate. These visitors then

might fall in love with something that is full price or they might decide to visit often.

Blog Rolling

There are many new strategies pertaining to blogging. **One such strategy is called blog rolling. This is done by finding other blogs in your niche and offering to exchange links with them.**

Blog rolling is done to boost your blog's page rank and to generate a significant amount of click-through traffic for your site. While blog rolling can technically refer to linking to other blogs without receiving links, in your case, you should search out reciprocal links.

Ping-o-Matic

Pinging has been around since DOS. This method was initially used to locate a computer and to ensure communication through the network of that computer and your computer. This was a highly effective method of checks to ensure that the entire system was working as it should be working. **This is now being used with blogs.**

Rather than being used to determine whether or not your blog is "okay", pinging is used to tell blog directories that your blog has been updated, so that they can re-spider it and put your latest entry on their front page or at the top of their category for your niche.

One quick way to ping all of the major blog directories at the same time is to use http://pingomatic.com/. All you have to do is enter the URL of your blog, select the directories you want to use, and then hit "ping blog". In a matter of minutes, your blog will be updated on all of the major directories.

Below, I have included step-by-step instructions for "pinging" your blog:

1. Go to http://www.pingoat.com, as shown below:

Pingoat's home page.

2. Scroll down and select all blog directories under the "general" heading. The page should look something like this:

Pingoat's list of blog directories. Note that all are selected.

3. Fill in your blog's name, your blog's URL, and your blog's XML feed (if you have one).

4. Click the "go pingoat" button at the bottom of the page. Your blog will be pinged to all of these directories, which will then update the information they have for your blog.

Blog Directories

Blog directories make it easy for blog-readers to sort through all of the information and find relevant blogs on topics in which they are interested. Such a valuable source of information provides you with a great opportunity for generating traffic.

You definitely want your blog registered in all major blog directories, so that you can ping to them for promotional purposes (as shown in the last section). In order to do this, you must create an account with the directory and

then add the details of your blog. For instance, if you wanted to add your blog to Blog Street, you would do the following:

1. Go to http://www.blogstreet.com, shown in the image below:

Blog Street's home page.

2. Select the "add" button in the top right-hand corner. From here, fill in all of the required fields.

3. Click the "add" button. This will create an entry in Blog Street's directory for your blog.

 Some blog directories are more like search engines for blogs**. These search engines do not care where the blogs are from, just that they are there.** For these blog directories, the chances are high that if you have a blog on your product and you have pinged it at least once, it will be on the directory. In other cases, you will have to manually-enter your information as shown above.

You can see where your blog is and improve its SERPs by using various search engine optimization techniques, including keyword optimization and blogrolling. This will make the chances of someone finding your blog via Google higher, as your blog will show up more frequently, for a larger amount of keywords, and in higher positions.

Another important thing to note is that some **blog directories are just for the one website.** Remember looking up blogs on MySpace? That blog directory only has blogs that are posted on MySpace.com.

In order to be a part of a site-specific blog directory, you have to be a part of that site and provide a blog. This is a good idea, especially if it is a larger community such as MySpace.com or Facebook.com.

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The methods of organizing blogs are also very important to consider. For some directory search engines, blogs are organized by keyword content percentage. For other search engines, blogs are organized and cataloged by kudos and comments.

Often, entries can be adjusted and the methods used for searches can be changed, so that this is not a problem and should not necessarily affect your blogs. However, it is advisable to ensure that your blogs are well written and that they can easily be commented on.

Blog directories are very useful for other reasons as well – including reasons that marketers often overlook.

For instance, **blog directories can help you to see what others are writing about in your niche section and then expand upon their writing.** This can give you additional ideas and additional hints as to what people want to see.

Because the comments are available, you can see what people are thinking about the other blogs that are on the directory and guess how they will respond to your blogs. **You can then write the blogs based upon how you expect the different individuals to comment.**

Blog directories are also nice locations to see if you can advertise your website. This is because these blog directories are often used to get information from one section and find what one is looking for.

One final thing you will want to look out for is advertising space on blog directories. This is often one of the best possible places to generate cheap traffic for blogs.

Blog Carnivals

Blog carnivals are open blog notices, where anyone can comment on any blog or any item. These carnivals are used to drive significant traffic to a single website by allowing people to advertise and express themselves on the website.

These blog carnivals tend to see thousands of individuals a day and therefore you should contribute to the carnival with a very well written blog that also has a link in it to your website.

Blog carnivals can be of several different varieties. There can be blog carnivals that pertain to a single subject, or there can be blog carnivals that pertain to multiple subjects.

If the blog carnival pertains to a single subject, ensure that your subject will match with the subject of the carnival. If the subjects do not match, you may lose customers rather than gain traffic.

If the subjects do match, you can attract the attention of people with the same interests as you and allow you to obtain more Internet traffic and potential customers or clients for your products or services.

Because of the high number of people who will be seeing the blog carnival and who will be reading the blogs at the blog carnival, you should be absolutely certain that the blog entry you submit is perfect. This is to say that the entry should have the ability to capture someone's interest and keep it there.

The entry should then enable people to follow a link to a webpage or site that has additional information.
Further, the blog should be professional and should have no misspelled words and should have good grammar usage.

If you post an entry that is not perfect, you will be submitting subpar work for a large number of people to see. This can then adversely affect the way that they view your blog, your business, and web page. **This can cause much more harm than good for you and your web page.**

If you are unsure of your abilities to post an entry on a carnival and have it look and feel good, do not hesitate to find a professional who would be willing to write a blog for the carnival. It is better hire a professional to use for the writing and blog carnival than it would be to submit a subpar blog and have people decide that your website is not worth visiting.

Since the idea of a blog carnival is to attract more attention to a single website, the majority of the blog carnivals are free. If the blog carnival is asking for money for each blog entered, the chances that the website is a scam is very high.

To find some examples of blog carnivals, go to http://blogcarnival.com/bc/. As shown in the image below, Blog Carnival keeps track of many important events, where you can view others entries and create your own:

Recent **Carnivals** on the Web

Jun 26 × carnival of captions
at **GorillaSushi**

NEW the wordpress carnival
at **Wordpress Posts**

living with food allergies carnival
at **About.com Food Allergies**

change of shift
at **20 Out Of 10**

money hacks carnival
at **My Investing Blog**

carnival of improving life
at **ImprovedLife.ca**

blog to earn - proven earners
at **The Blog to Earn Carnival**

Blog carnivals on http://www.blogcarnival.com.

Podcasting & Video Blogging

Podcasting has become one of the most recognized methods of communication in the world. Podcasting became very popular and even got its name from the Ipod and its ability to hold audio clips and play them back.

Podcasts can range in content; however, it is not uncommon to see combination podcasts as well, such as those podcasts that have a lot of information while pushing a single product.

Podcasts are the downloadable audio or video clips that one can place on an MP3 player. Such MP3 players tend to have larger screens and higher memories, so that they are able to store the information and play it back on command.

For people looking for information, podcasts are a highly effective way to gather that information in short periods and then view the information at a later time when there is less to do. **This is very common for busy business persons or students.**

Podcasts are easy to create. One simply must create a video or audio clip of the intended information and product. Then one simply makes the video or audio available for free download with easy access. Most community websites such as MySpace.com allow for podcasts to be placed on the pages for other people to view.

Other websites, such as Yahoo! and Excite, make it possible to search for podcasts and subscribe to podcasts, so that one does not miss the podcasts. Being placed on this directory often does not cost money. MySpace and Facebook allow you to upload podcasts for free. YouTube also will allow you to upload your podcasts for free after you create an account.

In addition to podcasts, you might also consider video blogging – or "vlogging", as it is sometimes called. This is where one does his or her blogging via a video, rather than typing the blog out for reading. This method is great for those individuals who are more confident speaking rather than writing.

Video blogging is similar to podcasting – except that the entries do not need to be downloadable. Rather, video blog entries are often "streamed" (i.e. viewed directly) from the webpage. This is very useful for those community pages in that enables everyone to see you and relate with you in a way that is more difficult to achieve in writing.

Video blogging is supported by almost all communities. MySpace and YouTube.com are the pioneers of this type of blogging, although Facebook also allows for this type of free video blogging.

Video blogs can also provide links at the end of the video to your website, so that everyone who sees the video can easily access your website to see what you were talking about.

As mentioned before, video blogging should not be a boring affair. You can be very creative and fun in the video blog. You can become who you want to be and develop characters for your video blogging.

By having fun with the video blog, you can keep the attention of those who are watching the blogs and allow them to have fun as well.

If you want to try something radically different with your video blog, you could try including animation and clay animation. Both of these methods are eye-catching and allow for the introduction of humor into your blog entries. Other ideas for video blogs entail the inclusion of family and friends, as well as the family pets.

These are all great ways to boost the confidence in you that your clients and viewers hold. **It should be noted that most people pay attention to advertisements that contain children and pets. For this reason, you may want to include your children or family dog in the video blog.**

If your product or website is of the type where humor is not necessarily warranted, then a serious video blog should be developed. This video blog does not have to be boring though.

Even if your blog most be serious, the videos should be educational and entertaining at the same time. This will keep the attention of those who are watching the video blog longer and will encourage them to visit the website when they have a chance.

This is a method that doctors will use to inform patients of new treatments or of new practices regarding a specific condition. This is because video blogging tends to be faster, allowing for more errors than traditional blogging.

Video blogging is the speed of speech; whereas, traditional blogging requires the speed of one's fingers to determine how long one will be working on the blog. Video blogging also allows one to see the face of the individual who is giving advice or instruction. This can make for a better connection between each of the viewers and yourself.

Strategy 12: Become a Guest on Blogs and In Newsletters

Guest Blogging

Guest blogging generally entails posting another blogger's writing on your own blog, rather than your own. This is a very effective form of advertising, since guest blogging tends to increase the amount of views a single blog receives – especially if the guest bloggers are high-profile individuals in the niche.

Guest blogging is free and is beneficial to both the primary blogger and the guest blogger. If you are the guest blogger, you are likely to receive traffic from the blog you agreed to create an entry for. And if you invite someone as a guest, her customers are likely to check out what she's up to on your blog.

Becoming a guest blogger is fairly easy and is generally a form of networking with other individuals. First one has to decide who they wish to become guest bloggers for. When you make this decision, you should hunt down blogs that are very similar to your own.

Blogs that appear risky or have nothing to do with anything that you might offer should be avoided. Having said that, just because the blogs are about pets does not mean that a guest blogger will receive little attention if he or she is blogging about a new cleaning product. Pets make messes and cleaning products or services can be of great interest to those who have pets.

Once you have determined who you might want to be a guest blogger with, you must contact these individuals. Do not rely upon them to contact you, since many bloggers have never done such an exchange before.

Contacting them does not typically involve calling the individual, although it could if they leave a phone number as a contact means. **The most common method of contacting an individual about being a guest blogger is to email them using the email account that is provided for contacts.**

Once you have found their contact information, you must send the individual an email requesting to be a guest blogger. **Such a request should state:**

- ✓ Who you are;
- ✓ What product or website you wish to discuss;
- ✓ Ghe manner in which you wish to discuss the product or website; and
- ✓ Why allowing you to be a guest blogger could help them with their web traffic.

Such information will help to convince and ease the individual, so that you may be allowed to be a guest blogger. **Remember, if they do say no, you can ask again at a later date, but do not be pushy.**

Once you have obtained permission to be a guest blogger, you must write a blog entry related to the items you discussed in the email. This blog entry should be professionally-written with few grammatical errors and no misspellings. Such items can greatly reduce the perception of you in the eyes of those who are reading the blogs.

More importantly, however, the blog entry should include powerful, dynamic content that will PULL readers to your blog; and hypnotize them into following your site and products.

In addition to reducing your perceived abilities, a bad blog entry can decrease the chances of capturing any visitors from the guest blog.

While writing the guest blog entry, be sure to explain who you are and to link to your blog. This can make it easier for those who are reading the blog to contact you and see more about the subject of the blog. This also helps to drive more traffic to your website (both through click-throughs and search engine optimization), providing you with more clientele and a higher chance of making a sale.

Guest Newsletter-Writing

In addition to being a guest on a blog, you may request to be a guest in a newsletter. Such guests are frequent for newsletters and help to drive the interest in the newsletter.

Newsletter guests also help to break the monotony of reading the same person's views and methods of writing for long periods. Guest writers on newsletters are most often asked to stay within the theme of the newsletter and use a specified number of words.

Newsletter writing tends to be more stringent than blog writing, and the articles tend to be shorter. **Newsletters are nice in that the individuals do not rely upon people deciding to read the blogs, but rather the newsletters are sent out either via email or via snail mail to individuals who have requested the newsletters.**

For same reasons that it is important for you to be a guest one someone's blog or newsletter, **it is important to have occasional guests on your blogs and newsletters.** For this reason, ask those who have allowed you to guest star on

their blogs and in their newsletters if they would like to guest star in your blogs or newsletters.

These guests can drive your traffic higher and call more attention to your blogs than your writing alone will. In addition to sparking more attention for your blog from those who are subscribed to you, the guests will often post on their blogs where they are guest starring and those who are subscribed to the guest will often visit your blogs and potentially your website.

If you ever need proof as to the validity of the idea that guest bloggers and guest speakers are effective methods of garnering Internet web traffic, then one only needs to look at the offline world.

In the offline world, there are plenty of talk shows that have only one purpose: to bring on guests for people to talk to and find information from. **Such information can be from an individual who has made poor choices in life or an individual who is noted for rarely making bad decisions.**

Each talk show and late night show has a guest speaker or a guest actor. Saturday Night Live has done it since they started. This was one of the reasons for their great success. Now it is a big honor for an individual to be asked to host and guest star in the sketch comedy act. Some people have had that honor repeated several times and never get bored with it.

This same principle, if used correctly, can work well for your newsletter.

In summary, there are roughly 6 steps you should follow when looking to guest-write a newsletter:

1. Go to http://www.ezine-dir.com/, scroll down to the bottom of the page, and select one of the directory topics, as shown below:

Categories

Agriculture (5)	Military (2)
Animals (21)	Multimedia (1)
Arts and Entertainment (90)	Music (39)
Automobiles (3)	Nature (3)
Business (262) new	New Age (28) new
Comics (4)	News (6)
Computers (19)	Non-English (7)
Cooking and Food (34)	Other (13) new
Crafting (6)	Paranormal Sciences (4)
Economics and Finance (9)	Personal Finance (15)
Education (18) new	Photography (12)
Environment (7)	Politics (3)
Ezine Collections (1)	Professional (9)
Family (32)	Publisher Resources (5)
Fashion (24)	Real Estate (35)
Games (8)	Recreation (16)
Health (114)	Regional (10)
Hobbies (10)	Religious (20) new
Home Decoration (17)	Science (2)
Internet (29)	Sports (28)
Living (126) new	Technology (15)

A list of the categories from an ezine or "electronic magazine" directory.

2. Work through the results that the directory generates. Try to select at least a half dozen ezines. Specifically, look for highly-ranked ezines, such as the one shown in the image below:

Search results on "The Ezine Directory". Note that this newsletter has a lot of stars, as well as 39 hits.

3. Create a form email to send out to the newsletter owners. In the form email, explain who you are, what your business does, and why you would like to write for the newsletter. Make it clear that you have read it, know about it, and can make a valuable contribution to it.

4. Send out your form emails; and then wait for the responses.

5. Work with the newsletter owners to negotiate an agreement.

6. If you get any acceptances, work hard to draft a high-quality newsletter article according to the owner's specifications; and then submit it.

Strategy 13: Niche Blogging

People who are in niche markets and who own niche blogs often have a hard time finding new things to blog about, since they have defined their purpose so narrowly. For this reason, they are usually very interested in new information and new people to discuss on their blogs.

One way you can take advantage of this situation is to email these bloggers to discuss relevant topics with them. This will also give them more information for blogging and more information for their own blogs. One event can often lead to several blog entries. Such blog entries can include the preparation, the event, the highlights, the after shows, and the reflections.

Niche bloggers and individuals in niche markets often rely upon each other in the market to generate suitable information for blogs.

If you are able to provide them with the information that they may need, you may be able to either be a guest on their blogs or be commented on frequently on their blogs. Either of the two events will generate plenty of great free traffic for your site, sending more visitors to your blog, your site, and your sales pages.

To find these niche bloggers, simply search blog directories, such as http://www.technorati.com for your niche market or niche markets that are related to yours. Such markets do not necessarily need to be directly related to you, but can be related tangentially.

For instance, if you own a site that sells cleats, you might go over to Technorati and select the "sports" tab shown in the image below:
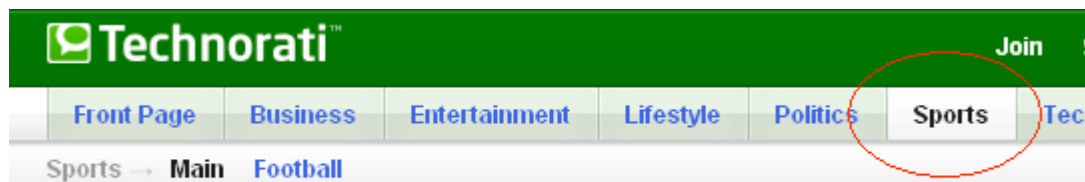
A close-up of Technorati's categories.
In this example, we are looking at the sports section.

From here, you will look for niche blogs on sports that use cleats, such as golfing, rugby, football, and soccer.

Now, even though you are not in any of these niches, you can make a valuable contribution to any of them by posting about cleats. Additionally, if you contact a blogger in a sports niche and tell them you are an expert on cleats and own a cleat site, then there's a good chance they'll be willing to let you create a special guest entry.

For niche markets and marketers, this tangential intersection can be equally as exciting as a complete match in interests and markets. Once you find the bloggers, locate their contact information. This contact information is most often at the bottom of the blog, but can be anywhere on the page.

In the case of this sports blog, the contact information can be found by clicking on the "about" link at the bottom of the page:

Main Page About Special Pages Help Terms of Use Advertise

A link to the "about" section on a sports blog.

Once you have located the contact information, establishing contact is important and should be very concise. Be sure your email or other form of contact has information as to how you found them, about yourself, your product, your event, and a link back to your pages. The email should also provide them with a good manner on how to contact you effectively.

Keeping in contact with these niche bloggers and marketers can help you to maintain your foothold on a very great group of potential customers and potential clients.

These are great and free sources of information and traffic generation. **These blog owners are capable of providing highly interested individuals to your website and for your product or services.**

Niche writers and bloggers also tend to have very tight connections with those who frequent their blogs and sites, which adds to their credibility and your own.

Niche bloggers will also contact you with the same ideas as those expressed above. For this reason, you should keep yourself open to the idea of sharing information and products.

This can create more profit for you, while keeping a close tab on those who may be competition for you. You should not be willing to contact the niche bloggers and the niche individuals if you are not willing to be contacted by then for the same reasons. However, their contacting you does limit the amount of work that you need to expend to find them.

Strategy 14: Forum Marketing

Forums have always been a highly effective medium of advertising and have been used to gain the attention of subjects for a considerably longer period of time. Indeed, it is common for people to rack up hundreds or thousands of posts on a single forum; and to spend an hour or more there each day.

In general, a forum can be any place where people congregate to discuss a specific topic; however, in this particular instance, we're referring to Internet-based message boards.

Forums are areas where individuals are able to state their case and argument for or against an item, idea, or individual. Such forums are often used as rallying points for different movements and ideas.

Forums today are becoming increasingly popular among Internet marketers because they allow them to tap forum posters' specific interests related to a particular topic. It is well known that people are often persuaded by the discussions of other people as to what to think and how to behave. This is the whole concept of rallies. And marketers can use this to their advantage.

 To take advantage of forum marketing, you should follow the steps below:

1. Find half a dozen appropriate forums organized around a relevant topic using http://www.big-boards.com, shown in the image below:

The home page of Big Boards, the largest directory of forums.

2. Use the directory's search function to find new forums. As you find them, add them to your list.
3. Create accounts at each of the forums, focusing primarily on the ones which receive the most traffic and have the most registered users.
4. Post frequently to the forums to build up a high post count and some credibility.
5. Create a signature that displays your credentials and a link to your site.

And it's as easy as that. It may take a while, but ultimately, you should receive some highly-targeted visitors from those forums.

NOTE:

Before writing on any forum, be sure that the forum is one that you agree with. There are some forums that appear to be good and genuine and then individuals find that they do not agree with large portions of the forum discussion. This can make for a very hostile environment and a challenge to keep the visitors coming to your website.

An example of this would be if the forum were on fishing and you ran a website on fishing and fish care. If the forum was for the gutting and filleting of fish while alive and your website was against this, then there could be hostilities involved in such an area. This could make it very uncomfortable for you to continue using the forum. You could and hopefully would then switch to a different forum.

Of course, you don't have to limit yourself to frequenting others forums. You could also create your own niche forum.

For such a process, you must create a forum using a script or by installing one of the plugins on your website's control panel. Once the forum is complete, you will need to attract a crowd, which is likely to be easier said than done.

Once you have attracted a crowd through the normal traffic generation strategies, **it will be your responsibility to keep things interesting, so that people stick around until more readers show up.**

In addition to attracting more clients through your forum, you will also be able to use it to see where you should improve your product or service as to make the customers and clients happier. This is because complaints and questions regarding the product will also be posted on the forum.

By responding to the complaints and correcting the defects, you will be noted as a caring individual who is eager to do what is right for the customers.

This can bring about additional traffic, as the reputational effects of "social proof" can often be large and important. Demonstrating that you are thoughtful, caring individual who cares about the satisfaction of your customers can be a giant boon to your business.

It should also be noted that since forums are continuous and changing discussions on heated topics, the tone of the forum could easily change. You must stay on top of what the forum is discussing and how they are viewing the topic to determine if the forum is best for your website and your goals.

What may have started out as the best forum for you may end up being a bad forum for you while the bad ones may have cleaned up. It all greatly depends upon who is on the forum and who is moderating the conversations.

PART D:
VIRAL STRATEGIES

Viral strategies are strategies to bring about a large number of visitors to your website because of **something interesting or unique on or about your website.**

Viral images or videos are often shared via email or instant messenger and can drive tons of traffic to your site in moments. Many of these individuals come to see the viral information and then leave, but there are plenty of others who then become interested in the site and the products or services and may become potential clients.

These viral strategies that will be discussed can help you to significantly increase the traffic you receive. These methods are highly effective and surprisingly free. **Because of this, the overhead that is part of your advertising is still not touched while you bring in more clients and customers.**

Strategy 15: Creating Viral Quizzes & Tests

Magazines such as Cosmo and Young and Modern have been using quizzes and surveys to sell their product since their conception. These quizzes are often methods of finding out some little piece of information about you that could be used to sell you something.

These quizzes are primarily for fun, but they are also highly effective forms of advertising. Surveys are as well, but the surveys often have an additional point to them, such as getting one to evaluate the effectiveness of a product.

Quizzes and surveys have moved from the magazines to the Internet, which is a better medium for capturing, recording, and analyzing data. These quizzes and surveys get people excited about a website or a product in such a manner that they would not normally be.

The quizzes are also a great way to attract attention to a web site, since so many people enjoy taking quizzes and comparing outcomes with friends. Many of these quizzes have little or nothing to do with the website that they are located on, but others have everything to do with the website and are tied into the conversation of the website.

Before You Get Started with Quizzes

Before you get started with your quiz, you will have to think about how you are going to employ it to generate traffic. Will you create a quiz about a hot topic in your particular niche – and then post a link to it in various popular forums?

You will also want to think about what your quiz will actually attempt to do for the taker. Will it help him to learn something about himself? Will it evaluate his knowledge on a particular topic? Or will it do something different altogether?

Figuring this out early on will be an important step in determining how you should "market" the quiz.

One you determine this, you will only have four steps remaining:

- ✓ Step #1: Create the actual content of the quiz and add it to a Word file for the time being.
- ✓ Step #2: Create the actual quiz application and add it to your website.*
- ✓ Step #3: Direct targeted traffic to the quiz by creating a buzz through various channels.

✓ Step #4: Send the result of the quiz to the takers (if it is done via email) or post the average scores or counts on the website, so that takers can return to see how others did.

NOTE:

There are a number of different ways to create a quiz. You can:
  ✓ Use a third party quiz site.
  ✓ Send it out via Facebook or MySpace and accept the results via Facebook or MySpace.
  ✓ Post it on your site using a script or a plugin.
  ✓ Post it on your site in HTML format using radio buttons and text boxes.
  ✓ Post it on your site as a downloadable Word file and ask respondents to return it via email.

If everything goes correctly, your quiz should generate a considerable amount of buzz for your business; and, in the process, will encourage individuals who have never visited your site to do so and to come back more than once.

Viral Surveys

Surveys are very common ways to get one to think about the quality of certain products. In contrast to quizzes, surveys are less interested in the individual, and more interested in the individuals' purchases.

Such surveys often gather information about how many times the rival product has failed – and the specific ways in which it has failed. This can give sellers vital information about specific product features that they ought to adopt for their own.

More importantly, however, these surveys are also used to generate traffic from highly-targeted sources – especially if they are "viral surveys".

If, for instance, you are selling Internet marketing ebooks, you can tap into the fame of big name Internet marketers by posting surveys about their latest releases.

As people show up to your site to post responses to this survey, some will also check out your products and consider buying.

Of course, the most important thing to keep in mind is that the purpose of "viral surveys" is to generate traffic. And, in order for it to do this, there must be an easy way for people to send them to friends, family members, co-workers, etc.

You can easily overcome this problem in two steps: 1) create an HTML form on your site that allows survey-takers to send the link to their friends; and 2) specifically say "If you liked taking this survey, then consider sending it to your friends".

All in all, if surveys are designed, executed, and marketed well, they can generate a tsunami of traffic in a short amount of time.

Strategy 16: Creating Viral Content

Creating viral content can be fun, but it is rarely as fast or easy as it may deceptively appear. **This content can come in virtually any form of media, although video tends to work the best.**

The content can also be posted just about anywhere, but by using websites known for the viral surfing and watching, you stand a higher chance of having your work found and having your work generate a reasonable amount of traffic.

By posting the viral advertising and viral content on an frequently visited websites, such as Break.com or YouTube.com, the chances of the viral content being sent to other computers and other users via email is even higher. This is especially true if the content is witty and intelligent.

The whole purpose of viral content is to make something that people will want to share with their friends and family through the use of email links and recommendations.

The process itself is not difficult and the results are amazing. With one ten minute session to create the video, you can create thousands upon thousands of individual leads if the video or other content goes viral. **For this reason, it is important to leave links to your website by your viral content or embedded in the viral content.**

Video Viral Content

Videos are some of the most common methods of viral content-creation. Videos also allow for mistakes and creativity that written words and pictures do not generally allow for. Such creative viral content can include:

- ✓ Animation;
- ✓ Puppet animation;
- ✓ Acting;
- ✓ Computer generated animations;
- ✓ Videos of yourself;
- ✓ Screen capture videos of presentations;
- ✓ Screen capture demonstrations.

These are all relatively inexpensive to create (that is, once you have already purchased the requisite software) and make for great and interesting content.

The more serious video content tends not to be as viral as other content, but it does also tend to be a very effective means of free adverting and free traffic generation.

To produce great video virals, first one needs to determine what kind of content is required for the project. If the project is cartoon or computer generated animation, then one does not need to invest in a webcam.

If it is one of these two formats though, it is advisable to have an upgraded image and video editor, so that you can handle creating cartoons and computer generated animation.

Having the right programs can greatly cut down on the frustration that one feels by not having the right programs and having to work twice as hard to obtain half the results.

If the videos are going to be live action or puppet action videos, then you would need a webcam for best results. A regular camera can be used as well as a cell phone camera, but a webcam is already attached to the computer and the file is stored instantly onto the computer. This limits the chances of damaging the file during transfer to the computer or of accidentally erasing the file.

In addition to having a web cam, having the appropriate software for that editing of the project is very important. Editing can make the difference between a bad viral video and a good viral video.

You want your video to be in the good category, so editing is very important. If you are not confident to handle the producing, editing, and acting in a viral video, you may want to seek out professionals who are capable of doing all of this.

In general, however, most Internet marketing viral videos are fairly simple and contain the following elements:

- ✓ Either a screen capture video (which displays what the marketer is doing) or a webcam shot of the marketer.
- ✓ A brief description of some technique that is new and that very few people know about.
- ✓ A URL for the site – displayed at the bottom of the screen.
- ✓ (If possible/applicable) A "jump to" function, which automatically sends the viewer to the website at the conclusion of the video.

Regardless of how you envision your viral video, you should consider using some or all of the elements above, **scripting your actual video (so you keep it focused and coherent), and practicing it a few times before you package it and upload it to your site or to YouTube.**

Viral Article Content

Articles do not sound as though they can be viral, but they can be. With a little ingenuity, you can create articles that people have to share – making them "viral". Such articles are often medium length and hold a lot of information regarding a subject of interest.

These articles often discuss a point of view that one has not previously discussed or indicate a specific technique for doing something that is rarely applied.

The keys to making any article viral are straightforward:

- ✓ Write a longer, more complete, and more thorough article than you normally would when you submit to directories.
- ✓ Expose a secret that very few people know about.
- ✓ Expose that secret in a well-written, engaging, high-quality article.
- ✓ Get that article published in multiple places where it can be SEEN and FORWARDED.
- ✓ Make sure that the article links back to your site.
- ✓ Sit back and wait…

With viral marketing, you will rarely know the full impact of an article, video, or blog entry before it actually occurs. Rather, you can only do your best; and hope that the content becomes viral and generates a tsunami of traffic.

Viral Ebook Content

Ebooks can generate tens of thousands in revenue if carefully-crafted and carefully marketed to the correct audience. This is because ebooks are relatively inexpensive to create; and can be sold for as much as – if not more than – hardcover books.

Ebooks communicate large amounts of information, can be minted in PDF format for free, and can be disseminated to any computer user, as they can be read on free software that is platform-neutral.

In addition to selling ebooks, you can also use them to generate traffic for your website.

How can you do this, you ask? It's simple: craft a mid-sized ebook (say, 20 to 50 pages) that offers REAL value to your customers by either…

- ✓ Telling them something they DON'T KNOW; or

✓ Telling them a lot of stuff they might know, but organizing it better and making it more accessible than other ebooks have previously; or

✓ Telling them how to modify techniques that they know and use to get more out of them.

In this ebook, make it very clear in multiple places who you are, what you do, and where your products can be located on the Internet. **Provide links**, refer to them frequently; and find ways to cleverly insert advertisements for your products.

But, rather than selling it, figure out how you can give it away to as many people as possible. Upload it to file-sharing services, so that college students can believe they are "stealing it". Put it in every ebook directory in existence. And give every marketer the right to give it away for free or EVEN RESELL IT if she wishes!

The end goal should be to GENERATE TRAFFIC with this ebook – not to immediately generate revenue, so do not worry about giving things away for "free". In reality, you're not. You're giving away your ebook in exchange for the customer's time and for an increased probability that readers will one day buy from you…

With all of that said, writing an ebook (and especially a viral ebook) is not an easy task. Even if your ebook is only 20 pages, **it will have to pack some seriously powerful content in order to have a chance of becoming VIRAL.**

Keep this in mind when you are writing it. If you don't feel like your content is sequenced in a logical order; and if you don't feel like it provides real, palpable VALUE to customers, then you're not creating something that is likely to become a viral hit. So head back to the drawing board and try again.

If you're a terrible writer, do yourself a favor and do not select this option. Either rely on other promotional methods or hire a ghostwriter. **If you decide to hire a ghostwriter, make sure you spend the time to draw up detailed specifications; and to discuss them with your writer.**

<u>Viral Audio Content</u>

Audio clips are a particular effect means through which you may disseminate viral content. Audios enable people to listen to the information while attending to additional work – or while driving or working out.

This can be extremely helpful for those individuals who are busy multitasking. An example of this would be for the individual who is busy typing up an article, but wishes to learn more about the finer points of keyword selection./

Audios are a lot like podcasts except they lack the visual information.
These are very inexpensive to create, requiring only a microphone (or headset) and program, such as http://audacity.sourceforge.net/, to capture the audio and allow you to edit it.

Audios can either be downloaded or streamed directly from the site. They should contain a link to your website around the audio file, so that the listener can click onto your website with ease. Furthermore, you should repeat several times (during the audio clip) who you are and what the URL of your site is.

Again, you can upload these to peer-to-peer file sharing networks, so users can have the illusion that they are "stealing these files", making them much more desirable than if they were simply free. You can also give them away for free to other people in your niche by allowing them to package them with other products.

Ultimately, if you master scripting, creating, editing, packaging, and giving away audio files, viral audio could prove to be one of your largest sources of viral traffic. You must being willing to go through this entire process, see it to the end, deal with the results, and then repeat it.

Viral Emails

Everyone has heard about the viral emails. These are not emails containing viruses, but rather the emails that get forwarded on to everyone's friends and families.

These emails provide real information on subjects of interest that one can then pass on to friends and family. Many of these emails contain interesting information that pertains to the interests of people in general.

In general, these emails take the form of a list of jokes or something similar; however, in this particular case, we will examine how they can be used to generate traffic to a particular website.

Viral emails can hit thousands of people in a single day with ease if they are good; however, this leaves us with an important question: just what, exactly, is a "good" viral email? And how can you be assured that it will actually be passed along from friend to friend and family member to family member?

As far as marketing products goes, a "good" viral email is one that explicitly spells out INTERESTING and USEFUL benefits for the reader. For instance, if you were looking for some audio software to create podcasts for your business and you received an email that said…

Example:

```
Are you interested in creating podcasts, but simply do not
have good enough audio software?

If so, I can solve your problem. Go to
http://www.yourwebsite.com/freeaudioeditor.html and grab a
free copy of my audio clip creator and editor, but don't
delay. This download page will only be available for the
next five days.

While you're there, check out some of my other products. I
think you'll find a lot useful items for your business.

Oh yeah. Don't forget to forward this email to all of your
friends.

Yours Truly,

John Doe
```

…Wouldn't you download the product immediately? **And wouldn't you tell your friends, too, so they could grab a copy before the time period expired?** Of course you would.

This is exactly the type of mindset you will want to maintain when creating viral emails. You will want to think about how you can create a sense of urgency to both visit your site and to refer others to do the same.

If you can successfully combine both of these elements into a viral email, then you've got it made.

Of course, there are other important details you will need to take into consideration, such as…

- ✓ How you can get the chain of "viral emails" started in the first place.
- ✓ How you can make sure that the viral emails go to targeted individuals – not ones who will report you to your email client or hosting service as a spammer.
- ✓ How to make sure that the viral visits actually materialize into a customer base.

You may want to consider whether you should start the chain of emails by setting up an autoresponder, using a service such as http://www.aweber.com or http://www.getresponse.com and enrolling people into a viral email course that gives away links to free products – and encourages them to refer friends.

This will do several things for you:

- It will ensure that your viral visitors become subscribers.
- It will ensure that the chain of referrals remains non-spammy but requiring people to join a subscription mailing list that will require them to "opt in".
- It will increase the control you have over the way in which your viral visitors interact with and view your site's content and products.

As a general "best practice" strategy, you should avoid emailing anyone who does not want to be emailed. If a person explicitly says not to email them or rejects your offer to join the mailing list, then do not contact them again.

If you're using an autoresponder service for this, you will not encounter the problem, as the autoresponder will take care of it for you.

Strategy 17: Using Tell-A-Friend Scripts

Tell-a-friend (TAF) website promotions are free and can provide effective methods of web traffic redirection. While many people are willing to browse the Internet freely, less people are willing to buy from Internet-based vendors without some form of affirmation that the business is legitimate and produces high-quality products.

For large, brand-name product manufacturers, this isn't much of an issue, but for smaller businesses, such as your own, this can be quite a problem. **One method of overcoming this problem and generating a lot of traffic in the process involves using a tell-a-friend strategy.**

The tell-a-friend method of advertising has been well used by non-Internet stores and businesses for years. Many traditional businesses offer incentives for those individuals who send their friends in to see the business and to the friends who purchase something from the business.

Brick-and-mortar businesses do this is because it is cheaper to give something away and more effective at bringing people back than it is to pay for advertisements. The tell-a-friend method almost guarantees the results that you are looking for – because it provides buyers with social proof from the individuals they trust most.

There are two different methods of tell-a-friend advertising:

- ✓ **The first is the voluntary tell-a-friend method.** Using this method, you simply ask your visitors to tell their friends about a freely available podcast, video, etc. on your website. Here, you can create an HTML form that will allow them to email a pre-written message to their friends.

- ✓ **The other method is known as a mandatory tell-a-friend promotion**. With this method of promotion, you offer a gift or discount of some type for all those who send friends to your site to either visit or to purchase something. One of the most common ways to do this is to allow visitors to download something for free, but only after they have entered several friend's email addresses into the tell-a-friend script.

> **NOTE:**
> If you use the "mandatory" method, you will have to use a script to ensure that your visitors actually do tell a friend. You can find a free example of a tell-a-friend script at the following URL:
> http://www.javascriptkit.com/script/script2/tellafriend.shtml

Because this is done using existing traffic from your website, it is free of charge, but will require you to make some changes.

Remember:

People love free things and will send their friends and family to the website in hopes of getting free items. **This can be very effective and makes for a great advertising method; however, it is up to you to figure out how best to harness this method – and how best to ensure that it effectively promotes your business.**

Strategy 18: Contest Promotions

In many situations in our daily lives, we encounter businesses doing things that we wouldn't immediately explain through a profit motive. But, if we think hard enough, we can almost always reduce it to exactly that…

Contests are one of these situations. For instance, a store might hold a contest that…

- ✓ Challenges customers to compete with each other for a prize.
- ✓ Challenges itself to accomplish some goal and invites the customers to participate.
- ✓ Challenges customers to raise money for charity or some local group.

In the Internet marketing world, contests are also frequently used. For instance, several marketers have formally or informally challenged themselves to make a certain amount of money in a month. At the same time, they have challenged others to do the same… and to follow along with their own progress.

One of the easiest ways to get the creative juices flowing is to look at what people have already done successfully. You can do this by checking out some existing contests:

1. "Craziest Internet Marketing Contest You've Ever Seen".

An Internet marketing contest that offers cash and free prizes to lure in participants.

2. "Google Programming Contest".

First Annual Google Programming Contest

In celebration of more than three years of delivering the best search experience on the Int

Grand Prize

- $10,000 in cash
- VIP visit to Google Inc. in Mountain View, California
- Potentially run your prize-winning code on Google's multi-billion document repository

Google's programming contest page. Note the three prizes used as incentives to lure in participants.

3. "Wall Street Survivor Fantasy Stock Portfolio".

Free to Play, Easy to Win!

- $50,000 in Cash Prizes
- Never Too Late To Join — New Winners Every Day!
- No Trading Experience Required
- Try Aggressive Investment Strategies Risk-Free!
- Gain Recognition as a Savvy Trader
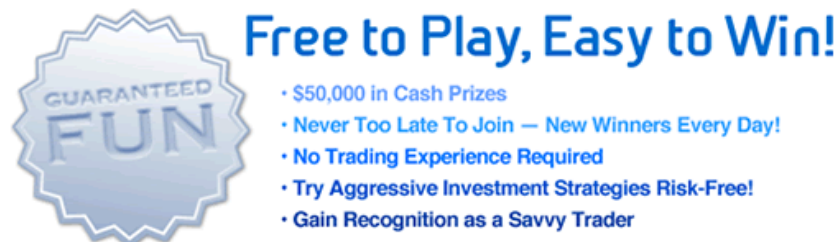
Wall Street Survivor's contest page for fantasy stock trading.

What's important to take away from all of this is that there is clearly profit to be had in contests. And this profit is generated primarily by offering visitors something very interesting to follow or to participate in, so that they come back and so they also have a warm, fuzzy feeling about your business.

Now, getting people to participate in your contest involves at least two things:

- ✓ Providing an underlying rationale for the contest and for why the customer should want to be involved.

✓ Providing a list of strong reasons why participants should use social pressure to encourage family members, friends, and others to join in and participate.

One way you can encourage people to recruit others is to offer them some sort of prize in exchange. For instance, if they recruit someone else to the contest, they will be given some sort of credit that will improve their chances of winning.

Another effective method of getting more contestants through the beginning contestants is to tell them that there are slots to be filled and if the slot is empty but it is assigned to a prize, the prize gets awarded to nobody.

The contestants will tell other people about the contest because they would rather see someone get the prize than nobody get the prize and the number of people who participate in the contest does not affect the outcome of the contest.

Another important part of getting participants is publicizing your contest well. There are a number of ways in which you can do this, but I personally recommend targeting the channels that are best suited to contests. In particular, target…

✓ Relevant blogs, where you can post comments.
✓ Media outlets that accept press releases.
✓ Forums, where it is possible to generate a buzz.
✓ Discussion groups, where you can mention current happenings in your particular niche.

In addition to broader media outlets, there are many forums and blogs that are dedicated to contest promotions exclusively. These forums and blogs are typically free to comment on because of the revenue generated from the advertisements; however, they are sometimes overwhelmed by spammy promotions.

Since contests are frequently searched for, this can be a very effective method of promoting your contest and promoting your website and products.

Another strategy for advertising your contest is to have your associates and others in your niche promote your contest as well. This is very popular, since the ones doing the promoting of the contest are also likely to get traffic by association. This means that everyone involved can gain something from the contest.

For those associates who would prefer repayment for promoting your contest, consider bartering with them or providing them with some type of discount on your products.

And there you have it: a simple, yet effective method for generating traffic through contests.

Strategy 19: Freebies & Giveaways

For some reason, people like things that are "free" a whole lot more than they like cheap stuff.

For this reason, giving things away for free has the potential to pull in visitors and potential customers who never would have considered visiting your site otherwise.

All of a sudden, once these same people have the opportunity to claim some free stuff from your website, they'll be clamoring to be the first person in line, even if they don't know exactly how they will use what you are offering.

Now, the items you give away for free do not have to be expensive or even cost anything but the time to design them; however, they should have several important features:

- ✓ They should provide real, concrete, useful value to the individuals claiming them.
- ✓ They should provide ample information about how the claimants can visit your site, download your products, and learn more about you and your business in general.
- ✓ They should be easily accessible and should reduce the amount of strings attached, so that individuals do not resist.

These free gifts will often be used and should display the information regarding your website and your products. These embedded pieces of information will then be consistently seen and therefore will be in the front of their mind when they later need a service or product that you may provide.

The same practice that traditional businesses use to capture customers can be used to bring more traffic and potential customers to your business. If you want to opt for less function gifts, you might give away screen savers, wall paper for the computers, ecards, and downloadable music.

Ecards are extra great for freebie gift promotion, since not only does the one who went to the website get an ecard and freebie, but the one receiving the ecard also gets exposure to your website and contact information.

Oftentimes, the curiosity factor of what your website is about will be enough to cause them to click up the website and visit and possibly purchase something from the website. These freebies are all great ways of generating free Internet web traffic

On the other hand, if you want to offer things that will help potential prospects to associate your business with competency, functionality, and creativity, then you may want to offer different types of gifts.

For instance, if you have the expertise, you might want to create a batch of high-quality WordPress themes and give them away to relevant bloggers. Or, if you have a programmer on staff, you might want to create some niche-specific toolbar that you could give away.

In all of these cases, you will get the chance to insert your business into the lives of others, so that they remember you and associate your business with competency and generosity.

Strategy 20: Generating Traffic with Resell Rights Products

At various points in this ebook, we have discussed creating products such as ebooks, reports, video clips, audio clips, podcasts, and other high-value items to use as traffic-generating mechanisms. In this chapter, we will briefly discuss another way you can use such high-value items to generate traffic: namely, to sell or to give them away with resale rights.

Now, there are many reasons why people offer resale rights. **Some marketers simply sell these rights** as they would any other product to generate some additional revenue. **Other marketers give them away for free** to maximize the amount of people who will be able to access them and resell them – and, subsequently, to maximize their business's exposure.

Others prefer some mix between the two models. These marketers restrict the amount of copies they sell to make the resale rights more valuable, increase the price, and hope that the individuals who purchase them are able to sell many copies.

People who purchase ebooks or other products such as software typically only purchase one of the products. This is probably true of your current customer base if you're in a non-IM niche.

However, there many marketers, newsletter owners, bloggers, and business owners who RELY on resale rights products to generate revenue. **This is the crowd that you want to target.**

Assuming you choose the "mixed model", you can accomplish this entire task in several parts:

1. **Brainstorm a product idea that is likely to sell well.** There are a number of different ways in which you can do this, but if you want to avoid overcomplicating it, then you can simply open up notepad and write down all product ideas that come to mind.

   Start by listing all of the types of products that you are capable of producing from start to finish satisfactorily. View the example below to get a better idea of what I mean:
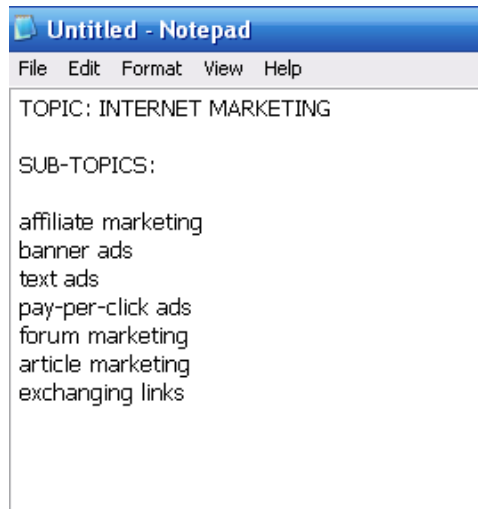
An example notepad file that contains sub-categories of Internet marketing.

After you finish your list, start categorizing it more carefully; and then expand each sub-topic, so that it contains multiple points. Once you do this, select the topics you want to use and discard the rest.

2. **Create the brainstormed product (i.e. an ebook, software, audio clips, video clips, etc.) as well as a number of relevant and high-value bonuses.** Remember to include multiple links to your sites and products within the product and its bonuses.

3. **Create a "canned" sales letter for this product**, so that whoever purchases the resale rights can also have a pre-made sales letter, which they can alter slightly by entering their name and a few other details.

4. **Create a sales letter for the resale rights.** Remember to highlight the bonuses and EXPLICITLY mention that only X-many licenses to the resale rights will be sold.

5. **Create a small text file with an explanation of how the licensed product may be used**; and how it may not be used.

6. **Begin approaching business owners, marketers, and newsletter owners** in your niche with your product pitch.

Note that the profit from license distribution comes in two forms. The first part of the profit comes from the selling of the license. While these licenses tend to be less expensive than the product, when the product is an information product, it can still turn a significant profit.

The second batch of profits will come from the traffic generated from the reseller's sales of these products. As second-stage buyers purchase these

products from resellers and click some of your strategically-placed links, they will end up at your site – and some will even buy.

Because everything you create will have your embedded information on it, you will reap the traffic, the profits, and the potential to follow-up further with new visitors.

All of these things can help to improve the chances of making a larger profit, since many people enjoy purchasing the optional pieces of a program and upgrading the programs frequently.

In the specific case of licensed ebooks, the individual may like the book so much that he or she wishes to read more regarding the subject and may feel the need to purchase a supplement or an additional book. Fortunately for you and that individual, your ebook will have links that point directly to places on your site where they can pay for more information.

PART E:
SOCIAL MARKETING STRATEGIES

Social networks are very important sources for advertising and outlets for gaining the public's trust. These social networks are used extensively to promote various websites, ideas, and products.

Social networks allow for social exchange and idea-sharing in a way that is unparalleled.

These social networks have already been extensively discussed in this ebook, but due to their highly effective nature as a marketing medium, it is worth mentioning some of the other ways in which you can market through these channels.

Strategy 21: Social Bookmarking

One of the strongest current trends in marketing today revolves around something called "social bookmarking". If you've never heard of it, social bookmarking is an alternative to search engine algorithmic ranking. In short, it is a system of allowing humans to determine which items should be ranked where – and how they should be categorized.

Social bookmarking is used for articles, videos, and podcasts on sites such as http://www.digg.com. **When site members review an article, video, podcast, etc. on a social bookmarking site, they can then determine how it should be ranked.** These rankings are often based on some type of numerical scale. For instance, as shown below, Digg uses "diggs" as their unit of measure:
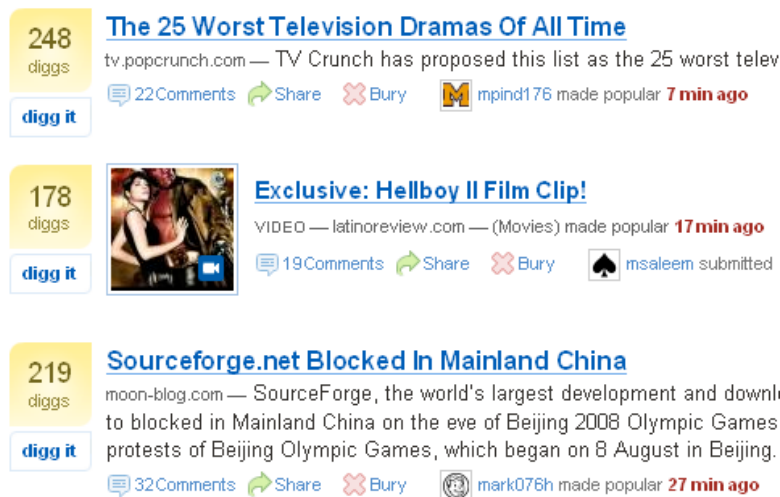
A picture of Digg's ranking system. Note the "digg" count and the "digg it" button.

In the specific case of Digg, contributing to the social bookmarking system of ranking is as simple as clicking "digg it" when you think that a particular item on Digg is worthwhile.

One reason why social bookmarking is used so frequently is because it allows marketers to leverage blog posts, website updates, and article releases, to generate explosive traffic in a short period of time.

Rather than simply relying on formulas to evaluate the quality of your product, site, copy, or creativity, you can create an entry in your blog, give it keyword labels based on how you would describe it, ping it using http://www.pingoat.com, and then allow social bookmarkers to determine whether it was a creative and useful contribution to your field's dialogue.

For example, let's say I wanted to use social bookmarking methods to promote my blog about blogging. I'd start by creating my entry and then adding labels to it, as shown below:

Updating a fake blog about "blogging". Note the word "blogging" listed as a label.

Next, I'd click "publish post" to add my entry to my blog. This would make my blog entry show up on the front page of my blog, as shown below:

A close-up of the blog about "blogging". Note that "blogging" appeared as a label.

The only step that remains is "pinging my blog". We talked about this previously, but to reiterate this important point, this step is as simple as going to http://www.pingomatic.com, selecting all of the directories you would like to use, and then hitting the "send pings" button, as shown below:

Pinging a blog through www.pingomatic.com.

Once you complete this process, all of the blog directories you select will automatically update their listing for your site to include your latest entry. Many of these directories will also push this new entry to the top of their entry listings temporarily.

If the social bookmarkers like it, they'll bump your entry frequently, which will put you on the top of the rank-ordered lists on blog directories and other social bookmarking sites.

This will give your site an immediate and steady stream of visitors, who will buy, bookmark, subscribe, and do all of the other things you want them to.

To summarize this entire process and how best to leverage it in two sentences…

- ✓ **Create really, really high-quality content that is differentiable from things you might normally find on Digg and other social bookmarking sites. If** you want to be successful with social bookmarking, you will have to create blog entries that are truly unique and profound. Remember, your fate rests in the hands of social bookmarkers, not algorithms.

- ✓ **Ping/submit every single blog entry you make.** Most of your entries will not become wildly popular, but some of them might. For this reason, it is important that all of them be SEEN.

And there you have it: the basic things you will need to know in order to harness the power of "social bookmarking" sites. If you follow those instructions carefully, you should be able to generate a reasonable stream of traffic from posts that the masses find interesting.

Strategy 22: Social Networking

Social networking is the use of the various websites, such as MySpace and Facebook to create a "network" of more friends (or potential clients, as is the case here).

Social networking is very similar to business networking, except that, on MySpace and Facebook, most people are simply friends – not customers and clients. However, this does not mean that MySpace and Facebook cannot be used for alternative purposes.

Many Internet marketers have made tens of thousands by harnessing the power of social networking sites to generate consistent traffic – and then to convert that traffic into buyers, subscribers, and repeat visitors.

The primary idea being social network marketing involves building up a large base of potential clientele by using the MySpace and Facebook search features to locate people who might be interested in what you are selling.

Now, depending on what you are selling, your audience could be very broad or it could be very narrow. If you're selling a business opportunity model, then your target may very well be everyone over 18 on MySpace or Facebook. To the contrary, if you're selling an ebook on "gardening", you won't want to cast such a wide net.

Regardless of the product you are selling, you should start by defining your target audience. This is step #1 in social network marketing.

Once you have defined your audience, you will need to create a MySpace or Facebook account that caters to their particular wants and interests as a group. For instance, if they are broadly interested in certain types of information, then include embedded videos and articles on your MySpace page that contains that information.

Once you have created and tweaked your MySpace and Facebook account pages, you will want to start searching out "friends" to add to your network. You will do this using the search and browse functions to narrow down the pool of potential "friends" by selecting those who might be interested in your niche.

Let's say you're in the Internet marketing business; and you want to find budding entrepreneurs to work with as either affiliates/JV partners or as potential clients/customers. You can find them very easily using MySpace's "search function". All you have to do is type in "Internet marketing" into the search bar at the top right, and MySpace should return the following:

Internet Marketing - "Internet Marketing"
23 / male
Budapest, Hungary
www.myspace.com/internetmarketing_

SUCCESS - "Please Join me to the Journey..."
28 / male
SAINT CLOUD
www.myspace.com/success0515

Internet - "Internet Marketing"
28 / male
FORT PIERCE
www.myspace.com/**internet_marketing_0**

internet
27 / female
HK

MySpace profiles of individuals interested in Internet marketing.

Conversely, you could "browse" MySpace to locate the people you are most interested in selecting. This is very useful when you are targeting people by demographic information, rather than by specific hobbies or interests. If, for instance, I was interested in finding women between the ages of 18 and 35, I could find them by selecting the following options:

Filling in MySpace's Browse Box.

From here, you can simply start going through the profiles that appear to be a good match for your goals – be they recruitment or sales oriented.

While MySpace and Facebook set (and frequently change) the caps on allowable invites within a given period of time, **you should be able to invite at least a hundred people each day without this being a problem**. Initially, this should be more than enough.

Once you have accumulated a sufficiently large amount of friends, you will want to think about how you can convert those friends into buying customers. There are a number of different possibilities, including:

- ✓ Send them personal messages that invite them to download a product for free.
- ✓ Send out messages to everyone on your friends list (via MySpace broadcast) to notify them that you are holding a contest or giving away something for free.
- ✓ Frequently change the content on your MySpace page, so that people have a reason to re-visit your page.
- ✓ Add a blog to your MySpace page, so that you can update it and gain a readership.
- ✓ Included detailed information on your MySpace and Facebook pages about how people can purchase your products if interested.

At the end of the day, it is important to remember that spamming Facebook or MySpace users is not a particularly good way to do business. Not only is it highly unlikely to be an effective sales mechanism, but it is also highly unlikely to make your business look credible.

In summary – take advantage of social networking sites. They lend you the possibility to generate a new stream of free traffic. But remember not to overuse messaging systems and not to abuse people who add you as a friend.

Strategy 23: Creating Your Own Social Network

Creating your own social network is another great means through which you can generate traffic to your sites. If, for instance, you own a site for aviation hobbyists and you are looking for another source of traffic, you might consider creating an aviation social network.

In the particular case of aviation, there is already a social networking site in existence: http://www.trueaviation.com/, shown in the screenshot below:
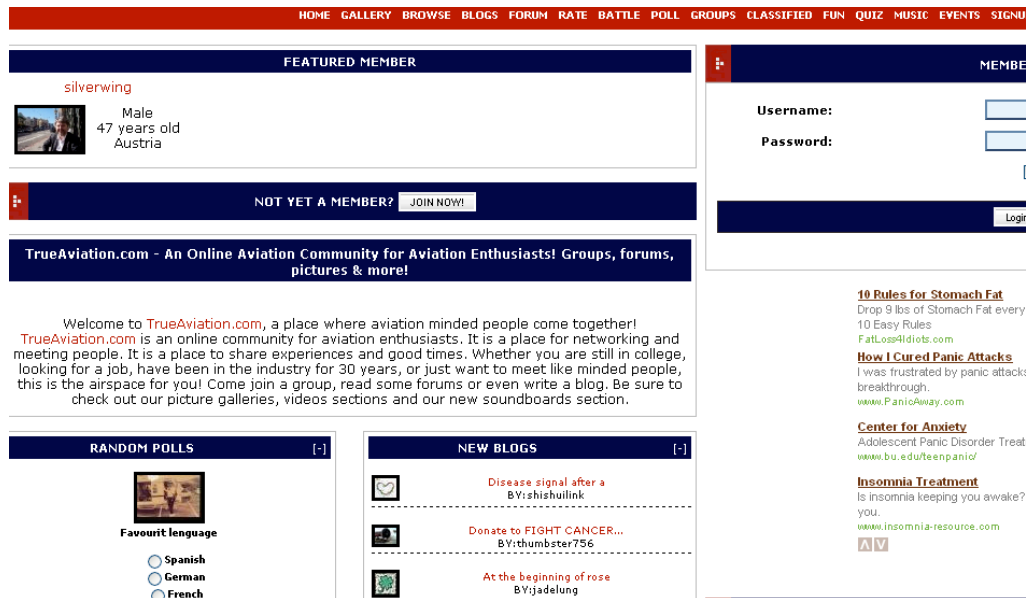
A screenshot of True Aviation's home page.

One thing to note is that this network, along with many others, were created using http://www.phpfox.com/, which is currently the premier software for social network site creation.

If you wanted to create a social networking site in your particular niche, you could use phpfox or some other social networking software to design your site. **This would allow members to join, create pages, upload content, etc. all according to your particular specifications.**

While obtaining a phpfox license and setting up the site would require effort on your part, it would be far from the hardest part of social network building – and that is actually populating the community.

Naturally, once you have installed the script, you will have a community with no one in it. For first-comers, this is not exactly an attractive place to register an account and spend some time, as there will be no one to interact with.

Early on, your goal should be to ensure that the community remains lively and exciting, so starting members have an incentive to remain; and to promote the network to friends on other niche sites.

Quickly browsing True Aviation, it is clear that they also use these types of incentives to keep people around. For instance, one mechanism they use for traffic retention is an arcade:
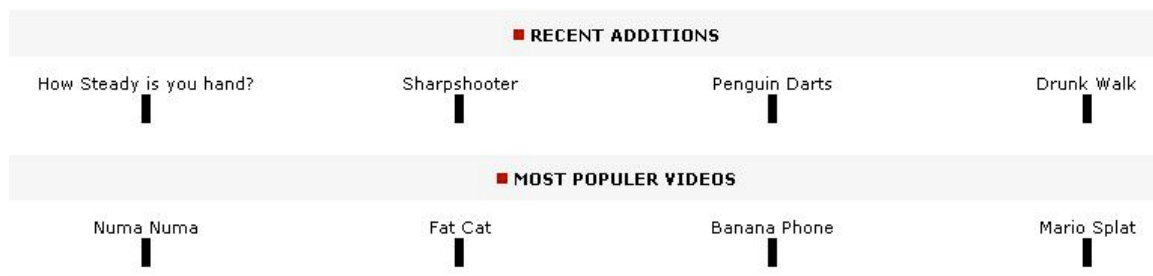
True Aviation's arcade.

Another thing True Aviation uses is a quiz section, shown below:
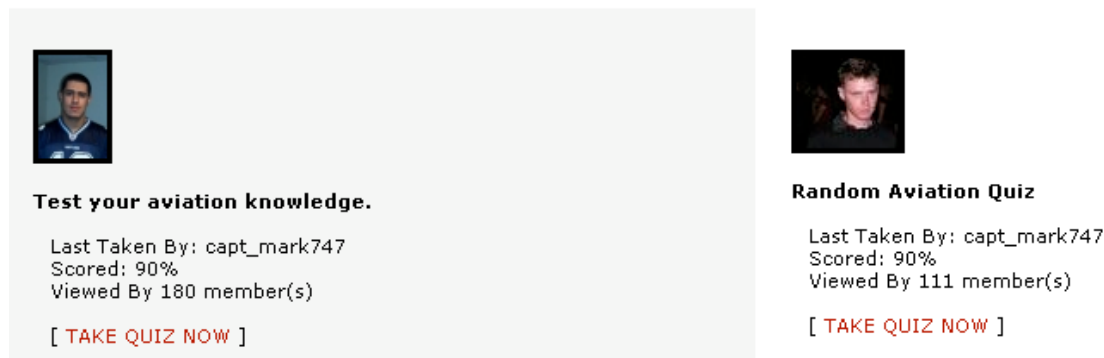
True Aviation's quiz section.

This is a highly effective means of both generating traffic (through viral surveys) and then retaining it.

But to get back to our main point – it is important to retain traffic when the social network is in its infancy. In the early stages of the project, I would request coordinating some or all of the following things to ensure that your network is populated quickly:

- ✓ Organize fun and interesting contests with prizes to lure in a bunch of new members at the same time.
- ✓ Coordinate a big launch through your friends and business contacts to ensure that at least several dozen people join the network at the same time.
- ✓ Offer some incentive to first-comers, so that people have a reason to create an account and to stick around.
- ✓ Offer a small referral commission for members who get other members to join through a link.

When it comes to the possibility of creating a social network for your own site, there are several important things to keep in mind:

1. You should come up with a tight, coherent, realistic theme for your network, so that people understand why they're joining and have a concrete reason for using your network to interact with other people.
2. You should consider whether it makes sense to create a social network for your particular niche (hint: it may not in many niches) before you create yours.
3. You should consider whether the investment in a social network can actually be justified by the amount of traffic it is likely to generate for your site; and the amount of sales it is likely to make.

In addition to thinking about whether you should and how you will create your social network, **you will also want to think about how you will use it to generate traffic; and to channel that traffic into your current site.**

You have a number of different options open to you, among them are the following:

- ✓ Place image and text advertisements on your own social network in hopes that members will click them, go to your site, and consider purchasing your products.
- ✓ Use the messaging system on your social network to broadcast advertisements to members.
- ✓ Use the messaging system on your social network to announce contests and discounts on your site.
- ✓ Use the information that users input into their profiles to market to them individually (i.e. by examining their interests, etc.).
- ✓ Use your social network to find potential joint venture partners, who you could work with to drive traffic to your sites.

And there you have it: a brief description of how you can create your own social network and then use it to generate traffic for your websites.

PART F: JOINT VENTURES AND AFFILIATE MARKETING

One of the best ways to perpetually expand the channels through which you generate traffic is to recruit other people to do it for you. There are two primary ways in which you can do this:

1. By finding "joint venture" partners.
2. By recruiting affiliates.

There are a number of ways in which you can go about generating traffic for your business through these two channels. Unfortunately, most of these ways simply will not work. This is why the bulk of marketers who attempt JVs and who attempt to build affiliate marketing networks fail miserably.

In this chapter, I will highlight some ways in which you can generate traffic through these methods. Note that these are not ALL of the methods you can use to generate traffic via JVs and affiliate marketing (as this would take up another ebook), but they are some of the most effective and they are also completely free…

Strategy 24: Generating Traffic via Affiliate Marketing

If you are like most Internet marketers, you have encountered affiliate marketing in several different places. In fact, you have probably been an affiliate for several different products. However, again, if you are like most Internet marketers, you probably have no successfully recruited a team of affiliate marketers yourself.

One of the biggest draws to affiliate marketing (for the affiliate) is the commissions they can receive for selling products or sending people to your website. There are two primary methods of commissions that people use when rewarding those that help them:

- ✓ The first method is the "partial commission". This is by far the most common in Internet marketing. Places like http://www.clickbank.com allow you to pay affiliates through this method. **In general, marketers tend to set a commission that is between 30% and 75% of the total value of the product.**

- ✓ The second method is the "full commission". **This entails giving out the FULL VALUE** or an even greater amount to affiliates when they make sales. This is infrequently used, but can be highly effective if used properly.

The first type of commission – the partial commission – should be used in most affiliate marketing circumstances. If you're not very well known in your niche, I personally recommend using this method and offering a high partial commission on your product. I also recommend using http://www.clickbank.com to manage your affiliate sales and your commission payouts.

For partial commission affiliate sales, you have a number of options for recruiting new members. This includes the following methods:

- Contact other marketers via private messages on forums.
- Locate business owners' contact information and ask them if they are interested in selling your product as an affiliate. Offer to give them a free copy, so they can read it first.
- List your affiliate opportunity in "affiliate directories", such as http://www.associateprograms.com.

Additionally, as you start to get your affiliate program rolling, remember that recruiting affiliates isn't enough to make you money. If you want to have a successful affiliate program, where affiliates generate traffic and close sales, **you will have to provide your affiliates with all of the necessary tools.**

These tools include banners, buttons, solo ads, sales letters, text ads, how-to manuals, and detailed instructions for promoting your product through various channels.

TIP:

Your own success is tightly pegged to the success of your affiliates. Ensure that they do well and it will come back to you five-fold when they become successful promoters of your products.

Now, as for the second type of affiliate marketing – full commission affiliate marketing – your goals and strategies should be somewhat different. **Rather than looking to earning money from these types of affiliates on a sale-to-sale basis, you should be using them in some over-arching plan for your business.**

What do I mean by this? I mean that these "full commission" affiliates should be doing one or more of the following things for your business:

- ✓ Generating LEADS for your business that have the potential to buy more than one thing from you (i.e. people who enroll in your online newsletter).
- ✓ Lending your business prestige by associating their high-profile name or business with your name and business.
- ✓ Doing anything at all that has the potential to earn you MORE than the amount you pay them (i.e. the full commission).

Remember, with every moved product, there are more people who will see your products and potentially refer you to friends and family. This can even be very helpful in generating Internet web traffic flow patterns and then developing the advertising and custom information channels regarding the website.

Another very useful thing that can come from affiliate marketing – be it full commission or partial commission – is a SERP improvement. **If your affiliates are constantly placing one-way links to your site at various places, such as blogs, forums, and websites, you are likely to see significant improvements in your search engine ranking positions.**

Strategy 25: Joint Venture Marketing via Co-Promotion

One of the benefits of having joint venture partners is that they can advertise your business for you without ever having to see products or requiring any type of commission.

With co-promotional methods, you are both helping each other, rather than diving up a single task among several partners (as is the case with traditional JVs). **This can be engineered in several different ways.**

Banners & Pop-Ups

Two great ways to co-promote products are through the use of banners and pop-up ads.

By swapping banners with the other webmasters in an ad "ring" or banner exchange, **you can pick up several thousand impressions in exchange for giving up banner space on your own site.**

This can bring additional traffic from other, related websites without harming your potential client base, since they had to go to your website just to see the banner in the first place.

While there are many "general" banner exchanges available, such as http://www.neobanners.com, you may want to work exclusively with webmasters in your own niche.

In some circumstances, this will be hard or impossible, since not all niches have thick markets for banner exchanges; however, Internet marketing, gaming, and several other niches have dozens of banner exchanges available. Spend some time determining whether or not there are high-quality banner exchanges in your own niche.

Another common co-promotional method involves exchanging "pop-up ads". **It is important to note that, when marketers use the word "pop-up", they are generally not referring discrete, separate pages that "pop-up" over the webpage**. Rather, they are referring to "slide-ins" or "hover-overs", which are actually part of the page.

This distinction is important for one reason: virtually every browser that people use has a pop-up blocker installed. This means that old-school pop-ups are unlikely to reach anyone. So, if you want to use this method – if you want to exchange "pop-ups" – make sure that the code you provide the other marketer with is for a slide-in or hover-over, not a pop-up.

For an example of this, look at the following screenshot:
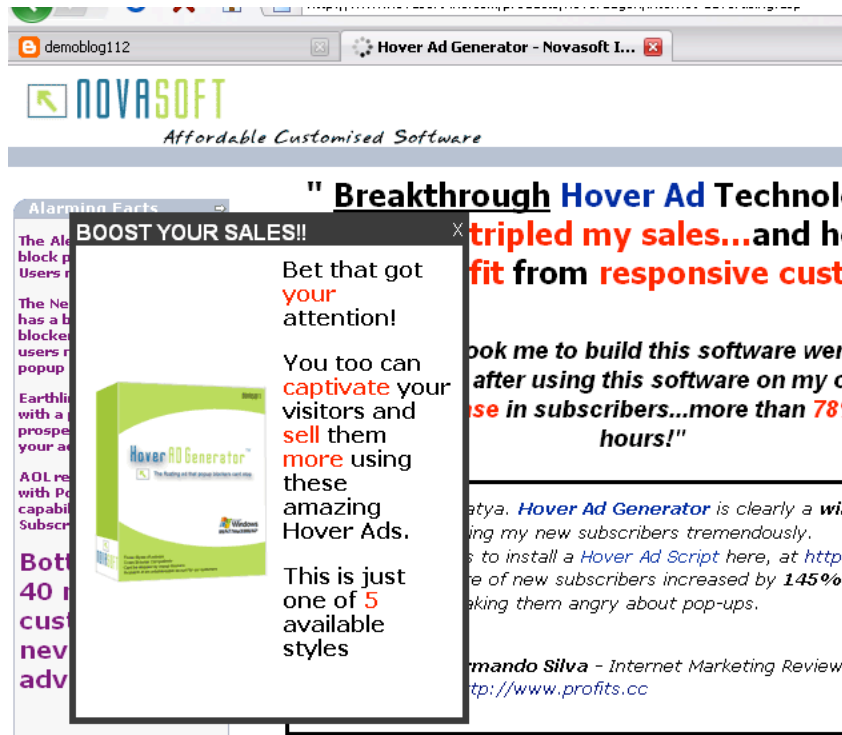
A site that uses "hover ads" to advertise.

One important thing to note is that there is no additional window open for the "hover ad". This is because it is actually part of the page, rather than a different page. This is what makes it unblockable.

Now, remember, good pop-ups include…

- ✓ Unambiguous direction for the viewer.
- ✓ A visible, easy-to-click, and clearly labeled link.
- ✓ Minimal text that contains a clear message.
- ✓ A call to action.

If used properly, this method can generate a considerable amount of traffic and, possibly subscribers for your newsletter; however, if it is used improperly, it has the potential to irritate your partner's customers.

Download Pages and Subscription Confirmation Links

Another great way to co-promote is to swap LINKS to download pages and to subscription confirmation pages.

Swapping links with your fellow marketers is an effective method of adverting if used properly; however, when it is simply used for its own sake, it creates the possibility of simply confusing your customers or sending them to a different marketer.

So, when is a good time to swap links to subscription confirmation pages or downloadable product sales pages? **I personally recommend that you follow these rules when making this decision:**

- ✓ Make sure that the link swap is relevant. For instance, is your JV partner's product a complement to your own? How about her newsletter? Are both of your products sufficiently similar to warrant such a swap?

- ✓ Make sure that the target of the link swap is non-competing. In general, referring your customers to a similar product or newsletter is generally a bad idea. This is especially true if the product is in a similar price range and if your partner is better known than you are. This could potentially lose you a number of customers.

Now, with those caveats in mind, there is a lot to be said about subscription confirmation link swaps and download page swaps; however, the more important question is how to actually get marketers to swap with you. I personally recommend the following approach:

1. **Start by identifying individuals in your niche who sell similar, but non-competing products**; or who have similar, but non-competing newsletters. Create a running list of these individuals and save it in an Excel spreadsheet.

2. **Create a form letter to send out to these individuals that makes a specific pitch** (i.e. offers to swap download confirmation page links or newsletter subscription page links). Make the letter brief, compelling, and personal.

3. **Send out the letter to everyone on your list, filling in their personal details, and making reference to their sites and work**, so it is clear that you about them and that you have spent some time to understand who they are and what they do.

4. **Wait for the results.** Remember to try to respond promptly and politely, regardless of the outcome.

Email Promotions & Sales Page Testimonials

Two more possible frontiers for collaboration include email promotion and sales page testimonials.

Swapping email promotions can be an effective form co-promotion traffic generation. For this form of promotion, you create an advertisement; and then have your partner send it out to her list. In return, you offer to send out one of your partner's advertisements to your own lists.

This can be a highly effective form of advertising – especially if your partner happens to have a large and responsive email list in the same niche. Here, again, your goal should be to target relevant, non-competing sites.

You want the sites to be relevant, so that your customers are interested in the site's products; and so that other site's customers are interested in your promotion. And **you want the site to be non-competing, so you do not lose customers to it.**

As stated before, testimonials can help to build the trust between the customer and the marketer. With the co-promotional method, you can exchange testimonials with another marketer.

Of course, there are a number of important things to remember when you do a co-promotional testimonial:

- ✓ **If you're both going to promote each other directly and as part of an agreement, then give a general, personal testimonial,** rather than a product testimonial.

- ✓ If you agree to do a product testimonial, remember to actually read your partner's product; and to comment on it being completely honest. Also, request that your partner do the exact same thing for your own product.

- ✓ If you both are able to say generally good things about each others' products, then use the testimonials. Otherwise, do not bother.

- ✓ **Remember that the purpose of creating testimonials is to persuade readers that you and your product are trustworthy**. One of the best ways to break that trust is to write phony testimonials. Avoid doing this at any cost – even embarrassment.

Guest Blogging & Article Writing

Earlier, we discussed the benefits of being a guest writer or a guest blogger. Along these lines is trading articles for posting on your JV partner's site. Such articles can discuss new improvements to a product line, new advancements in the science of your products or in the science of the fields.

The articles can also include information as to the value of the products offered by you and your associates. These articles should include your link

and the links to others, but the one writing the article should have his or her link first.

The reason this method works well is because it allows the three of you to aggregate your fame into a single articles series – and then each promote that series vigorously.

For your own purposes, it will raise your perceived fame and abilities in the eyes of your own customers, since they will now see that other, high-profile marketers were willing to collaborate with you on an article series.

Additionally, it will allow you to put exclusive content on your site that will help you to attract new customers – **via referral, natural search engine traffic, and click-throughs from your partners' sites.**

Coupons

As a sales mechanism, coupons have many purposes. One of those purposes is making sure that your customers are getting a "great deal". Another purpose is to creating scarcity – which obviously is one of the best aphrodisiacs of persuasion.

I personally suggest that you use co-promotional coupons in both of these ways. You can do this by creating a product, selling it at a price that is higher than what you had initially envisioned, and then distributing coupons for it to a select batch of partners.

For instance, let's say you decide to create a "high ticket" product that you think will sell for $100. You could mark it up to $200 initially; and then give 5 high-profile marketers the ability to give away coupons, so that their list members can buy it for only $100.

This does several things at the same time:

- ✓ It allows marketers to gain credibility by giving their customers something of high value (i.e. a $100 discount on a high-quality product), which gives them a strong incentive to promote you
- ✓ It limits the scope of the giveaway, so that the marketers you pick are granted the privilege to do something that all other marketers cannot

Fliers, Ebooks & Other Methods

Fliers can be highly effective mechanisms for traffic generation. The reason for this is that there is far less competition for site traffic in offline marketing mediums, such as flier creation and distribution.

In general, this method entails combining fliers in a single package (from multiple JV partners); and then shipping them out to leads for which you have addresses.

In addition to sending these fliers directly to leads, you may also want to consider posting them in public places or in local stores. This is a non-Internet method of advertising and is included in this section because your JV partner would also be involved in the flier-creation and distribution.

Finally, high-ticket co-promotional JV methods, such as creating and distributing ebooks and audio products and coordinating teleseminars creates the most potential for profit of all available methods.

There's only one problem: finding collaborators for an ebook or for a teleseminar is much harder than finding them for a link swap or a banner exchange.

This means that you will have to be slightly more creative in your approach. I personally suggest that you do the following:

- ✓ Start by working with people who are in a similar position to your own (i.e. similar amount of fame, similar amount of success, similar income, etc.), even though you might be tempted to reach for the stars.
- ✓ Work your way up the ladder in terms of finding higher-profile co-promotional partners.
- ✓ When you do find partners, make sure you clearly define the plan, the rules, deadlines, and everything else. Also, make sure that you state forthrightly what you all expect from one another.
- ✓ Make sure that every partner participating has something realistic to contribute to the effort.

Aside from the aforementioned notes, the biggest challenge will simply be figuring out how to find partners and then convince them that they should join you. This will be no trivial matter; and you should use every weapon you have at your disposal to do so, including…

- Private messages in discussion forums
- Email
- Personal telephone calls
- Snail mail
- Carefully-structured incentives

While this outline won't solve all of the problems you encounter when trying to find JV partners for co-promotional efforts, it should greatly simplify the process by giving you some direction and some ideas to work with.

PART G:
OFFLINE STRATEGIES

One of the most powerful ways in which you can advance your business is to make real, human contacts with people who could benefit from working with you.

While many of these relationships can be initiated and fostered through email correspondence, there are also other, better ways to do this. Most of these ways involve some "offline" interaction with prospective JV partners, prospective affiliates, and prospective customers and clients.

While this may sound like a cumbersome, time-consuming task, it could very easily add another zero to your current income if used properly.

Strategy 26: Talks, Groups & Clubs

There are clubs for people of every interest imaginable. There are clubs for people who want to lose weight, for people who enjoy collecting spoons, and for people who own businesses in specific industries.

And all of these groups offer the possibility of allowing you to pick up a few customers, clients, or potential JV partners. It is all simply a matter of hunting down the groups, showing up at their events, and then putting your networking skills to use.

One key to being successful with this strategy is to be genuinely sociable – to mingle with other people at events, ask for names, remember those names, and approach people various events.

As an Internet business owner, this strategy may seem unintuitive. You might think that spending your time interacting with people face-to-face and "socializing" is a fun, but ultimately wasteful business activity.

This is NOT true. Networking is a viable strategy that creates the possibility of engendering trust in a way that simply cannot be formed through more impersonal mediums.

For this reason, you should get in contact with a club in your area that is related to your products or services. This club can then be a source of information and a source of free advertising as you participate in club activities and promote your business and website within the club.

If there is not a club in your area for your niche market, you may be tempted to create a club. This can be a wonderful idea, provided there is enough people in the area what share your interests.

You might even be surprised to find the number of people who share your interest to be rather high and therefore you have now just introduced these people to your website, creating instant Internet web traffic generation.

This strategy is similarly effective for "seminars" and "meetups". If you're in the Internet marketing niche, you have probably heard about dozens of these events. Some are free. And, if they're in your area, there's a very good chance that you could benefit greatly from them with minimal effort, provided you are willing to network.

Strategy 26: Physical Books

If you have written a physical book on the subject matter relating to your website, you may request to do a book signing at the local book stores. This is a great opportunity for you in several ways and a great opportunity for the book store.

You benefit two major ways by doing a book sale. First, you benefit by being able to meet with interested people face-to-face and to pitch them your products directly. **And second, benefit because you are able to promote your website while at this book sale.** These are people who know who you are and respect your work, and you have just informed them of your website.

Another side benefit of these signings is that visitors are likely to spread the word to family members and friends. They may not even be promoting your work overtly; **rather, they simply may explain that they went to the bookstore on that day to attend your book signing.**

As a sidebar, if you do not think you will be able to publish a physical book through the normal channels (i.e. a publisher in your particular niche), then you may want to consider self-publishing your book through a different channel.

Even though this is an "offline strategies" section, it is worthwhile to mention that http://www.lulu.com will allow you to self-publish completely free of cost (i.e. no fees, unexpected costs, etc).

If you're interested in this approach, you can self-publish in several steps (assuming you already have a completed work):

1. Go to http://www.lulu.com.

2. Select the large, orange "publish" tab, shown in the picture below:

The publish tab on http://www.lulu.com.

3. Next, you will want to select the particular product that you want to create. Lulu offers a large selection of possibilities, including hardcover, paperback, textbook, training manual, etc. – all of which are shown in the photo below:
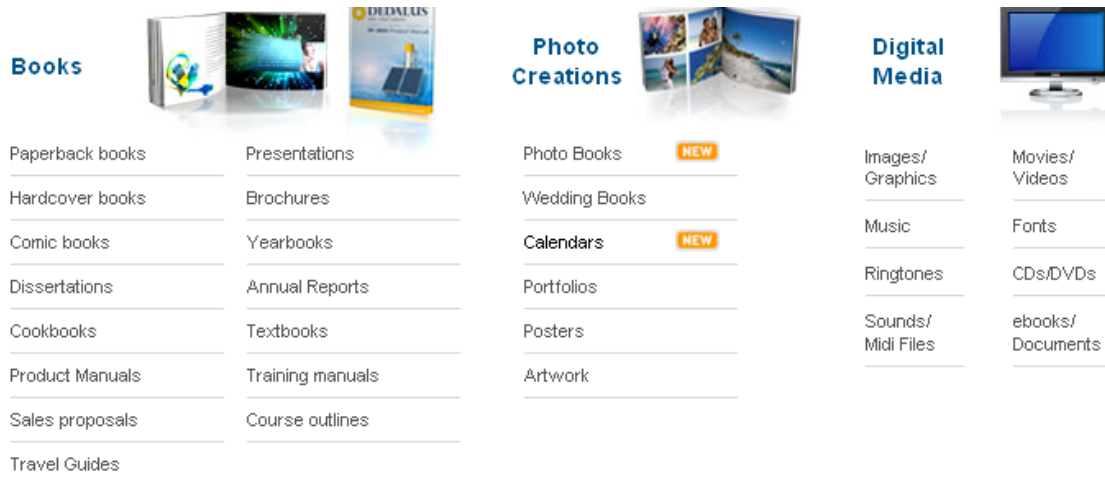
Lulu's options for self-publishing.

4. Next, (if you select hardcover book) select "self-publish hardcover book", as shown below:
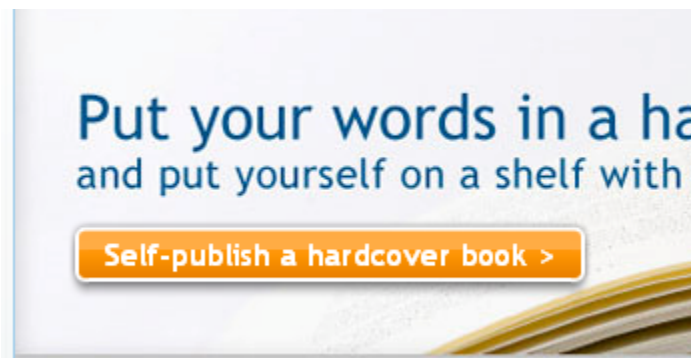
The button used to initiate the self-publication process.

5. Next, input your book title, your name, and your purpose for publication (i.e. private distribution, online store distribution, etc.) in the required fields.

6. Next, work through Lulu's required tabs to complete your project. In order to do this, you will need to decide the following things:

- ✓ Whether your book should be in black-and-white or in full color.
- ✓ Whether your book should have a dust jacket or not.
- ✓ The description you want to use for your book.
- ✓ Your book's price.
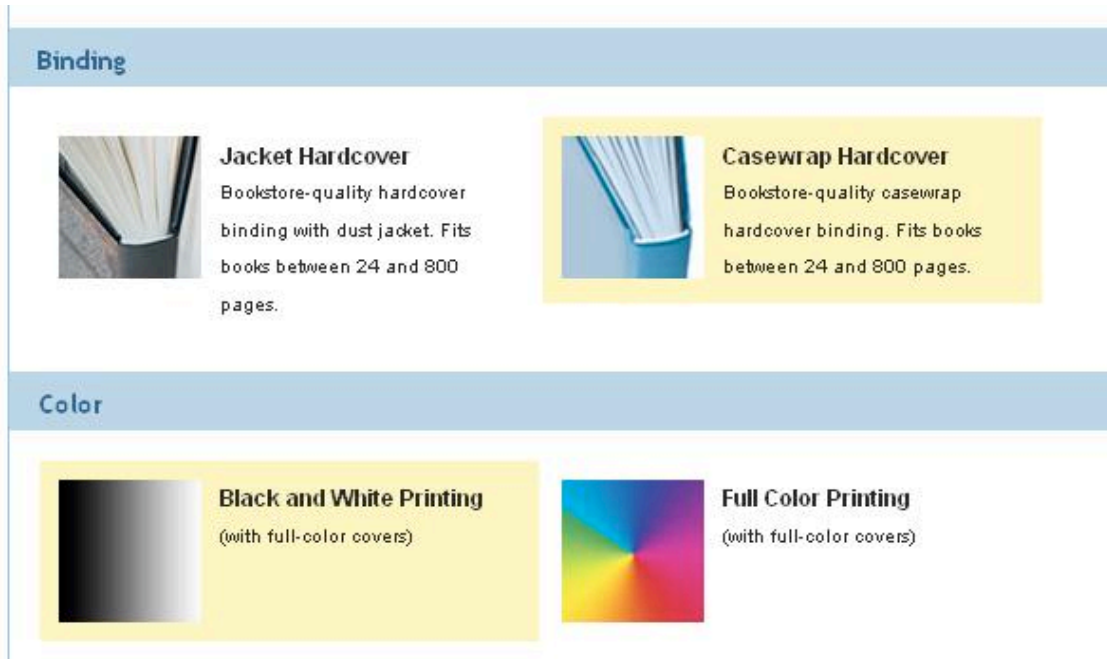
A screenshot of Lulu's book cover and color printing options.

7. Finally, you will need to upload the file used for your book, the image used for the cover, and any reviews that you already have from friends or from other people in your field.

After you complete this seven-step process, you will have a book that you can roll out onto the market. Lulu will help you to distribute your book to various online vendors, so that you can sell it. Additionally, you can purchase a number of copies for yourself (without the markup) and distribute them to interested brick-and-mortar bookstores.

Strategy 27: Offline Joint Ventures

One of the best ways to partner up with non-competitors is to setup joint ventures with primarily offline businesses. While most businesses now have a website, many still lack a commanding web presence. **You can use this to your advantage by partnering with them.**

You can offer brick-and-mortar businesses access to your non-local customers, so that they can peddle their products to a larger audience. And they can help you simultaneously by allowing you to promote your business through their brick-and-mortar location.

In most situations, this partnership can be boiled down to your promoting their physical products in exchange for their promoting your information products. This can work well for both of you, since you can provide them with an outline for monitoring, retaining, and upselling their current customer base.

In return, they can help you to expand your customer base by giving you access to their databases, their brick-and-mortar location, and to their catalogs (if they have one available). Ultimately, if played correctly, these partnerships can be very profitable.

In contrast to these offline-online partnerships, you could work on a purely offline co-promotional strategy with an offline business or with an online business. These strategies may entail coordinating seminars and meetings; or co-promoting each other via guerilla marketing tactics (which we will examine in the subsequent chapter).

Strategy 28: Offline Advertisements

One further tactic that is very common in promoting websites is OFFLINE advertisements. This tactic entails bombarding large groups of prospects with small, inexpensive advertisements in a way that is fast and effective.

One example of guerilla marketing is putting fliers on every car in a mall parking lot. For the price of an ink cartridge, some paper, and a few hours of your time (to create and distribute the fliers), you can expose hundreds of potential prospects to your business.

There are just a few important things to keep in mind when using the flier tactic:

- ✓ Target areas with a high density of individuals who are likely to meet your customer profile (i.e. shopping malls, universities, office buildings, etc. – all depending on what you're selling).
- ✓ Don't go wild when it comes to creating the fliers. In many cases, a simple black-and-white flier can be just as effective as a color flier – and doesn't cost as much.
- ✓ Include relevant details, but keep the text to a minimum, so viewers are not overwhelmed.

In many situations, it may be wise to purchase the fliers pre-made. This will cost more, but it will save you time (so that you can concentrate your efforts elsewhere) – and it is also likely to produce more professional-quality fliers.

You can do this very easy with sites like http://www.clubflyers.com. For starters, all you have to do is select the flier type that you want. In the image below, I have selected the 10 x 7:
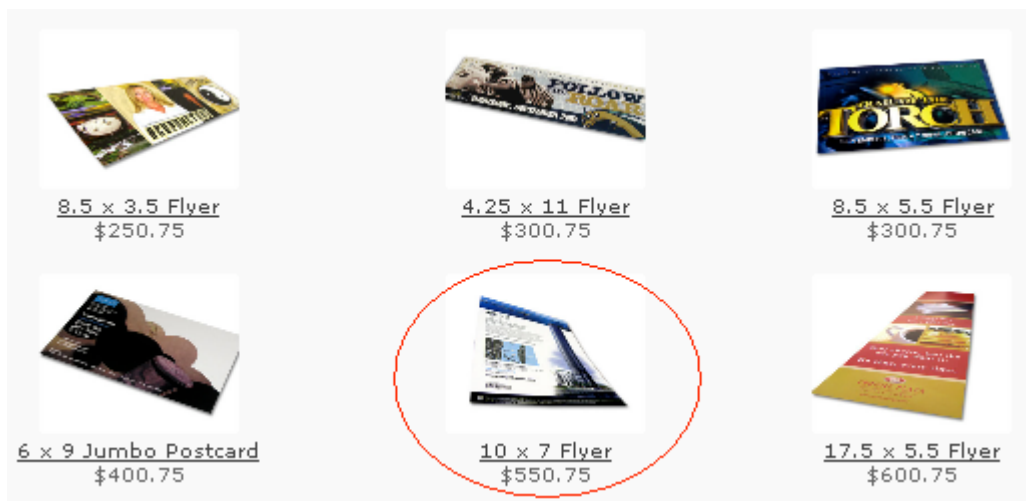
Selecting a flier from http://www.clubflyers.com

After that, you can simply select the number of fliers you need, the coating you want on them, and whether or not you will supply the artwork, as shown in the picture below:

Flier-creation options on http://www.clubflyers.com.

For the most part, flier businesses tend to have a relatively quick turn-around time, which means your product will be created and sent out to you quickly; however, there may be a 3-5 day mail delay if you do not live close to the location of the business.

In addition to using fliers, consider using other inexpensive, "guerilla" tactics, such as:

- ✓ Creating inexpensive merchandise, such as magnets and bumper stickers – and giving them away to anyone who wants them.
- ✓ Ordering high-quality business cards to give away to all of your contacts – be the customers or clients, as well as all prospects.
- ✓ Placing fliers and ads for your business in all relevant and allowable areas (i.e. such as store bulletin boards, telephone poles, etc.)

When it comes down to it, guerilla marketing tactics will be entirely dependent on the effort you put into them. **Their primary advantages are that they are very fast, they tend to cover a lot of ground in terms of creating exposure to your products, and they are generally very inexpensive.**

One thing you will definitely need to think in terms of when using guerilla marketing is the price of the advertising materials you are using. As indicated earlier, fliers tend to be relatively expensive paper advertisements. In contrast, postcards and business cards tend to be somewhat inexpensive, as you can see in the quoted prices below:

As the charts indicate, postcards are roughly 1/3 the price of fliers and business cards are roughly 1/5 the price. This means that purchasing and distributing postcards or business will increase the number of possible views you generate, which could subsequently increase the amount of visitors and buyers.

With that said, it is important to note that the response rate should also play a critical role in determining which medium you select; however, only you can discern this through tracking-and-testing. **As such, I recommend carefully following, recording, and comparing the results you get from your various guerilla marketing campaigns.**

PART H: CONCLUSION

With all the different techniques available for promoting your business and your website, it is strange to think that many websites never take off – never form into anything that generates revenue and remains viable in the long run.

The reason so many fail is simple…

They never knew about all the strategies detailed in this ebook. Or if they DID know about the strategies, they simply chose to NOT take action.

But YOU are different…

You can see your life changing once your business is a success. **You can already imagine the <u>stampede of traffic</u> descending upon your site** once you put this simple traffic plan to work. And you can already imagine what it feels like when those visitors turn into buyers that stuff your bank account with cash.

In order to realize these dreams, there's just one little thing you need to do. Namely –

You need to start putting this plan into action NOW

…And staying on that path for the foreseeable future. It would be far too easy for you to read this book, internalize all of its contents, and then ignore them when marketing your website.

I know this because most people do exactly that when reading ebooks:

They learn the content, but don't apply it to their actual lives and businesses. So, heed my warning: don't be one of those people. Don't let your website fade into obscurity simply because you do not want to change your ways and to take action where appropriate.

Many people try to say that the only things worth having and using are those things that cost money. This is NOT true and can be proven untrue in the particular case of Internet traffic generation.

Regardless of how some Internet marketers demean free traffic generation methods, you now know that they can work just as well as paid strategies – and some work even better.

Just look at some of the free traffic strategies you discovered in this ebook:

- ✓ Linking strategies;
- ✓ Viral marketing strategies;
- ✓ Free advertising strategies;
- ✓ Free search engine optimization (SEO) methods;
- ✓ Joint venture strategies and "best practices";
- ✓ A short catalog of "offline" strategies;

I'm sure you'll agree that these are some of the most powerful traffic strategies you've ever seen.

Furthermore, you know that free traffic can deliver on its promise of saving you money and keeping your costs lower, so that you can take home a larger profit at the end of the day.

Now, while it is true that some of these methods are NEARLY free, rather than completely free, what is TRULY important here is that they are very, very inexpensive compared to other methods. This means that you'll be able to make the same amount of sales… but without the big price tag attached. And that puts more money in your pocket.

So, ask yourself, **where do you want to be in six months from now?**

Struggling to remain solvent – to widen the gap between your advertising costs and your revenue?

Or would you rather be swimming in revenue with virtually no "costs" to speak of? If this is the case for you, then it is time to take action.

It is time to take action by using the step-by-step plan to generate MORE traffic, faster, easier, and quicker.

Don't be like all other marketers. Don't listen to people who tell you that you have to spend thousands on advertising to make money.

Put what you've learned in this ebook to work; **and start the free stampede of targeted traffic to transform your business into a revenue-generating machine… STARTING TODAY!**

HOW YOU CAN GET FREE RADIO ADVERTISING

FREE BONUS MATERIAL

You have to advertise. Your business cannot grow and flourish unless you advertise. Advertising is the "life-blood" of any profitable business. And regardless of where or how you advertise, it's going to cost you in some form or another.

Every successful business is built upon, and continues to thrive, primarily, on good advertising. The top companies in the world allocate millions of dollars annually to their advertising budget. of course, when starting from a garage, basement or kitchen table, you can't quite match their advertising efforts---at least not in the beginning. But there is a way you can approximate their maneuvers without actually spending their kind of money. And that's through "P.I" Advertising.

"P.I." stands for per inquiry. This kind of advertising is most generally associated with broadcasting, where you pay only for the responses you get to your advertising message. It's very popular--somewhat akin to bartering--and is used by many more advertisers than most people realize. The advantages of PI Advertising are all in favor of the advertiser because with this kind of an advertising arrangement, you can pay only for the results the advertising produces.

To get in on this "free" advertising, start with a loose leaf notebook, and about 100 sheets of filler paper. Next, either visit your public library and start poring through the Broadcast Yearbook on radio stations in the U.S., or Standard Rate and Data Services Directory on Spot Radio. Both these publications will give you just about all the information you could ever want about licensed stations.

An easier way might be to call or visit one of your local radio stations, and ask to borrow (and take home with you) their current copy of either of these volumes. To purchase them outright will cost $50 to $75.

Once you have a copy of either of these publications, select the state or states you want to work first. It's generally best to begin in your own state and work outward from there. If you have a moneymaking manual, you might want to start first with those states reporting the most unemployment.

Use some old fashioned common sense. Who are the people most likely to be interested in your offer, and where are the largest concentrations of these

people? You wouldn't attempt to sell windshield de-ice canisters in Florida, or suntan lotion in Minnesota during the winter months, would you?

At any rate, once you've got your beginning "target" area decided upon, go through the radio listings for the cities and towns in that area, and jot down in your notebook the names of general mangers, the station call letters, and addresses. be sure to list the telephone numbers as well.

On the first try, list only one radio station per city. Pick out the station people most interested in your product would be listening to. This can be determined by the programming description contained within the date block about the station in the Broadcasting Yearbook or the SRDS Directory.

The first contact should be in the way of introducing yourself, and inquiring if they would consider a PI Advertising campaign. You tell the station manger that you have a product you feel will sell very well in his market, and would like to test it before going ahead with a paid advertising program. You must quickly point out that your product sells for, say $5, and that during this test, you would allow him 50% of that for each response his station pulls for you. Explain that you will handle everything for him: the writing of the commercials, all accounting and bookkeeping, plus any refunds or complaints that come in. In other words, all he has to do is schedule your commercials on his log, and give them his "best shot." When the responses come in, he counts them, and forwards them on to you for fulfillment. You make out a check for payment to him, and everybody is happy.

If you've contacted him by phone, and he agrees to look over your material, tell him thank you and promise to get a complete "package" in the mail to him immediately. Then do just that. Write a short cover letter, place it on top of your "ready-to-go" PI Advertising Package, and get it in the mail to him without delay.

If you're turned down, and he is not interested in "taking on" any PI Advertising, just tell him thanks, make a notation in your notebook by his name, and go to your next call. Contacting these people by phone is by far the quickest, least expensive and most productive method of "exploring" for those stations willing to consider your PI proposal. In some cases though, circumstances will deem it to be less expensive to make this initial contact by letter or postcard.

In that case, simply address you card or letter to the person you are trying to contact. Your letter should be positive in tone, straight forward and complete. Present all the details in logical order on one page, perfectly typed on letterhead paper, and sent in a letterhead envelope. (Rubber-stamped letterheads just won't get past a first glance.) Ideally, you should include a self-addressed and stamped postcard with spaces for positive or negative check marks in answer to your questions: Will you or won't you over my material and consider a mutually profitable "Per Inquiry" advertising campaign on your station?

Once you have an agreement from your contact at the radio station that they will look over your materials and give serious consideration for a PI program, move quickly, getting your cover letter and package off by First Class mail, perhaps even Special Delivery.

What this means is at the same time you organize your "radio station notebook," you'll also want to organize your advertising package. Have it all put together and ready to mail just as soon as you have a positive response. Don't allow time for that interest in your program to cool down.

You'll need a follow-up letter. Write one to fit all situations; have 250 copies printed, and then when you're ready to send out a package, all you'll have to do is fill in the business salutation and sign it. If you spoke of different arrangements or a specific matter was discussed in your initial contact, however, type a different letter incorporating comments or answers to the points discussed. This personal touch won't take long, and could pay dividends!

You'll also need at least two thirty-second commercials and two sixty-second commercials. You could write these up, and have 250 copies printed and organized as a part of your PI Advertising Package.

You should also have some sort of advertising contract written up, detailing everything about your program, and how everything is to be handled; how and when payment to the radio station is to be made, plus special paragraphs relative to refunds, complaints, and liabilities. All this can be very quickly written up and
printed in lots of 250 or more on carbonless multi-part snap-out business forms.

Finally, you should include a self-addressed and stamped postcard the radio station can use to let you know that they are going to use your PI Advertising program, when they will start running your commercials on the air, and how often, during which time periods. Again, you simply type out the wording in the form you want to use on these "reply postcards", and have copies printed for your use in these mailings.

To review this program: Your first step is the initial contact after searching through the SRDS or Broadcasting Yearbook. Actual contact with the stations is by phone or mail. When turned down, simply say thanks, and go to the nest station on the list. For those who want to know more about your proposal, you immediately get a PI Advertising Package off to them via the fastest way possible. Don't let the interest wane.

Your Advertising Package should contain the following:
1. Cover letter
2. Sample brochure, product literature

 3. Thirty-second and sixty-second commercials
 4. PI Advertising Contract
 5. Self-addressed, stamped postcard for station acknowledgment and acceptance of your program.

Before you ask why you need an acknowledgment postcard when you have already given them a contact, remember that everything about business changes from day to day---conditions change, people get busy, and other things come up. the station manager may sign a contract with your advertising to begin the 1st of March. The contract is signed on the 1st of January, but when March 1 rolls around, he may have forgotten, been replaced, or even decided against running your program. A lot of paper seemingly "covering all the minute details" can be very impressive to many radio station managers, and convince them that your company is a good one to do business with.

Let's say that right now you're impatient to get started with your own PI Advertising campaign. Before you "jump off the deep end," remember this: Radio station people are just as professional and dedicated as anyone else in business---even more so in some instances--so be sure you have a product or service that lends itself well to selling via radio inquiry system.

Anything can be sold, and sold easily with any method you decide upon, providing you present it from the right angle. "hello out there! Who wants to buy a mailing list for 10 cents a thousand names?" wouldn't even be allowed on the air. However, if you have the addresses of the top 100 movie stars, and you put together an idea enabling the people to write to them direct, you might have a winner, and sell a lot of mailing lists of the stars.

At the bottom line, a lot is riding on the content of your commercial---the benefits you suggest to the listener, and how easy it is for him to enjoy those benefits. For instance, if you have a new book on how to find jobs when there aren't any jobs.You want to talk to people who are desperately searching for employment. You have to appeal to them in words that not only "perk up" their ears, but cause them to feel that whatever it is that you're offering will solve their problems. It's the product, and in writing of the advertising message about that product aregoing to bring in those responses.

Radio station managers are sales people, and sales people the world over will be sold on your idea if you put your selling package together properly. And if the responses come in your first offer, you have set yourself up for an entire series ofsuccesses. Success has a "ripple effect," but you have to start on that first one. I wish you success!

FREE BONUS #1 – A $497.Value

Your <u>FREE</u> Advertising Audit awaits!

<u>Special Note:</u> **FREE for a limited time only**, for the first one hundred businesses that act now before spaces are quickly filled. Spaces are extremely limited. After spaces are filled up, I will not be accepting any more claims for this free marketing audit. You have until 7 days after from date of purchase from this book to claim this bonus. This bonus will expire 7 days from now. Claim it before it is gone for good.

Privacy Policy as Follows: Your information is confidential. Your information will not be sold, bartered, or shared without your permission, unless I am required to do so by law.

Reminder if you do call before the allotted expiration time, you may be experiencing high call volumes. Your call will be answered in the order it was received. Keep trying back or leave a detailed voice mail with your name and number on it and I will get back to you as my busy schedule frees me up. Thanks.

Claim Your <u>FREE</u> Advertising Audit That Uncovers Marketing Assets Currently Within Your Business That Are Not Being Maximized And Easily Increase Your Sales By 25% - 100% In 90 Days Or Less Without Spending More Money On Advertising!" *---($497 Value)*

Details revealed below…

I Rosa Augostino, am offering a <u>FREE</u> incredible opportunity for you to improve your current marketing and sales systems without spending more money on advertising.

Claim your free marketing audit today and discover:

How to **quickly increase your sales by 25% - 100% in the next 90 days** without spending more money on advertising!

How to **guarantee that your business stands head and shoulders above the competition**, so prospects will be proud and excited to buy from you.

The **"Hidden Goldmine"** in your business and how you can capitalize on it and make big profits.

Quick, easy and cheap ways to advertise your business.

How to compel your customers to literally line up and beg you to accept their contact information so you can follow up with them.

Discover secret insider tips and techniques to get your past customers to come back into your business and buy from you again and again.

Turn your customers into raving fans that advertise your business 24/7.

Ignite fierce loyalty in your customers so that they couldn't even imagine purchasing from your competitors.

How to *create your own lead generation system.*

<u>**Real-life examples**</u> of how you can create a continual stream of fresh and eager prospects.

Privacy Policy as Follows: Your information is confidential. Your information will not be sold, bartered, or shared without your permission, unless I am required to do so by law.

Claim Your FREE Marketing Audit By…

E-mail

rosaaugostino@gmail.com

FREE BONUS #2 – A $197 Value

Get FREE PUBLICITY and get published in my book.

Submit YOUR Testimonials And Be Noticed By All The Readers.

Would you like your testimonials to be published in my book FOR *FREE* for the whole world to see?

Great. In the second edition of this book I will be putting a "Readers Testimonial" section in it for other readers to see. So if you have a business or anything else, You will be getting **FREE PUBLICITY** that you will not be able to get anywhere else.

So if I were you I would take advantage of this *FREE OFFER OF FREE PUBLICITY* while you still can.

Before you submit your readers testimonial of this book please adhere to these brief rules here.

#1. Please read this book. Go through it.

#2. Do not submit your readers testimonial of this book if you did not read it. **I do not want it**.

#3. ALL testimonials must be real and honest. NO FAKES.

Here is an added bonus for you---*a $200.00 value*. I am throwing a READERS TESTIMONIAL contest to give you some extra powerful *FREE publicity*.

If you win first place, YOUR readers testimonial will be PRINTED on the first cover on the second edition of this book.

Send email to ----> Maximumwealthsecrets@gmail.com

FREE BONUS #3 – A $197 Value

Get more FREE PUBLICITY and *Be A Guest On My Upcoming Radio Show.*

For a limited time YOU can be a guest on Business Growth Radio FOR FREE to get publicity for YOU and YOUR Business by letting the audience know how this information has helped you achieve some financial freedom.

I believe this will be a great chance for you to share your testimony with the world. SO feel free to do it I welcome you.

So e-mail your testimony to ***BusinessGrowthRadio@gmail.com*** with " *Let me in as your guest* " in the subject heading along with your age, gender and phone number. Thank you.

I need your phone number so we can talk ok.

Rest assure your e-mail will not be sold or rented out to anyone. I respect your privacy.

Oooo One last thing, Business Growth radio is in PRE LAUNCH meaning that it is not live yet. Therefore I will be accepting your testimonies for review and I will let you know when it is live.

Keep in mind **YOU are guaranteed a LIVE spot** on my upcoming radio show. So hurry submit your testimonies in before the spots fill up.

FREE BONUS #4 – A $297 Value

FREE Bonus: Get 1,350 Free Business Cards

     As an added bonus for you, I have decided to include places where you can get FREE business cards to help you effectively market your business for FREE.

     Look on the bright side, at least you do not have to risk your capitol to market your business with these FREE Business cards.

http://www.printsmadeeasy.com/ci/Free+Business+Cards (**100 FREE Business Cards**)

http://www.vistaprint.com/postcards.aspx? (**250 FREE Business Post Cards**)

http://www.businesscardsusa.net (**250 FREE Business Cards**)

http://www.vistaprint.com/vp/pSearch/topDeals.aspx? (**250 FREE Business Cards**)

http://www.1800postcards.com/freecards.aspx?gclid=CJmZ3ZKfuKkCFRE95Qod yTFw-g (**250 FREE Business Cards**)

http://www.dcp-print.com/Products/Free_Business_Cards.asp (**250 FREE Business Cards**)

Unadvertised bonus: **100 FREE Business Post Cards**. Yours for the taking.

http://www.vistaprint.com/postcards.aspx? (**100 FREE Business Post Cards**)

* Just pay shipping and handling *

FREE BONUS #5 - A $297 Value

Questions About business growth, customer attraction, or marketing your business? Just Ask Rosa.

I am glad that you decided to go to this page to and make your inquiry.

Here is a question for you. If you had one chance to ask me any question about my business growth, customer attraction, or marketing strategies, what would it be?

Take 30 Seconds to think about it.

Then e-mail me your single most important question at **justaskrose@gmail.com** with " Business Question" in subject heading.

With some fortune it will be one of the 12 questions that I will hand pick for my new book.

P.s. All of my clients, and students will get a FREE digital copy of my new book answering your questions about off line marketing to grow your business and attract customers. You have to be on my list ok.

Can You Do me a favor? Tag me.

Yes I am asking you to tag me. If you found this powerful information in this strategic guide helpful to you and or business, Please tag me on amazon and write a small testimonial.

Thank you. I truly appreciate you doing that for me. It helps me a great deal.

When you decide to tag me on amazon please scroll down to where it says (**Tags Customers Associate with This Product**) Then click on (**Add your first tag).**

Either add your e-mail address and click on Yellow button or check yes and sign in. If you do not have an amazon account you can always get one free here.

https://www.amazon.com/ if you do not have one. Thank you.

And if you did tag me on amazon let me know and I will send you a FREE gift (worth $147.00) that you can use to help you grow your business and make extra money on your spare time.

E-mail me at ***justtagme@gmail.com*** with "I tagged you on amazon" in the subject heading along with your name that you gave me a testimonial and tags you used to tag me with.

About Rosa Augostino

Rosa is an aspiring, author, photographer, musician, and trader. Rosa aspires to be all of those things and greater. One of her other passions lie in trading instruments in the global markets along with empowering business owners and authors to excel greatly in their chosen professions FOR FREE.

Rosa is the founder of Business Growth Journal and Business Growth Radio - the only resource for small business owners to get the very best internet marketing strategies tips, tricks and FREE resources to exponentially grow their business and get customers with little or no effort.

Rosa is one of the most trusted sources of valuable business growth information that you will ever find. Most people in her industry talk a good talk but Rose walks a good walk. Most people in her industry will nickel and dime you for the valuable information and solutions you seek after but with Rosa you can rest assure you will never ever have to rip out your checks, cash, credit cards, etc. to pay Rosa for her information to help you succeed in your business

She is here for you. She is NOT in this industry to make money or a quick profit of of you unlike some others.

She has made her mark in the Internet marketing scene by launching her first ever Radio Show called Business Growth Radio in the world and is the only one in this industry that will never charge anyone for her valuable information.

Rosa is also a huge fan of improvement. She reads inspirational books like the Bible. She also believes in firmly attaining greatness in any business.

Check out her web sites at:

http://www.twitter.com/RosaAugostino
https://www.facebook.com/rosa.augostino

Rosa Augostino has other unique online stuff as well that has to be developed.

For updates just follow Rosa Augostino on Twitter.

An Open Letter To Corporate America Successes, Critics, Skeptics, Freebie Seekers, And My Competitors

You are the reason why I wrote this section.

First to the Corporate America Successes, critics, skeptics and freebie seekers. I truly understand where you have been. I have been there also believe it or not.

It wasn't such a long time ago when I found myself struggling finding a job, looking for employment, watching the bills come in.

During my hardship, I found myself depressed and felt like a failure because I was not getting hired for a job. God knows I submitted hundreds of applications to stores and hotels. As a result I got NOWHERE. I did not get any phone calls back. I got nothing.

It took a toll on me. My alleged friends AKA "Corporate America successes" constantly criticized me. They called me names that hurt. I was FALSELY accused of being LAZY and not ambitious. I was judged harshly. I still think I am being judged by (the same crowd) because I currently do not have a traditional job in corporate America.

God knows I wanted to have one. However, times are tough. From what I have experienced, establishments are just not hiring today. And In my opinion, if they are you have to have a certain criteria in which I do not have. I do not have a bachelor's degree. I wasn't in college for that long. Nor did I come from another country to work for half the pay. Oh well.

Just because I do not have a job in corporate America, it does not mean that I am less of a person expecting to get a big hand out. In fact I have as much worth as the people who are working with a job.

One day in my past I was invited to go to some seminar in Manhattan with my parents at a hotel. I have gotten some very useful information. That information really excited me and motivated me to take action that would altered my life for the good. I became link an Internet information junky just absorbing ideas that can help people for the better. I was introduced to a new way of earning money online.

After all of those seminars, I decided to take action and write my very own book(s). The book of off-line Marketing. And The wealthy wealth blue print.

Truth be told I was online for years in the marketing and business growth industry working behind the scenes before I decided to go public. I am no stranger to the industry.

But besides that I also have another passion for the stock market. I am all about LOW risk high probability trading (figuratively speaking). I have a formal education in trading instruments such as securities and equities. I have been trained to make analyses and to buy on logic not based on emotion. Before I place a trade in the global markets I need to know everything about that. If I do not, then I cannot make the trade. Understand? I feel the same thing applies online also. It seems like we have something in common right? Trust me when I say this to you, you have every right to feel the way you do about making money online. You have every right to think it is to good to be true. Not everyone will say that to you.

Let me ask you a question, If the people with BIZ OPPS that are allegedly making money online, wanted to help you truly, wouldn't they let you in for FREE until you made money to see if what they are doing really works instead of charging you money?

As for me I believe so. However, in my opinion, these people that are making the bold claims of making money online will NOT help you. From the impression they gave me, I believe they want you to lay out money for **biz opps, etc.**) they think will make you money right? Unfortunately in my opinionated findings, with them you have to pay for everything and risk your money. If you ask me, I do not think that is fair at all.

If what they are saying were true, they would let you in for FREE to see if their systems truly work and they would HELP you. Unfortunately they do not. In my opinion, I do not think they really want to help you. I believe they only want to make money off of you and leave you hanging. That is why I believe you are skeptical. Believe me, you have every right to feel that way. I did to.

It seems like whatever you encounter online concerning making money is a SCAM right? Well this is where I step in. I am here to break the walls of your skepticism and replace them with HOPE and Trust. Yes you read this correctly. ;)

You will never have to worry about me trying to take your money at all for courses or systems that do not work. I do not have a hidden agenda to recruit you into mlm opps like Amway. In plain English, I am not in this industry to make money off of you the way everybody else is. Recruiting you in a biz opp is NOT my business.

I am here to give you the information you seek after for FREE.

O.k. Rose, If you are not trying to make money off of me in the same way those other people are, then why are you selling books on Amazon and other places?

Good question. To establish credibly and create trust. To also show you that I know what I am talking about and to prove that the information I have to give you for FREE is worth lots of money also.

Keep in mind, if you go through me, I will GIVE you some free chapters of the digital versions of my guides that you see on Amazon and other places FOR FREE. I will never charge you any money for them.

If you need help I am here for you. I truly want to see you make money and succeed O.K. And I hope this will be the start of a beautiful relationship between us.

Now to my competitors and critics. Believe it or not, I am doing the same exact thing you are doing. How so you ask? I too am giving my audience the same information also. The difference between us is that, I see my audience as living breathing people that are in need of help. I do not see them as dollar signs. I am here to FREELY give my audience the helpful information they seek after with out charging them tons of money for it. But you would not understand that right? You are in the business to make profits not run charitable services right?

No disrespect intended. No hard feelings. I do understand where you are coming from ok.

Now lets move on as friends and make history. I wish you well in your endeavourers.

Yours Truly,

Rosa Augostino

Legalities Exposed

Make a note of this:

I loathe having to insert this section as much as you dislike reading it. Unfortunately I have to because we live in a highly litigious society...

Using or accessing the web site (the "Site"), Freely giving your e-mail address to obtain this publication (E-Book, Report, Etc.) and downloading this publication constitutes acceptance of this agreement and creates a binding legal contract.

If you are not in agreement with this binding legal contract, trash this material or return the book where you got it from for a full refund.

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Earnings potential is entirely dependent on the person using this product, ideas and prospecting techniques. This should not be seen as, and I do not purport this as, a "Get Rich Quick Scheme".

Each individual's success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is an inherent risk of loss of capital and there is no guarantee that you will earn any money

You acknowledge that there is no income guarantee. There is no promise or representation that you will make a certain amount of money, or any money, or not lose money, as a result of using the information, products and services.

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Your E-mail Address and personal address will NEVER be rented or sold to anyone. Your PRIVACY is safe.

However, If you do submit material, comments, case studies or testimonies you grant a nonexclusive, royalty-free, perpetual, irrevocable, and fully sub-licensable right to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, and display such content throughout the world in any media.

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Mind you we ALL learn from somebody. People are taught to do things from other people. That is why we have teachers in this world.