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# Opt In Secrets Exposed

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**“Discover How To Turbo Charge Your Targeted List By 300%, Earn Maximum Profits And Never Spend A Penny For Any Advertising!”**



This e Book is brought to you by Ann Liu  
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# CHAPTER 1: ABOUT ME!

Here's a brief about me.

Before the internet adventure came along, I graduated with an Engineering degree, then after a year gave up that career, followed by what was an enjoyable part of my business life – THE FAMILY BUSINESS.

It was a business that thought me many aspects of being involved in a business, respecting customers and suppliers, looking after your employees and most of all developing your own respect. Definitely, earning respect does not come easy, you have to earn it!

If you have true genuine intentions for a business partnership; respect and success will follow.

This is one of many eBooks and Reports that I will be compiling. My aim is to provide you with solid foundations to succeed online.

How? Look at building your email list...

This eBook is all about sky-rocketing your list from zero to thousands and thousands without wasting a cent on advertising and using people's time to get you there!

In fact, it should be the first focus for many potential online marketers.

Let me paint a picture,

- Unless you have a generous marketing budget, your aim is to keep your business cost as low as possible
- 100 visitors to your site over a period;
- 5 visitors became your customers and 95 (95%) visitors disappeared;
- Those 95% lost sales became your wasted effort, time and money;

But, if you built your own list of prospects, and a list of customers who previously purchased, then you can continually contact them over and over again for future sales.

Every 'Guru' will tell ya, it's their email list (prospects and customers) that drives their bank account up. It's a list they can contact repeatedly to build trust and win them over.

As it is my first eBook, I am hoping that you will help me to do it right!

If you find it useful, please pass it on to others for their own reference, or otherwise please forward a constructive feedback. It will be much appreciated!

My two aims with this eBook is to illustrate why building an email list is essential to your success (so please allow me 3 pages to explain why...) and, also how to build a responsive email list.

To support my point, I've added articles contributed from well known internet experts such as Terry Dean, Shelly Lowery and Jim Edwards.

There are also quality FREE eBooks in this eBook just for you as a bonus!

## **Claim Your Free ePackage **And** Earn 65% Commission Today!**

Grab It Today - Without spending a cent – you can claim FREE access to my ePackage “Opt-In For Success”

√ You'll receive FREE subscription to 'Opt-In For Success' newsletter, giving you all the exclusive articles on exciting eMarketing topics to cash in on your success!

√ You'll receive a FREE Video eBook '10 Easy Steps To A Google Friendly Page'. Discover quick and easy steps to generate a stampede of traffic to your website with just a few simple html tweaks!

√ You'll receive a FREE 7 Day eCourse, “**How To Create Profit Pulling Free eBooks And Get Thousands And Thousands of Subscribers For Free**”.

In this 7 Day course, you'll discover how to create quality eBooks to cash in on your own success with affiliate programs almost overnight.

**And you'll discover how you can quickly and easily TRIPLE your commission with this free eBook...**

And **EXCLUSIVE** for readers of this eCourse, **TWO mystery bonuses** that will make it so EASY to earn MONEY while barely lifting a finger!

**Register Now** for this must have ePackage and the 4 bonuses.

**Remember as another BONUS, you can earn \$43.55 by signing up to my affiliate program for FREE.**

## CHAPTER 2: Here's A Simple Truth To Any Internet Business...

The most valuable asset to any business is your customer.

The relationship between a supplier and a customer is the lifeline of your business. The respect and trust that you will gain from your customer is so important, as it builds loyalty and credibility that is irreplaceable.

Reputation counts!

With that trust gained, not only will your customer support you directly, but indirectly as well, by 'Word of Mouth' referring friends, relatives, or their customers to your business. That's free advertising.

Take for example, one of the biggest recognised soccer club in the world, Manchester United (not a supporter). With one of the biggest fanatic following, the heart of the club is its supporters and members who drive the turnstiles weekly. They are the fans who follow the club weekly to different venues, countries to support the soccer club.

The club knows it has the brand and support, but in order to generate more revenue, it's the recruitment of new members and retaining them is a priority. Club members are the customers who take up the club's sporting packages, sponsorship packages, souvenirs, merchandise, memorabilia, etc that are promoted to them!

It's the benefit and product that the members want. Without the loyal following, the club cannot exist.

So even if you have a great product and great location, without customers there will be no sales, no cash-flow and NO money!

Without a doubt, the most valuable asset to your internet business is your email list, the heart of your success.

If you do not know where to begin and you want to make real money online, start building permission based email list (an **Opt-In** list) to your internet business. It should be your primary objective.

One big benefit of an email list is, your subscribers will be more responsive as they are your target audience. The reason why people subscribe...you have a valuable and unique product and service they are potentially looking for.

Although everyone who visit your site will not become a customer, they must have some interest in your product, or service that led them to your page. Therefore every visitor is a potential lifetime customer.

Potential customers are much more likely to become a customer if you make an effort to keep in touch with them. It requires several communications to gain that trust for a sale. That's where an "Opt In" form and a simple communication tool such as an email helps.

With today's low cost web marketing technology such as a web host, an auto-responder and email, it is easy to develop a permission based email (opt in) list.

Start creating an opt-in list to capture customer's and prospect's contact details such as email address, first name, surname, telephone number, etc. Take control of the list.

Once you have the email addresses, send personal messages with the latest important update, latest product or offer, an e-course of your related topic that can solve and benefit your list...**Be an adviser.**

Use auto-responders to automate all the follow ups with your opt in prospects, you will have one, three, eight or more tries to generate sales for a product. Without opt in prospects, you only have ONE shot at a visitor.

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#### SIDEBAR

What's an Auto-Responder and a Web Host, you ask?

Chapter 4 of Ian Herculson's "The Opt in Strategy..." eBook provides a good explanation on the functions of both applications, and ways to set to it up on Automatic 24/7. The best part of this eBook, it's FREE! [Download it now.](#)

And [discover how](#) Ian uses simple giveaways and Ad swaps to effectively grow his list from zero to over a thousand subscribers in 20 days.

You need a quality hosting company to host your site with 24/7 technical support. Visit '[Ultimate Marketing Center](#)' for a 'One Stop Shop Solution' of 10GB monthly transfer Hosting, unlimited Auto-Responder accounts and Ad Tracking system.

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#### SIDEBAR

When you start building credibility and trust with your Opt In prospects, they will have less fears of doing business with you! This can only give you a good chance of converting them to a customer at some point, and some will go on to purchase multiple products from you.

You can make profit, and sell your own product or someone else's, or sell advertising space. With a simple program, it can be that easy and effective!

If you don't know by now...The money is in the list.

The key to earning serious money from your opt-in list is cultivating your list. Build up a relationship and stay in touch with them on a regular basis. Let them know who you are and show your personality. Address your opt-in list by their actual names and provide VALUE to your articles with good offers.

Keep them interested with up to date info-solution that is of value. Offer discounts, the latest products, useful freebies that they can benefit from. Put yourself in their position, and think what they are looking for. Help them.

Build your product into a credible brand for people to trust!

Again, Ian Herculson's "[The Opt In Strategy](#)" from chapter 7 to 9 shares a good insight on how he effectively manages and maintains his Opt In List for long term success.

The more they know you and what you have to offer, the more trust gained and the more result you'll have. If they don't make any purchase, at least they will be informed enough to use 'word of mouth' advertising to promote your site or product, meaning more potential customers!

Can you see the importance of an email list?

Plan to develop a permission based email list, one list of customers who purchase, and the other a list of prospects (leads) who have given you permission.

Let me repeat, owning an email list is essential, it's like owning your very own goldmine; without it you don't have an internet business.

In the next 2 informative articles, Terry Dean and Shelley Lowery are 2 successful internet marketers, who share their views on the importance of an Opt In List.

**A Tip with a FREE Bonus-**

Use 'Pop-up' Windows – You can use a 'pop up' box when the visitor leaves or enter your site or sales page.

Offer your visitors a Free report, a Free eCourse, a Free subscription to your newsletter, or a Free product, OR ALL of them in exchange for their name and email.

Pop Ups can JOLT your 'Opt In' response; you can download this easy step by step video "5 Fast Ways to Explode Your Opt In List" for **free** and learn how to profit from your visitor the second your visitors subscribe!

It includes a neat little software that will help you grab that all important email.

[Explode your list now!](#)

# Article 1

## Six Models Of Success

If you want to build something...first find a model!

During the past week, I have spent a large amount of time studying successful web sites and finding out what it is that is separating them from all of the run of the mill web sites which are just there.

It is really interesting when you stop for a moment and look at why certain sites are becoming extremely successful on the Internet. What really stood out to me more than anything else was the variety of different types of businesses there were out there. I researched extremely successful sites which focused on web hosting, business opportunities, pet products, golf, computers, information, and even paint thinner!

Anything, if planned appropriately, can be sold online.

The other thing that has stood out to me is the variety of different models of success there are out there. A key to being successful in any venture is to find a business which is already doing what you want and model after them. Play follow the leader.

I can't go into every model of success I have found, but I do want to introduce to you six different models which kept springing up over and over again in successful sites.

As you look over these models, you may find that you are on your way to becoming just like that type of business. If so, good. If you don't see anything listed here which is what you are trying to do, you really should stop for a minute and organize your plans to more closely follow a successful web site model.

You may even find that your business fits into more than one of these categories...if so, again you are probably following the right road in your business.

### **Model #1 - Free Information Provider and Opt-In List Builder**

These two things go hand in hand. For months you have heard me tell you over and over again that the profits in an online business are in the Opt-In List. Well, it is still true and I am going to keep right on telling you this.

Look at the most successful business online and almost without fail they are the same businesses which are building the Opt-In Email Lists. One key that you have to remember though is that you **MUST** provide high quality information to your list and not just a bunch of ads. If your newsletter is just an ad sheet, you can be assured that it will almost **NEVER** grow!

Then, learn how to write effective offers which ride right along with each of your mailings to the list. Once your list begins to grow, you will find out just how easy it is to build a Guaranteed Monthly income on the Internet.

Advantages: You can build your list up each month and watch your guaranteed monthly income go up right along beside it. It can be an easy way to create a Residual Income no matter what products or services you are selling.

Disadvantages: You have to like to write. If you hate writing and only want to send out pure advertising without value, you will find that this is a very hard road to travel.

## **Model #2 - Malls and Co-Op Advertising**

Another successful model I found were sites which could almost be considered malls with many different products and advertising opportunities. Although a site like this wouldn't be successful in most cases by directly advertising, the mall owners came up with a very simple and effective method of creating awesome traffic at their sites.

They would start Co-Op Advertising online, in postcard decks, in magazines, etc. They would buy a large ad or postcard deck card and then split it up between 10 - 20 others and everyone would pay a small share. Then, the mall owner who is running the co-op would get his share for free and even sometimes make a small profit from the deal.

Being a co-op participant can be a low cost way of getting traffic to your site, but the real opportunity opens up when you start running co-ops yourself in this manner. I know of one Internet marketer who gets over \$150,000 a year in free advertising by running these types of co-ops!

Advantages: You can get \$100,000 or more free advertising if you schedule enough co-ops and they produce good leads for each of the participants.

Disadvantages: If your co-ops don't work for everyone involved, expect to have some serious trouble growing.

## **Model #3 - Free Services and Paid Advertising**

If you find a service people need such as autoresponders, forms on their site, search engine listings, traffic tools, etc., you may find that this is the model for you. Sites which provide something extremely valuable for free can often take their traffic counters into the thousands literally overnight...then they can start charging people for placing banners and other types of advertising on their site.

You may think it is hard to come up with a Free service to drive traffic to your site, but it really isn't that difficult. Spend some time over at <http://www.cgi-resources.com> which contains thousands of CGI programs, many of which are low or NO cost. Some of them would also make great traffic generators if you would position them on your site in a unique way.

Advantages: You never have to pay to advertise this site. If your Free Service is extremely valuable and unique, word of mouth and press releases will be all of the marketing you need for it.

Disadvantages: The hard part is coming up with the winning idea.

#### **Model #4 - One Product Page and Paying for Advertising**

People don't talk about this technique as much as some of the others, but I have found it to be one of the easiest ways of making a good income online. When you find a hot product that you know a certain market is interested in, then focus on putting up the best sales letter possible with just one or two pages about the product.

Then, focus all of your marketing towards bringing people to that page. By presenting people with only one choice at your site, you eliminate any of the possible confusion or distraction which come with multiple page sites. From studying all of the different models, this one will usually have the highest response rate per visitor.

After someone buys your first product, you can then introduce them to all of your other products and services on the backend to create multiple income streams.

Advantages: This type of site has the highest sales rates of web sites because it eliminates the confusion and distractions.

Disadvantages: The biggest disadvantage is that you can't expect too much free traffic. You will have to pay for all of your traffic in most cases.

#### **Model #5 - Catalog Sites and an Affiliate Program**

Many sites have hundreds of products and services so choosing a lead product like the above model just doesn't make sense for them. Usually in these cases, I recommend going with creating a catalog site and building a network of affiliates.

Look at the size of Amazon.com's affiliate program. It is quickly establishing itself as the number one bookseller in the world. No one else is even close. Much of this is due to one factor...their affiliate program.

Every day new affiliate programs spring up...and go down. If you have a selection of products which have a strong USP and are good sellers online you have the makings of a good affiliate program.

Make sure to allow your affiliates to link to specific products also, not just to your main site. This will allow them to earn maximum commissions.

Advantages: This is the way to take over a large market share on the Internet...expect to see in the coming years that probably as many as 40% of the top profiting sites will be affiliate programs.

Disadvantages: You have to support your affiliates better than the average site AND you have to be able to handle the amount of orders that will be coming in. Neglect either one and your affiliate program won't last long.

### **Model #6 - Community Building Even If You Don't Have a Product to Sell.**

The other side of the affiliate program are those who sign up as your affiliates...the most successful of which will usually be those who have built an online community around a certain subject or hobby.

By putting up a discussion group, providing links to interesting content, publishing an ezine, and more you can build an online community around a specific subject that interests you and others.

Then, as your traffic grows, you can join affiliate programs or set up joint ventures to offer your audience products or services which are of great interest to them.

Advantages: You can start this type of business without even having a product or service to sell. You can build a traffic base and then ask your visitors what it is that they want. Then, you can find the exact products or services they want and need!

Disadvantages: You will have to go without much income for a while until your traffic begins to grow to a high level.

Each of these models presents a possible online business for you. Which one interests you the most? Which one do you understand the best? Which one would you enjoy?

Pick one or more of these above business models for your Internet business and you will have taken the first step to Internet success...

"Getting Started."

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Terry Dean's Brand New Free eBook, "10 Quick and Easy Ways to Increase Profits to ANY Web Site Overnight!" Reveals More Time Tested Proven Internet Marketing Secrets Than 99% of the Paid Products Available...Showing You Step-By-Step How to Increase Your Traffic, Drop Your Expenses, and Drive Your Profits Through the Roof:  
<http://www.bizpromo.com>

## Article 2

### Developing A Highly Profitable Opt-In List

An opt-in list is the absolute most effective marketing tool available on the Internet. Not only do they provide you with a direct line of communication with your target market, but they also enable you to develop a trusting relationship with your subscribers.

The key to using an opt-in list effectively is to develop a large subscriber base. Not just a large subscriber base, but a list of targeted potential customers.

Although a large opt-in list is an important part of your success, the quality of your publication is even more important -- both will play a very important role.

If you really want to build a massive opt-in list, you **MUST** provide your potential subscribers with an incentive. The competition on the Internet is fierce. No longer can you simply tell your visitors what your publication will provide and expect a large percentage to subscribe. It simply won't work. You **MUST** give your visitors a reason to subscribe.

#### Incentives

Using incentives is a highly effective method of obtaining new subscribers. However, your incentive must be of value and be of interest to your target audience.

Some popular incentives include:

- => Exclusive eBooks that provide valuable information
- => Special exclusive reports
- => Special software programs
- => Provide access to a "members only" area of your website
- => Provide a service
- => List their website within your Directory or Search Engine.

In order for your visitors to receive your incentive, they must agree to receive your publication.

#### Pop Windows

Although pop windows can be irritating if not used correctly, they provide a highly effective means of obtaining new subscribers. The key to using pop windows effectively is to combine them with your incentives.

If you would be interested in adding a pop window to your site, I highly recommend the "Pop-Window Generator" at [Willmaster.com](http://Willmaster.com). This powerful online utility will enable you to fill out a simple form and instantly generate the pop-window code for your pages. This

generator will enable you to select the type of pop-window, set the length of cookies, and completely customize the look and feel of your window. The only requirement to use this free utility is that you must be a subscriber of WillMaster Possibilities. This is a great publication and I highly recommend subscribing.

<http://willmaster.com/possibilities/members/>

This is a prime example of using incentives...

## **Keeping Your Subscribers**

Now that you know how to develop a large subscriber base, we'll focus on how to keep them.

Developing a large subscriber base is the easy part, keeping them will be a little more difficult.

The key to keeping your subscribers is to provide quality content that teaches or informs in regard to the subject matter. You must provide your readers with unique content that can't be found in any other publication.

Although providing original content can be a lot of work, it is well worth the effort. Not only will it provide your readers with unique content, but it will also enable you to build your credibility and gain your readers' trust by sharing your expertise.

Although providing some original content is an important part of a great publication, it is perfectly acceptable to run articles written by other authors.

You can find a wealth of quality, free articles on a variety of subjects at the following web address: [http://www.web-source.net/free\\_articles.htm](http://www.web-source.net/free_articles.htm)

## **Editor's Note**

Another very important part of a successful publication is an Editor's Note section. This section will enable you to talk to your readers and develop a trusting relationship. You can also use this section to provide recommendations. There's absolutely no better way to develop a relationship with your readers than by including an Editor's Note section.

## **Advertising**

A great way to increase sales with your publication is to run sponsor ads. Not a list of classified ads like you see in many publications, but instead, run five or six sponsor ads depending on the size of your publication.

These sponsor ads can be ads promoting your products, your affiliate or even ad space you sell. Place one ad at the top of your publication, a couple within the article you run

and work your way down the publication.

Sponsor ads should be clearly marked and only promote legitimate products and services.

## **Conclusion**

No matter how many new subscribers you may acquire, the key to a successful opt-in list is keeping them. The relationship you build with your subscribers will determine your success. Above all, you must provide your readers with quality content. They subscribed to your publication for a reason. If it doesn't meet their expectations, they'll simply unsubscribe.

Once you've developed a trusting relationship with your subscribers, your personal recommendations will be a highly effective means of closing sales. However, it is very important that you only recommend a product or service that you truly believe in. Your professional reputation depends on it.

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Shelley Lowery is the author of the acclaimed web design series, *Web Design Mastery* -- an in-depth guide to professional web design that is rapidly becoming known as the ["Bible" for professional web design.](#)

## CHAPTER 3: How To Grow Your List From Zero To Thousands For Free?

Now for the fun part... ‘Viral Marketing’ plus ‘Joint Ventures’.

Advertising can be costly; it’s a trial and error campaign. Sometime you win, and sometime you don’t, so there’s an unknown factor.

To reduce that element of risk, look at traffic virus to bring in email leads. Provide an incentive or unique offer to subscribe.

In other words, generate curiosity to your site (Opt In Page).

Viral marketing is all about giving away a highly informative free product such as this eBook, in exchange for the reader’s email address and name.

And in return, the recipient has permission to pass the eBook (such as this one you’re reading) along to friends, relatives, clients, prospects, visitors as a freebie. Not only will the eBook teach them, but also they can use it to generate more traffic and sales to their site.

And the best way to get people to give away your product is to allow them to obtain branding rights to your eBook and earning commission from their own affiliate links!

Now that’s a BIG incentive.

And for the author of the viral eBook, it’s the exposure and an ever increasing email list to follow up on for future sales!

**Remember, Traffic Virus is Good For You and it Reduces your advertising risk.**

It’s only going to cost you time, but it is a small price to pay when the traffic virus will continue to work for you **24 hours daily** and **years into the future!** In fact, you’re using people’s effort time to work for you.

Let me repeat - It’s FREE promotion and FREE advertising.

Here’s the best part - To really explode your opt in list 300%; Joint Ventures (JVs) can get you there **FASTER, and without you spending any extra money on advertisement.** It’s the perfect match.

Don’t wait to get that precious Top listing on Search Engines, get moving with JVs, it’s the **QUICKEST** way.

So what's a JV?...It's a business partnership where each partner utilises each other's asset towards a common goal where both parties benefit.

In this case, you are using their list, their time, their money and their effort which ultimately increases your opt in list!

AND your JV is looking to benefit out of your offer from their subscribers.

A JV partner can be an affiliate, ezine publisher, subscriber, and other's you believe a potential deal is possible.

For example, you have a high demand Quality Packed free eBook, and you need a partner who has an email list. First you decide on the type of partner to complement your business.

Then, you approach the prospect; offer your free product and a GENEROUS deal of a proposal. If your prospect likes the product, your JV partner will promote the free Viral (customised) eBook to their list.

-----SIDEBAR-----

You can run an affiliate program using '[Clickbank](#)', where potential JVs can join your program! Clickbank can track sales and payment on your behalf.

Note- This is covered in lesson 5 of the eCourse. [Register](#) for the Exclusive Offer that comes with the 7 Day eCourse.

-----SIDEBAR-----

**BANG!!** Your Opt In list starts growing!

The fact is, many website owners, newsletter/ezine publishers are looking for high quality information that they can offer to their email list and visitors!

Many have a great and trusting relationship with their list, and you can tap into that established relationship.

Offer a quality product such as an eBook or an article, you'll soon have hundreds of sites working for you and promoting your master piece(s) to their email list or on their website. All you have to do is sit back, relax and watch your list grow on auto pilot.

**BEST OF ALL**, you get FREE advertising.

Can you imagine how the list will grow when your product is in the hands of thousands and thousands...People just love freebies!

What's required? Contact your potential JV prospect directly, and propose a deal where everyone can benefit and profit from it.

This is a quick way to multiply your marketing exposure for FREE, and without any extra effort on your part...just time is required to package a QUALITY product that will benefit your JV prospects and ultimately multiply your success.

- But remember to include your website links, links you are promoting, and an opt-in form for people to subscribe to your list!

Over period of time, you will have thousands of your products circulating the internet carrying YOUR LINKS.

## CHAPTER 4: Where Are My Joint Ventures?

Look for businesses that are complementary to yours. If your eBook is on 'Barbie Dolls', no point to do a JV deal with a business promoting 'Health Magazines', your niche audience will not exist.

Identify and approach business with similar (not exact) product to your niche and are not in direct competition.

Look at ways to keep cost down to absolutely \$0 or at minimal cost. You can look at options of sharing marketing cost in Ezines, trade 'Thank you' pages, just trade where there's a 'win-win' or give more to your JV partner.

Just do whatever you need to get the ball rolling, and use people's traffic to build traffic to your site.

Before you waste your time and effort on a product, ask yourself the following-

1. Is there a demand for your product or service?
2. Is the market / audience large enough?
3. Will the target market purchase your product, and can they afford it?

### **Market Research is ESSENTIAL...**

Where to start? Take a moment to 'have a feel of' what is happening in your market, and check out what is being offered, and promoted. Get an idea what is going on.

Do your research and start looking for products in 'Clickbank', search engines such as 'Google' or 'Yahoo', and use 'keywords' that are relevant to your target market. Look for the people you can work with!

AND think about how your product can benefit them, and how your product will help their 'opt in' members. That is, make JV partners and their customer's happier.

Here are a few ideas:

#### ➤ Search Engine tactic-

1. Compile a list of keywords or phrases that apply to your niche;
2. Overture.com is a pay per click search engine on the internet. Visit [www.overture.com](http://www.overture.com), go to "Visit the Resource Centre", then 'Keyword Selector Tool'. This is a FREE search tool that will give you the total number of searches

for each keyword selected during the previous month. A great part of this search tool- it gives you other related keywords and phrases searched by people.

Have a look at the bid function 'View Bid Tool', and observe the bids advertisers are willing to pay for each click in your market. Take note of their site for any opportunities.

3. Another good keyword search tool is <http://www.goodkeywords.com>. A terrific FREE software for searching those keywords;
4. Use the results from your search, and begin filtering the relevant keywords and rank them in order of importance;
5. Use search engines like Google, and enter your keywords to find the relevant sites and competitors too. Look for who is advertising to the target market and investigate the site.

If they have an "Opt In" form, it's a good start. So make a list of prospects, competitors and narrow down your list. Get a feel of what they do and what they offer to their customers. Subscribe to their ezine and RESEARCH;

6. Spy on your competitors. Visit [www.alexa.com](http://www.alexa.com). Alexa provides great information for almost every website online. The most useful aspect of Alexa: it provides information on related sites to your competition, web site's traffic, links to other similar sites and contact information of the owner of the site. This will give you more JV partners to work on;
7. Have a game plan and set up a 'win-win' deal and contact your prospects. Come up with an irresistible deal to win them over, you need to stand out from the crowd.

Show them how they can make money. Eliminate as much risk as possible. Give them a strong reason to say 'YES'!

8. Send a personal message via email and fax, complement something about their product you were impressed with. And then follow up with information about your product, and the reason both business have a potential match.

Spell out the benefits of the prospect's involvement.

9. Follow up with a call to cultivate that partnership, and explain your proposal more in detail!
10. Create a mini site to capture subscriber's details in exchange for the download of your product, such as an eBook. Allow your JV to re brand the eBook, and offer it to their list, ad allow their subscribers to use the mini site and pass along your eBook. Make sure you have an Opt In form in your eBook to grab more subscribers from your JV;
11. If you are successful with the first JV, acknowledge your appreciation of the joint effort, and continue to cultivate the partnership for future projects.

- Ezine Directories – look for ezine publishers/article publishers with a sizeable list in your target market. With their list of subscribers, you'll have more chances of increasing your opt in list.

Sign up for their eZine, and check out their 'Thank You' page to look out for their JV partners. And research their business.

Then Approach the owner about a possible partnership.

A list of sites you can visit are:

<http://www.ultimatearticledirectory.com>

<http://www.ezinedirectory.com>

<http://www.goarticles.com>

<http://ezinearticles.com>

<http://www.bestezines.com>

<http://ezine-universe.com>

- Your Subscribers (customer) – If you have an email list, ask them about a possible JV.
- Forums – You can find potential JV partners in forums.
- Clickbank Marketplace has thousands of digital products selling online, and are listed based on their popularity. Again you can source information, prospects and opportunities.

The next chapter, we're going to look at two popular methods combined with JVs to generate traffic to your site.

# CHAPTER 5: Two Ways To Unleash The Power Of Free Viral Marketing

## 1. **FREE eBooks**

People love information, especially when it is of free quality content. Create free eBooks that are unique and useful that you can share with your visitors, customers, and ezine owners.

And give them permission to share copies of the eBook with their own site visitors and other contacts.

How do you make your eBook viral? Just add a statement on the opening page of the eBook or on the first page, and mention that anyone who downloads your eBook has permission to give it away to others. Check out the opening pages of this eBook as an example.

When compiling a FREE Viral eBook, keep these TIPS in mind-

- Allow people to download your eBook for free in exchange for their email, and name when they subscribe;
- Create an 'Eye popping' eBook title. For more details, [register for the ePackage](#).
- Free eBooks maybe perceived of less value than a paid eBook, so produce a Mini Site, like a sales page spelling out the benefits and features for reading the eBook. Have an Opt In Form placed on the site to capture emails of your prospects;
- Sometimes FREE eBooks may not be read because it's FREE, so send follow up messages a few days later and remind them of the benefits of reading the eBook;
- Offer free bonuses to increase the perceived value of the FREE eBook;
- For credibility, add testimonials from satisfied readers onto your site or eBook;
- Offer your eBook as a free bonus for buying one of your main products or service. And get their details in exchange for the eBook!
- Provide Quality information that people want to know.  
Why? Because good eBooks will be shared quickly. You will be known as an 'expert' in your field, and more importantly, gain people's trust to buy your product or service;

- Add links to the site promoting your products, and services. Plan to have your name and URL visible within the content of the eBook, that is, front page, footnote, etc.;
- A catalyst that will spread your free eBook like wildfire is to create an incentive. Give people resell rights, co branding rights or allow people to customise (re-brand) their own unique affiliate link onto your free eBook.

Allow people to profit from any sales generated from their copy of your eBook. Heck, if you had the chance to make some money from a free quality product, wouldn't you promote it? I would!

-----SIDEBAR-----

Don't worry if you don't have your own eBook.

As a bonus for signing up to the ePackage, you'll have a chance to earn 65% commission by simply giving this eBook away.

[Click here](#) to start your viral campaign now!

-----SIDEBAR-----

- If you're a newbie trying to establish yourself, offer big incentives and make it easy for your JV prospects and subscribers to multiply your viral marketing quickly. Grow that list of yours!
- Keep It Simple for eBook virals, use a re-brandable software, such as '[Viral Pdf](#)' (for PDF books) or '[EBook Starter](#)' (for .exe books) to be packaged as part of a rebrandable eBook. Your affiliates / JV can then update the relevant links in your eBook!
- First impression counts!

A professional presentation of your eBook cover is an essential component of your strategy. It will provide more credibility for you and creates an impact with your readers.

But don't feel you have to spend big amount of money to hire a graphic consultant to 'pretty' up you eBook or mini site header.

[Ecover Generator](#) and [Header Generator](#) are two 'simple to use' softwares that allows you to customise your own eBook cover and web site header graphics in a few clicks. The best part of the software, it offers 200+ options of design layout and templates for your own matching cover and header.

Worth the investment, and with that many graphic options, you can create hundreds of professional Viral eBooks!

- Always look for a Win-Win deal for your JVs and affiliates!
- When you allow people to download your eBook, always, always capture their names and emails!

## 2. Articles

Writing quality articles is another viral marketing tactic to generate a surge of **FREE** lifetime traffic, and most importantly, increase your credibility.

Every article comes with a resource box. At the bottom of your article, just include your by-lines advertising your website, you name, your products, your services, your newsletter or any affiliate programs you are a member of.

Then add a link to your site that you are promoting.

Informative articles can help you generate additional links back to your site. How? Readers, after reading your article, may visit your resource box and click on the link to your site.

In addition, the more incoming links a website has, the more Search Engines will value it! **Articles are search engine's food.**

An example of an article by-line is

*“Your Name is an author of Title of your EBook helping people to succeed on the internet. Visit his website <http://www.websitename.com> to get the free eBook.”*

Here are following TIPS to keep in mind-

- Be mindful of Article Directories' submission policies;
- Write an informative article (not a sales letter) that readers want to use straight away. After all, you want to establish trust.
- Start with a compelling title. This is the most important part of your article, and it will determine whether the reader decides to read your article or not.
- Brand yourself and get your name recognised. Submit your articles featured weekly, and readers will see your name often. In the eyes of everyone who reads your articles you rank as the 'expert' on the topic!

Great comparisons of this viral effect in the non internet world are newspapers and magazines columns, where people contribute their articles to establish themselves in the eyes of the reader as the 'expert'. Just look at the financial section, sports section or whatever you read today, and see how often that name appears.

- Allow visitors to REPRINT your article on their site, newsletter, eBook as long as they retain your byline 'as is' in tact.

Can you see the potential exposure gained for your articles? Like a viral eBook, your article will be working for you 24 hours daily and years into the future!

- Again create free QUALITY information that will be passed on quickly giving you a great marketing coverage for your site.
- Please note with ezine publishers, they receive many requests for publication...so don't be a number, stand out from the crowd!
- If you are promoting your eBook or recommending products on your article by-line, allow the publishers to add their affiliate links to earn commission from it. You will have a better chance of working with the publisher (and affiliates), and establishing a long term partnership.
- Fax your article with a short cover letter to ezine publishers (JVs) you want to work with. Create a win-win deal whereby your JV partner receives a higher commission. Why? You want exposure, and generate traffic to your site!

Address the publisher by their first name and spell out your offer.

- In order to generate more free traffic to your site, submit your articles to ezine directories and website owners.
- Keep writing and sending articles to as many targeted directories.

However, submitting articles to numerous directories is tedious and time consuming.

An article distribution service such as '[Article Marketer](#)' will automate all your article submission and generate thousands of back-links to your site. More importantly, using this service gives you more time to concentrate on other JVs.

There are many more marketing techniques to Viral Marketing, but the 2 points above are the most widely used, and the most effective. It will not cost you a cent!

As mentioned earlier, viral marketing is most effective with JVs. Work with your JV prospects to grab more subscribers from their database.

You make an offer outstanding and valuable; your JV partners WILL squeeze every tiny possible 'juice' off the offer to their list!

Sorry to be a BORE, but I can't stress this enough to you - Always plan to provide quality content to inform your audience. If it is focused, your Opt Ins will explode.

The next 3 articles by Shelley Lowery and Jim Edwards explain more of the benefits of Viral eBook and article distribution! Take a particular note of the way they structure their resource box and by-line.

## Article 3

### Using an eBook as a Viral Marketing Tool

If you're looking for a simple way to put a major portion of your promotions on autopilot, creating a 'viral' eBook may be your answer.

EBooks are one of the most popular products online, as they are not only very cheap and easy to create, but they also provide people with instant gratification. Once they complete their purchase, they can download their eBook in a matter of minutes.

#### Putting Your Promotions on Autopilot

EBooks are not only the 'perfect' online product, but they're also the 'perfect' viral marketing tool. The term 'viral marketing' refers to a virus -- not a computer virus, but a marketing strategy that spreads like a virus, which can produce results.

When doing business on the Internet, in order to be successful, you must continually promote your products and services -- eBooks provide the perfect solution.

EBooks will enable you to promote your products and/or services automatically without any cost or effort on your part.

#### Spreading the Marketing 'Virus'

If you've been on the Internet for a while, you have probably been to some web sites that have given you a free eBook. The eBook usually contains some helpful information with regard to the subject and provides information about the web site's products or services.

These sites aren't giving away this information just to be kind to their visitors. They are giving it away to significantly increase their Opt In List (sales).

The key to using an eBook as a viral marketing tool is to write a short information packed eBook that identifies a specific problem, provides some basic information to assist your readers, and promotes your products and/or services as the solution.

Although giving your visitors your promotional eBook is a great start, that's not exactly going to provide you with a wealth of free promotion. You need to take your strategy one step further.

#### Encouraging Distribution

The key to using this technique successfully is to allow your eBook to be freely distributed. In other words, you give the eBook to your visitors and allow them to give it to their visitors.

Although this will provide you with some additional promotion, if you really want to create a viral marketing machine, you need to give your visitors a reason to want to distribute your eBook.

How?

By enabling your readers to customize portions of your eBook with their own information.

Here's how...

There are special software programs that will enable you to create fields within your eBooks that may be customized by your readers. This technology can be used in a number of ways, including...

- Create a 'teaser' version of an eBook you're selling that will encourage your reader to purchase the full version. Create customizable affiliate links the reader can click on to purchase your eBook. Allow your affiliates to freely distribute it and earn commissions simply by giving your eBook away.
- Create a catalog eBook that includes images and descriptions of all of your products. Create customizable affiliate links the reader can click on to purchase your products. Or, include a purchase form that includes a customizable field for your affiliates to place their ID and enable your readers to purchase right through your eBook.
- Create a content rich eBook that will be used to generate traffic to your web site. Your eBook should relate to your web site and provide information about your site with links throughout. Create special fields that will enable your readers to customize your eBook with their company name, linked web address, etc., and allow them to freely distribute it.
- Create a 'how-to' eBook you can use as an incentive to gain new subscribers. In order for your visitors to get a copy of your eBook, they must subscribe to your publication. Once they have subscribed, you can send them download instructions within their welcome message. Create special fields that will enable your readers to customize your eBook with their company name, linked web address, etc., and allow them to freely distribute it.

Selecting the 'Right' eBook Software

Although there are many HTML compilers on the Internet, not all will enable you to create customizable fields within your eBooks. However, eBook Starter will.

eBook Starter uses a powerful branding system called, variables. Variables are powerful little codes that can be used within your eBooks for customization purposes. They provide you with the ability to create customizable fields within your eBooks that may be specified by your readers.

Creating customizable eBooks is a great way to encourage your visitors and/or affiliates to distribute your eBooks.

Why? Because there's something in it for them...

- They can make money by including their affiliate link within the eBook
- They can increase traffic to their site by including their web address within the eBook
- They can increase brand awareness by including their company name

When you create your customizable eBooks with your visitors and affiliates in mind, it's a win-win proposition that will increase your eBook's distribution considerably.

Think about the possibilities...

10 of your visitors download your eBook  
Your 10 visitors each give away 10 eBooks - 100  
Those 100 each give away 10 eBooks - 1000  
Those 1000 each give away 10 eBooks - 10,000  
Those 10,000 each give away 10 eBooks - 100,000  
Those 100,000 each give away 10 eBooks - 1,000,000

This is just a small example of how powerful your viral free eBook can be. Your eBook will continue to work for you even years down the road! Now that's viral marketing.

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## Article 4

### Write for Publicity

If you're looking for a powerful way to get free publicity and build your credibility at the same time, then writing articles may be your answer.

If you've been on the Internet for a while, you've probably subscribed to a few ezines. Many ezine publishers will include an article written by a guest author. At the end of the article are a few lines of text about the author referred to as bylines or resource box. These lines of text are basically just an advertisement for the writer. They usually contain a couple of lines about the author and a web address.

The writer gives the publisher permission to publish their article, free of charge, in exchange for the publisher including the author's bylines.

By writing articles and allowing them to be freely published, your articles will have the potential to be viewed by millions of Internet users. They may be published by several ezines with subscriber bases of a few hundred to several thousand. In addition, they may be displayed in ezine archives or on high traffic websites.

Most ezine publishers prefer short articles between 500 and 750 words. Short "tip" articles of just a couple of paragraphs are also very popular. Articles should be formatted to 65 characters per line or less, including spaces, and written in short paragraph sections.

When you begin writing your article, avoid using your standard word processing programs, as they do not allow for proper formatting. Instead, use a text editor such as NotePad. It should already be installed on your desktop.

When you begin typing your article, use a hard carriage return (hit enter) when your text reaches 65 characters, including spaces, and leave a space between your paragraphs. This will enable publishers to easily copy and paste your article into their publication. By taking the time to properly format your article, you will increase your chance of being published significantly.

Most publishers receive many article submissions each week and only select a few to be published. Here are some basic guidelines to assist you in getting published:

(1) Make sure you follow the publishers' submission guidelines. Articles submitted to publishers that don't follow the submission guidelines will most likely be deleted.

(2) Make sure your article is properly formatted. Publishers won't take the time to format your article. They'll simply delete it and move on to the next article submission.

(3) Keep your bylines down to 6 lines or less. Publishers will not publish articles that contain excessively long bylines.

- (4) Select a descriptive title to intrigue your readers. Use a powerful headline that demands attention and try to keep it all on one line.
- (5) Use proper grammar and spelling. Publishers will not take the time to edit your article. Make sure you read your article several times and use spellcheck.
- (6) Avoid articles that are nothing more than a sales letter. Publishers want quality content and will simply delete an article that is written like a sales letter.
- (7) Avoid referring readers to an affiliate URL. Articles containing affiliate links may make your article appear to be biased and untrustworthy.
- (8) Write your articles with a sincere desire to teach and inform. Talk to your readers and share your expertise.

Once you've written your article, you'll need to develop a list of publishers that may be interested in publishing it. The best way to accomplish this is to display your articles on your website. Place a subscription box on each of your article pages to enable your visitors to subscribe. This list should be used to send your new articles to your list of publishers.

In addition, you can visit some ezine sites to locate publishers who may be interested in your articles. A good place to start is eZINESearch.  
<http://www.ezinesearch.com>

Search through the database for publications that may be interested in the type of article you've written.

Another great way to promote your articles is to submit them to article announcement groups. These groups enable writers to submit their articles to an entire group of publishers, completely free.

Article Announcement Lists:

Article Announce

Subscribe:

[mailto:article\\_announce-subscribe@yahoogroups.com](mailto:article_announce-subscribe@yahoogroups.com)

AABusiness

Subscribe:

<mailto:aabusiness-subscribe@yahoogroups.com>

AAInternet

Subscribe:

<mailto:aainet-subscribe@yahoogroups.com>

Articles Archive

Subscribe:

[mailto:articles\\_archives-subscribe@egroups.com](mailto:articles_archives-subscribe@egroups.com)

Free Content

Subscribe:

<mailto:Free-Content-subscribe@egroups.com>

Make sure you review the submission guidelines prior to posting your article to an announcement group.

Here are some additional promotional resources to help you get published:

[http://www.web-source.net/syndicator\\_submit.htm](http://www.web-source.net/syndicator_submit.htm)

<http://www.authorconnection.com/>

<http://www.ideamarketers.com/>

<http://www.ezinearticles.com/>

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

<http://www.netterweb.com/articles/>

Writing and distributing free articles on the Internet will be one of the best promotional decisions you'll ever make. Not only will it provide you with free publicity, but if your articles are good, you'll become a trusted professional in your area of expertise.

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## Article 5

### A Simple Secret To Seducing The Search Engines

In the Internet Marketing community, "traffic" and search engine mastery are hot topics these days...

People will do almost ANYTHING just to get their site indexed by Google faster... to boost their Page Rank quicker... to drive more traffic immediately... and to get a ton of incoming links to their website right away...

Yes, even if it involves handing over \$137 for the latest push-button traffic software or search engine trick.

Why all the fuss?

In this article, I'm going to reveal to you a simple, no cost way to make the search engines crawl all over your website like ants on a melted popsicle.

PLUS... you will start to get laser-targeted traffic and boost your search engine rankings almost instantly. Not to mention, you'll have (at least) 100 quality links back to your website within a week.

And this doesn't involve any SEO hocus-pocus, buying into some new "killer" traffic booster software, or trying out the latest scheme to fool Google, Yahoo, or MSN.

Nope. This stuff is 100% legit, above-board, and has already worked for years.

Let me give you a quick example. Recently I created a little "test" website.

The search engines didn't know about it. It had no incoming links. No traffic. No SE rankings...ZIP!

Fast forward 7 days... My website was indexed by Google, Yahoo and MSN, it got well over 200 incoming links and started to generate traffic... shortly thereafter, Google granted my site a Page Rank 3.

Again, this did not cost a penny, just a few hours of my time. I created a play-by-play video that shows the website and how I did it (see the weblink below).

Here's another example: An "average guy" decided to try this same strategy. He now has #1-#8 rankings on all the major search engines. You can listen to him explain how he did it during a recent audio interview:

<http://wetrack.it/eza/af.cgi?aid=1583&ent=28>

(Note: After you click above, look under the "June 20th" post and click the MP3 audio button and video button on the site)

So, how can you get these same kind of results?

I wish I could make this sound more complicated but, all that you need to do is simply submit one article to a handful of Article Directories.

Writing and submitting articles has long been a proven, time-tested strategy for increasing traffic, subscribers and sales.

But now in 2005, articles have re-emerged in a BIG way, thanks to recent information leaked by Google within their US Patent Application 20050071741.

We now know that quality content and incoming links are essential (now, more than ever) to the survival of your websites within the search engines.

Bottom line. You need to start creating and submitting articles to get all the benefits I just outlined above.

In fact, Google is practically telling you to do so!

But, where do you start? Where should you submit your articles?

Here's a blueprint that outlines the 7 keys to writing successful articles.

Follow these 7 keys and you are guaranteed to get more traffic, more incoming links and higher search engine rankings and page rank, by simply distributing your articles across the Internet.

Let's get started.

Key #1: Choose a HOT Topic

You'll need to do a little research on this one. If you are already familiar with the target market for your article, this should come easy. Research, spy, observe. Do whatever it takes to understand your target market. What issues are hot? What topics currently appear within top ezines, messageboards, ebooks? What keywords are they using to search online?

It's also a good idea to frequently visit article directories and content sites. These sites contain current articles on a variety of popular topics. Often, you can view the most popular article topics (or clicks) as well.

Here's a short list of article directories:

<http://www.ezinearticles.com> <http://www.certificate.net/wwio>  
<http://www.ideamarketers.com> <http://www.goarticles.com> <http://www.netterweb.com>  
<http://www.jogena.com>

Key #2: Choose a "Magnetic" Title

Magnetic title? That's right. Your article title is your headline. If it doesn't pull the reader into the article, nothing will. Just think ... what if I called this article:

"Get More Traffic In The Search Engines", "Easy Search Engine Tips", or "Free Traffic Generation Strategies".

BLAH! See what I mean? These don't pack much "punch", do they?

Your title is just like a classified ad. Look at it this way. If your article title is crowded on a webpage with 100 others, what will make it jump off the page?

Key #3: Use The AIDA Principle

Attention Interest Desire Action

This universal formula applies to your articles as well. Once you've enticed your reader to read your article (via a great title), you need to keep them reading.

The first paragraph of your article is critical. If it's dull, boring and lifeless, your reader will surely bail out. You must keep their interest right from the start. Try using short paragraphs, sentences and words. This will keep the tempo upbeat and make your article much easier to read (or skim, as most do online).

Key #4: Create Several Sub-Headings

To better organize your thoughts, divide your article into sub-headings. At times, writing a 500-700 word article can seem insurmountable. Sub-headings make things easier. Instead of tackling the entire article at once, try writing one paragraph at a time.

Key #5: "Close The Sale" With A Resource Box

One of the worst things you can do is to leave your reader hanging. They've just read your great article, now what? A resource box appears at the very end of your article. It's the last line that your reader sees. It's your chance to set the next step.

Make sure that your resource box is compelling. Make the reader jump over to your website, sign up for your ezine, download your latest ebook, claim their free gift -- get creative!

Also, the resource box allows you to include a direct link back to your website. Sit back and watch your link popularity soar!

#### Key #6: Proofread Your Work

Did you catch that? It should have read, "Proofread". Nothing hollers out amateur, newbie, or just plain unprofessional than an article filled with typos and bad grammar. If you don't have an English major in the family, hire a proofreader. Their rates are reasonable and they can save you from damaging your reputation online.

#### Key #7 - Promote, promote, promote

Let's make one thing clear. Without key #7, keys 1-6 are a waste of time. Bottom line, no one will read your article if you keep it stored on a floppy disk in your desk.

You've got to promote it!

How can you promote your article? There are close to 90 article directories, article banks, free content sites, article announcement lists, and article syndication services out there. And the best part is ... 95% of them are FREE!

Plus, there are thousands of ezines, websites and blogs that are looking for article submissions. Develop a list of contacts in your target market. Next, e-mail each ezine publisher, blog owner, or webmaster a copy of your latest article. There are countless stories of individuals who have succeeded using this exact same approach.

Wouldn't you like to get your next article picked up by an ezine with 32,000 subscribers or have 8,000 websites visitors view your article tomorrow?

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#### About the Author

Jason Potash makes it easy to create and blast out your articles all over the Internet using his ingenious new ArticleAnnouncer Article Marketing System. Click below now to see what's happening on Tuesday, June 28th:

<http://wetrack.it/eza/af.cgi?aid=1583&ent=26>

## CHAPTER 6: 19 Tips To Add Thousands To Your Email List For FREE!

Give every opportunity for visitors to sign up on your site, and make sure your Opt In Form (or Subscribe Now box) is in a **prominent location on every page**.

1. Offer visitors a free membership to member's only website in exchange for their email and name. Make sure you give them a username and password for entry to the membership site;
2. Offer visitors the chance to sign up for your free mini e-course, software or ezine in exchange for their name and email;
3. Offer people the chance to place a free ad on your website, eBook, ezine in exchange for their email and name;

For an example of this, [register for the eCourse](#) and look out for the eCourse bonus.

4. Offer people the chance to sign up for your free affiliate program, and provide marketing materials to support their efforts;
5. Allow visitors the chance to reprint your ezine if they subscribe to your free ezine;
6. Offer other high value freebies such as eBooks or software at regular intervals from your ezine as it will encourage your readers to tell others...meaning more extra traffic to your site, and new prospects;
7. Add 'pop up's on exit or entry on your site, and offer visitors a free report for their contacts.
8. Participate in quality Forums and Message Boards that are targeted to your market and audience. Offer credible questions and answers to establish your reputation. Add you **signature tag** with your site details and links to your sign up page;
9. Conduct a survey and encourage visitors to fill out the form for a free gift;
10. Add an 'email to a friend' function in every page of your website or ezine;
11. Create a Signature file with your Ezine, and include an Advertorial for your 'Opt In' List along with the free bonus eBook for subscribers.

## **JV Ideas**

Focus your efforts on a list building campaign with site owners / ezine publishers

12. Give other website owners or JV partners the chance to give a free subscription to your ezine or eBook as a bonus for a product they are selling or promoting;

13. Newsletter JV – Find Five to Ten ezine publishers. Have each publisher produce a ‘Thank You’ page, offering each publisher’s ezine (with a short description of each).

When someone subscribes to your ezine, your ‘Thank You’ page will invite them if they would like to subscribe to your JV’s ezine. Then, have your JV partner do the same thing.

14. Ask an ezine publisher to trade articles / ezine. Your Resource Page should offer a free giveaway for visitor’s to Opt In;

15. Trade Ads with other eZines. You publish their Ad in your ezine and they publish your Ad in their ezine.

16. Trade ‘pop-up’ windows on each other’s website advertising JV’s ezine wherever possible!

17. Offer a Free eBook / software for an ‘Ad Spot’ with an ezine publisher;

18. Insert an ‘Ad’ spot in your eBook promoting each JV partner’s ezine;

19. Look for a win-win deal where everyone can benefit.

As you can see, there are many, many more possibilities. So be creative, and get your product out now to grow your list!

## CHAPTER 7: Create An Irresistible Offer.

As mentioned earlier, you have to make it worthwhile for people to promote your eBook. Sweeten the offer with the following:

1. A package they can't refuse!

Offer your eBook and eCourse with resell rights, branding rights (as I am doing with this eBook), and use affiliate programs to get the extra mile out of them;

2. Offer your product to the JV partner for a free review and testimonial. If they like it ask them to promote it (with their affiliate links);
3. Make it easy for your JV partner to add their affiliate link (depending on the format of your eBook, '[viralPDF](#)' and '[eBook Starter](#)' can help with this process). As well, provide them with a prepared teaser ad they can send to their list;
4. Let your JV earn more - If you have an affiliate program, pay generously to your business partner, 60% or more...get attention. Look at it this way, you're still making 40%, AND an ever increasing list..
5. Offer your JV partner's affiliates and customer's affiliates branding rights, so they can make a profit too.

Benefits of offering high commissions:

- More Opt In Subscribers;
- More Affiliate emails;
- Building your own Credibility and Brand;
- More JV partners wanting to join your program;

AND besides money, offer them a quality product that will benefit both your business partner and their customers.

As a newbie, it is difficult to build that respect initially, but you can give branding rights completely free of charge (or charge a small fee) for maximum motivation, and allow JVs to profit more from your eBook.

Or tell them they can sell it and keep all the money, and your eBook will really get around!

For an example of a JV letter proposal, download the JV bonus report that comes with '[The Opt In Strategy](#)'.

Remember, it doesn't matter if the ezine publisher or JV is making more money than you on the initial trade! You must give people a strong reason to give your quality product away.

After all you want to build an opt-in list. It's where the money is!

Not only that, you have a partnership and relationship established for the long term. That means, for future projects, you can continue to go back to the same website owner over and over. Life just got easier for you!

Win-Win.

Please don't misconstrue that this it is a bribe...NO!  
Only foolish people will create and promote useless products.

If you're a list owner, finding quality products are your priority for your list. If you promote rubbish, you don't respect your customer, and you will damage any respect that your customers have toward you.

Once you have a sizeable email list, it's up to you cultivate that bond for the future.

In the next article, Shelley Lowery shares her "Secrets to Building Massive Opt In Lists".

### **Here's How To Repeatedly Win The Hearts Of More Customers Even If You're On A Shoe String Budget:**

Provided the eBook is in the hands of the right audience, you will have FIVE (4) chances to make money from this FREE eBook:

1. Grow your list and Earn 65% commission by give it away to explode your OPT IN LIST. [Register Now](#).
2. [Brand the "The Opt In Strategy" eBook](#) with your own affiliate links to several quality products and services, and give it away to GROW your list;
3. If you [Brand 'The Opt In Strategy eBook'](#), you will earn 60% commission of the branding fee when your referral(s) brand this eBook AND EARN commission from your affiliate links in your customised eBook;

#4. is explained in the eCourse, [so don't miss out on this opportunity](#) to TRIPLE your commission!

Most of the manual work has been done, and all you have to do is 'plug it in' and giveaway the eBooks to thousands and thousands of people that puts cash profits in your pocket. Best of all; create a traffic jam of 100% targeted traffic to your website.

Turbo charge your online business now!

## Article 6

### Secrets to Building Massive Opt-In Lists

An opt-in list is the absolute most effective marketing tool available on the Internet. Not only do they provide you with a direct line of communication with your target market, but they also enable you to develop a trusting relationship with your subscribers.

The key to using an opt-in list effectively is to develop a large subscriber base. If you've struggled with increasing your subscriber base, this article will reveal some of the most effective methods used to build an opt-in list. If you're not using these methods, you're losing hundreds of new subscribers each week.

If you really want to build a massive opt-in list, you **MUST** provide your potential subscribers with an incentive. The competition on the Internet is fierce. You can no longer simply tell your visitors what your publication will provide and expect a large percentage to subscribe. It simply won't work.

There are thousands of publications online and most of your visitors are probably all ready subscribed to many. Why would they want to subscribe to another one? Sure...you'll get some new subscribers, but how many? Enough to build a massive opt-in list? The truth is, if you continue to build your list simply by displaying a sign-up box on your site and listing your publication at the listing sites, it will take years to develop a massive list. You **MUST** give your visitors a reason to subscribe.

#### Incentives

Using incentives is a highly effective method of obtaining new subscribers. However, your incentive must be of value and be of interest to your target audience.

Some popular incentives include:

- Exclusive eBooks that provide valuable information that will be of interest to your target market
- Special reports that provide exclusive, detailed information in regard to a specific subject
- Special software programs that will assist your visitors

If you're not comfortable developing your own incentive, there are hundreds of great eBooks available online that you may freely distribute. You can find some here:

[http://www.web-source.net/free\\_eBooks.htm](http://www.web-source.net/free_eBooks.htm)

#### Subscription Exchange Incentives

In addition to using incentives to gain new subscribers, you can also use a subscription exchange. In exchange for your visitor's subscription, you could provide any of the following:

- Provide access to a "members only" area of your website
- Provide a service
- List their website within your Directory or Search Engine.

In order for your visitors to use your services, they agree to receive your publication.

### Popup Windows

Although popup windows can be irritating if not used correctly, they provide a highly effective means of obtaining new subscribers. The key to using popup windows effectively is to combine them with your incentives.

Design a small popup window that utilizes "cookies" and only displays the first time your visitor enters your site. This window should contain information about your publication and incentive. It might read something like this:

Subscribe to AI Marketing Tips and receive a copy of the highly acclaimed eBook, "Secrets of the Internet Marketing Gurus" completely free.

Your subscription box should follow this sentence.

You can find a nice popup script that utilizes cookies here:  
[http://www.web-source.net/javascript\\_popup\\_window3.htm](http://www.web-source.net/javascript_popup_window3.htm)

You can find a complete list of sites offering free scripts here:  
<http://www.web-source.net/web/JavaScripts/>

You can find a collection of popup window FAQ's that will answer just about any question you may have here:  
<http://developer.irt.org/script/window.htm>

### Alert Boxes

Although using popup windows with incentives is a highly effective method of obtaining new subscribers, there is one other method that is even better. When combined with an incentive, this method will literally double your subscriptions instantly. It's similar to a popup window, but it doesn't require your visitor to fill out a form.

When a visitor enters your site, an alert box will appear. This alert box should display text requesting their subscription and information about your incentive. Your visitor can choose to click on "OK" to subscribe or "Cancel" to close the alert.

The alert box is displayed via a script that extracts your visitor's name and email address. If they choose to subscribe, it then sends their subscription request, via email, to your subscription address and adds it to your database. In addition, you can send personalized messages to your subscribers, use autoresponder follow-ups and provide your subscribers with "one click" unsubscribe links within your messages.

To increase your subscriptions even further, you can also place a subscription box on each page of your website.

For further information, visit:

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=513>

### **Conclusion**

No matter how many new subscribers you may acquire, the key to a successful opt-in list is keeping them. The relationship you build with your subscribers will determine your success. Above all, you must provide your readers with quality content. They subscribed to your publication for a reason. If it doesn't meet their expectations, they'll simply unsubscribe.

Once you've developed a trusting relationship with your subscribers, your personal recommendations will be a very effective method of closing sales. However, it is very important that you only recommend a product or service that you truly believe in. Your professional reputation depends on it.

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Shelley Lowery is the author of the acclaimed web design series, Web Design Mastery -- an in-depth guide to professional web design that is rapidly becoming known as the ["Bible" for professional web design](#).

## CHAPTER 8: There's Money To Be Made In Those Free Virals!

Free eBook, Free Articles...how can you make money?

We all know the money is in your email list, but you can money from your viral eBooks and articles.

It can lead to a stream of lifetime passive income! The best part, the Money is working for you.

Where's the passive income, you ask? From your favourite affiliate program (preferably from a product you've used), and/or resell products you've purchased.

Here's how...

Quality Product (filled with affiliate links to recommended products / services)

+

Viral Marketing

+

Right Audience

+

Opt In Subscription for free giveaways

+

Game Plan and Benefit for JVs and JVs list

=

Thousand and Thousands of Exposure of your product

+

Opt In Subscribers

+

For each purchase, commission is generated for the owner of the affiliate link!

**NOTE-** With affiliate links, let it flow with the text of your content, that is, be subtle. Use it sparingly (no overkill) and, only use links that are USEFUL to the related subject!

Why FREE eBooks are popular?

BIG BENEFIT is you can be creative and make money these ways-

- You can add affiliate links to products that complements your topic;
- You can add affiliate links to your own high demand product, resale rights product;

- You can offer to brand the eBook with your JV partner's name and website, and charge a branding fee to their list;
- In your **Welcome Message** (for people who sign up via your OPT IN form), add a link that takes your new subscribers to a page on your website to receive their free eBook and gifts, PLUS a 'once only, never again' discount to one of your products or services.

Alternatively, promote your affiliate program.

For an example of how it works, visit my site

<http://www.optinsecretsexposed.com>

Notice the second you subscribe you are given a link for the download page and a once off discount to

- Add affiliate links onto your 'Recommended Resources' section;
- You can promote affiliate programs (relevant to your topic) that pays monthly like [Ultimate Marketing Center](#), [Aweber](#), [Third Sphere Hosting](#);
- After your customer purchases an order, they are automatically taken to a 'Thank You' page, where your backend product(s) are promoted as well;
- Send customers a 'Thank You' email after their purchase and include your advert for your resell product(s) or your own product. Why? The customer is in the mood to buy;
- Anyone who makes a purchase, allow them to sign up for your ezine. Once they sign up, you can promote your products on the ezine issues at regular intervals;
- And many more.

The above are just only a few ways to profit from it. But then again, an **Opt In list** should be your priority, that's where the money is!

### Steps for Viral Success

If you are a newbie or someone who is struggling to make some decent money from the internet, your objective is to build an email list, so start with the following-

1. Conduct a research on your market (Demand and Supply). Compile a FREE quality Viral eBook for people to give away to their list (page 18);
2. A domain Name
3. Look for
  - a. A web host
  - b. Auto Responder

4. This is worth repeating - Create a Mini Site with an Opt in form or Pop Ups to capture your subscribers email, names and other details in exchange for your eBook. Have an Opt In Form in your eBook too;
5. Create some links for income (try to blend it to the context of your eBook) from affiliates or your own product(s), such as this free eBook;
6. Start JVs to build your Opt In List fast, and offer a big incentive for your partner to distribute your eBook. Allow their subscribers to use the mini-site and pass your eBook along.
7. Refer to page 32 for more tips to explode your opt in list;
8. Write articles and submit you articles with [Article Marketer](#), which will give you more time to accomplish your next goal, which is your next step;
9. Let people Brand the eBook using techniques mentioned in Chapter 7, page 37;
10. Look after and manage your clients and subscribers effectively. Treat your list respectfully and help them reach their goals.
11. For newbies – Focus on building credibility and a database of Opt Ins. Don't sweat if you break even, or earn a small profit on the first attempt, because your efforts to build an Opt In List is the future profit. From here, you simply build relationships with your list by helping to solve their problems and achieve their goals.

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-----SIDEBAR-----

What's a Mini Site?

An eBook needs a home. Here's a free Video eBook, "How To Create In 30 a Mini Site In 30 Minutes Or Less", showing all the free available tools and software you can use to create a quick Mini Site. [Download It Now!](#)

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## CHAPTER 9: Final Say...

The key to your success is “You have to build a list of valuable lifetime customer who trust you”.

Having a website is not a guarantee that your online business will succeed. How will you succeed if people will not realize that your business exist online? The key to Internet marketing is to get your business noticed.

An effective way to do this is to build an opt-in list. In fact, most of the people who are already experts in Internet marketing will tell you that building a highly targeted opt in list is the most effective and important tool in Internet marketing.

So focus on producing high quality products for your readers. And when you do, you’ll find that your product or eBook will spread quickly virally, and your Opt In list will explode.

How do you spread it fast?

Create free viral QUALITY eBooks, and submit articles that can be customised with the Ezine publisher’s or reader’s affiliate link. You want to encourage your publishers and readers to recommend your product to their list, and push it to the market.

You can debate whether your product will be free or charged at a fee. But people love FREEBIES, and if it is good, your product along with you URL link, affiliate links and most importantly, CREDIBILITY will spread.

That’s FREE advertising.

And of course, you’ll have subscribers - a targeted audience! I repeat the money is in the list.

As well, look at recruiting an army of JV partners, affiliates to promote your viral products quickly to the right audience. It’s FREE advertising when you start using their traffic!

Make sure it is a 'win-win' for all, in fact, let your JV and affiliates earn most of the commission. Make it easy for them. Cultivate the partnership and plan for the long term.

The Long term gain you'll have from any partnership is respect and trust, PLUS an ever increasing Opt In list.

Last but not least look after your email list, and develop a relationship with your readers. Let them know who you are. Provide your valuable list with the respect it deserves. The results will come.

Good luck and God Bless.

Jason Oh

**PS** – Don't forget to register for the Free ePackage that comes with a free subscription to my eZine plus a bonus video eBook on creating Google friendly pages, and a 7 Day eCourse 'How To Create Profit Pulling Free Ebooks And Get Thousands and Thousands of Subscribers For Free' (with 2 bonuses). **As well, a chance to earn \$43.55**

[Skyrocket Your List Now!](#)

**PPS** - The next page is a Resource Page of Recommended eBooks and services you will find useful.

## Recommended Resource

### Free eBook

1. [The Opt In Strategy](#), an easy step by step guide to creating a responsive Opt In List;

### Hosting/Auto Responder Service

1. [Ultimate Marketing Center](#) (UMC) and [Third Sphere Hosting](#) provide reliable Hosting, Auto-Responder and Ad tracking services. It's the full package, and makes life simple when you have to deal with an all in one service;

Note : UMC allows 5 websites under one hosting account! In addition, it is loaded with an affiliate management software plus many other great software you can use to launch your online business.

2. [Aweber](#) is an alternative auto-responder. You can get a free trial for 30 days. Thereafter it's USD19.95 per month.

Aweber offers unlimited auto-responders, unlimited follow-ups, unlimited broadcasts, unlimited campaigns and stores 10, 000 leads free.

### ePublishing

1. [eBook Secrets Exposed](#), 'How To Make MASSIVE Amounts Of Money In Record Time With Your Own eBook (Whether You Wrote It Or Not!).

A 5 step formula to creating a successful eBook, and tips on earning an extra \$1000 a month after your eBook is already sold.

### Software Tools

1. [Article Marketer](#)– Time is precious for your online business. Eliminate the manual work and automate all the process of article and eZine submission with this software.
2. [Viral PDF](#) – A great tool to use for branding PDF eBooks, especially when leveraging JV deals.

**"Discover how to start or grow your  
successful Internet business ...**

**... and earn an extra \$75,000...  
\$100,000... \$500,000... or MORE!"**

***Product Review:***

***"The Insider Secrets To Marketing Your Business on The Internet"***

**By Derek Gehl and The Internet Marketing Center**

I've just finished working my way through Derek Gehl's newly revised and updated "bible" for profiting on the Internet, *"The Insider Secrets to Marketing Your Business on the Internet - Version 2006,"* and I'm blown away by the sheer volume of money-making information he's managed to pack in!

I'm talking over 1,300 pages of the *\*exact\** test results, case studies, and strategies that Derek used to grow a **\$25 investment to over \$54,700,000 in online sales!**

And after testing out a handful of the strategies, I was blown away by how effective -- and profitable -- each one was!

In "Insider Secrets," you'll discover...

Step-by-step advice for starting your own Internet business **in as little as 48 hours!**

Where to find **FREE tools and resources that you can use to create a web site -- in less than a few hours!**

How to **rank at the top of the search engines and directories** (like Google, Yahoo!, AltaVista, ODP, AllTheWeb, AskJeeves).

And much, MUCH more!

But here's the most important thing you should know about "Insider Secrets"...

These strategies **will work for ANYONE**, no matter *WHAT* stage you're at with your Internet business -- or even if you haven't started one yet at all!

Derek's system is perfect for YOU if...

You want to **start your own profit generating Internet business** -- from scratch -- in as little as 48 hours and see profits in your first week.

You want to take your offline business online, and **tap into the massive profit generating potential of the global market**, then put your business on autopilot.

You want to **explode your existing Internet business by 100%... 500%... or MORE**, with tested and proven strategies that nobody has ever revealed before.

So I can recommend it to literally *everyone*!

It comes complete with **two 8" x 11" full-color three ring binders containing 8 steps, broken down into 70 lessons** with step-by-step instructions included for every promotion and strategy...

... Plus **five resource CDs and one audio CD** with additional lessons, examples, audio interviews, and articles, as well as timesaving software and invaluable resource files.

I give "Insider Secrets" a perfect 10! It contains the exact step-by-step blueprint you need to follow to **get a profitable Internet business online**, or turn an existing web business into a profit-making machine!

I suggest you **click here to [check it out](#) right away!**

