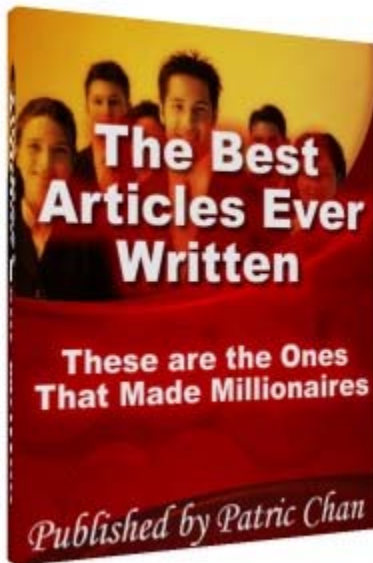


Best Articles Ever Written



Published Patric Chan

<http://www.automateinternetmarketing.com>

brought to you by:

Cathy Wagner

<http://www.onestopinternetbusiness.com>

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Introduction

Dear Internet Marketer,

I don't know why I bothered to write this introduction. When I read a book, I never do read the introduction and the acknowledgement pages. I'll go straight to the book's content.

But just in case, if you do read this introduction, I'll write a very short one. :)

And yeah, my English grammar is not really an A ++ score, so you might find some grammatical errors along the way.

Best Articles Ever Written was created by using a joint venture strategy of 12 established internet marketers that I have gotten to know personally through various ways.

Some are from my mailing list, affiliate programs, online forums, referrals, search engines and so on. All of them prove to be established marketers that you and I can learn from.

Here's a tip if you want to be successful online fast:

Give, give and give.

Not all your money, silly. :)

Give what you can afford to give in order to receive. I'm not bragging, but how I got the chance to associate with some of the biggest names in internet marketing circles was because of my belief in giving. If you happen to be one of my customers, you'll understand this because I'll always over deliver what I promised to my customers. This is how I create valuable subscribers and customer relationships.

Ok, that's on the motivation part. But if you want a strategy to be successful online, you should consider the power of Joint Venture (Jv).

I'm going to share with you an example of the most powerful Jv I have ever seen with my own eyes.

The best experience I've had was the opportunity to work for Mark Joyner, one of the most successful internet marketers in history.

If you have followed the internet marketing news and trends of year 2003, Mark Joyner had announced that he'd retire from the internet marketing industry and sell off his business in a product called the famous Mark Joyner's Farewell Package.

And he'll limit himself to sell 2,000 copies of it only so that he would not saturate the market.

To cut the story short, by the end of his marketing campaign of selling the packages, all packages were sold out. But, that's not the most amazing part. What's amazing was, all the copies were sold out in only a couple of months!!!

The product cost US \$997.00 each. If you multiply that by 2,000 copies, that's approximately US \$2,000,000.00 sales generated within that campaign.

I don't know about you, but I feel that 2 million US Dollars is a lot of money to be generated within a few months through the internet!! 😊

Well, I can't deny that Mark is a marketing genius. I respect him a lot as a marketing guru.

But, it would be difficult for him do that in such a short period of time if he were to promote it alone. What happened was that he had created joint venture partnerships with other famous and successful internet marketers to promote the product at the same time.

That's the power of joint venture. It leverages on other people's time and money to create a win/win situation for both parties.

I wish you all the best in your internet marketing journey to success!

Warmest regards,

Patric Chan
Infopreneur
patric@automateinternetmarketing.com

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Discover free exclusive insider secrets and the exact proven strategies to make money online in Internet Marketing Tactics Inner Circle Free Membership:

<http://www.automateinternetmarketing.com>

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-By Chris Bloor

By the way, if you like the ecover above, my partner can design and create an ecover for your e-book or e-report for the price of \$50.00 - \$100.00 only.

It's a special offer price for you. If you want, send me an email at

webmaster@automateinternetmarketing.com

with the discount code: **special offer ecover**

Offer is strictly valid base on first come first serve basis only.

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How To Double Your Online Income In 72 Hours At No Cost

Copyright 2004 by Willie Crawford

Would you like to know how to double your online income in just 72 hours at no additional cost? If you wouldn't, I can't understand why... especially since it's so easy.

Here's how you literally DOUBLE the income generated from your websites and emails in 72 hours. Revise your ad copy. It really is that simple. If you're getting even a trickling of visitors or subscribers, and you can increase your conversion rates by 3-5%, then you can often literally DOUBLE your bottom line.

You will often see the results of these changes...if you track them closely... in as little a 72 hours.

You've heard a hundred times that the headline is the single most important element in your copy. The reason is... because if the headline doesn't grab them and pull them in, you can't communicate with them. That includes the headlines for you emails which is really the subject line.

How do you come up with headlines that grab your readers and pull them further into the page. You talk about specific benefits (derived from product features) that THEY care about. You tell them how to avoid pain and increase pleasure using your products.

But how do you know what specific benefits they care about? Your customers tell you!

They tell you in the testimonials that they send you.

They tell you in the questions they ask about the product.

They tell you in the testimonials they provide your competitors.

They tell you in the discussions that they have in online forums and discussion lists.

They tell you in the feedback that they provide you through your feedback forms. You do ask for feedback after making a sale don't you? Some people even ask for feedback when they don't make a sale. There's software mentioned in the free report I'll tell you about later that automates this feedback collection process.

All you really have to do is listen... and emphasize those things they are telling you that they care about ... in your copy. It really is that simple.

One way to do this is to make a list of all of your products features. Then translate those features into benefits. How will each feature make your prospects' lives better? Use these facts, to generate as many benefits filled headlines as you can.

Next you begin testing to see which headline works best for you. Begin with the headlines that incorporate the things they've already told you that they care about. I'd begin with the benefit that was mentioned most often in the feedback.

Monitor the different results you get from each headline. Split-testing software is probably the best way to do this. If you have enough traffic, you will often see a big difference in only 2-3 days. If you don't have sufficient traffic, it will take a little long, or you can boost your traffic using a pay per clicks campaign.

You hear over... and over... and over again, test different headlines. Yet very few people do it. If you're not exactly sure how to monitor changes in conversion rates that your different headlines make, grab a complimentary copy of a 30 page report on the topic from me at: <http://www.TheRealSecrets.com/thebook/headlines.html>

It explains things very clearly. This report is an introductory version of a larger book on the topic.

Probably the most important thing that you can do today is spend a few hours working on your headlines. It literally can increase your bottom line by as much as 1000%. It's one of those things that YOU know that you need to do. If you don't constantly test new headlines, your marketing results most likely will not improve. Get started now. I'm going to :-)

Willie Crawford has been teaching others how to build an on-line business since late 1996. Frequently featured in radio, magazine and newspaper articles and interviews, Willie teaches the average guy what the top marketers are doing but seldom talking about. For example, Willie demonstrates the power of automated residual income through his system at: <http://www.ProfitAutomation.Com> Discover the secret now!

Power Promote Your eBooks, Part One by Eva Almeida

Everyone is taking advantage of free eBooks as a promotional tool to drive traffic to their site as well as boost sales (or even as educational tools). Other authors are writing eBooks in a variety of genres ranging from science fiction to romance to "how to" books.

So, after you have created your eBook, how do you go about promoting it? Some ideas include the following:

1. **Signature Files** (www.ebooksnbytes.com/sig_files.html)
2. **Announcement Lists**
3. **Ebook Reviews & Interviews**
4. **Search Engines**
5. **Directories**
6. **Download Sites** (free ebooks)
7. **Press Releases**
8. **Affiliate Programs**
9. **Resources** (study epublishing)
10. **Web Sites**
11. **Awards**
12. **Contests**
13. **Ebook Clubs**
14. **Autoresponders**
15. **Email Courses**
16. **Chatrooms**
17. **Bulletin Boards**
18. **Radio Shows** (Online and Offline)
19. **Join a community**
20. **Link Exchanges**
21. **Ezine Publishing**
22. **Bookmarking**
23. **Post cards**
24. **Flyers**
25. **Conferences**
26. **Web Rings**
27. **Newspapers**

The first thing that you can do to promote your ebook, is offer it to people who you are in contact with via email. Include a mention of your ebook in your signature file (examples here) in your email discussion lists, especially those active groups that are geared towards eBooks such as:

AnEbookChat-subscribe@onelist.com
Ebook_News-subscribe@onelist.com
ebook-community-subscribe@yahogroups.com

Upload your free ebook or excerpt to your site using an FTP program such as CuteFTP at <http://www.cuteftp.com> or WS_FTP. Then either give it away free to all your visitors to increase your traffic, sell it for extra profits, or give it away as prizes to your ezine subscribers.

Get reviewed:

Offer reviewers a free copy in exchange for an eBook Review on their site. Several review sites include:

<http://www.ebook-reviews.net>
<http://www.midwestbookreview.com>
<http://www.knowbetter.com>
<http://www.wordweaving.com>
<http://www.blether.com>
<http://www.scribesworld.com>
<http://www.sharpwriter.com>
<http://www.heartlandreviews.com>
<http://www.electronicbookreviews.com>

Comprehensive list of review sites at:

<http://www.freereads.topcities.com/bookreview.html>

Create a page specifically for your eBook with appropriate Meta Tags and submit the page to the top search engines and directories.

Top Primary Search Engines:

<http://www.google.com>
<http://www.altavista.com>
<http://www.alltheweb.com> (Fast)

It would also be worth your while to submit to Inktomi's paid submission service since it powers About.com, Espotting, Everyday, HotBot, LookSmart, MSN Search and Overture plus more ... a full list can be found at:

<https://submit-secure.vendercom.com/cgi-bin/main.cgi?page=engines>

Priority Submit - Express Search Engine Inclusion Service:

<http://www.prioritysubmit.com>

Have a tough time choosing keywords? Here are 3 sites that reveal the Internet's most popular keywords:

<http://www.goodkeywords.com>

<http://www.wordspot.com>

<http://www.wordtracker.com>

Pay Per Click Search Engines (PPCs):

PPCs allow you to pay per visitor visiting your site and can provide a low cost method of promoting your ebook. There are dozens of these types of PPCs available and here is a list to get you started (full list is at <http://www.payperclicksearchengines.com>)...

<http://www.Overture.com>

<http://www.7Search.com>

<http://www.FindWhat.com>

<http://www.Kanoodle.com>

<http://www.Ah-ha.com>

<http://www.Bay9.com>

<http://www.SearchHound.com>

<http://www.ePilot.com>

Try Google's Adwords program since it is a quick way to get targeted traffic to your site. If you monitor it closely on a regular basis, it won't get out of hand. <https://www.adwords.google.com/select/index.html>

Directories:

Submit your eBook to as many major directories as possible in order to have a positive impact on your link popularity in Search Engines such as Google. First, you should purchase the paid submission for Yahoo! and LookSmart. Then submit your site for free to the Open Directory Project since it provides results for AOL. [Note: If you are listed in a high position on Google.com then there is no need to splurge on the Yahoo! listing just yet... Google supplies search listings for Yahoo!]

<http://www.yahoo.com> (costs \$299 per year!)

<http://www.looksmart.com> (costs \$199)

<http://www.Dmoz.org> (Open Directory Project, free)

eBook Directories:

Here are a few directories that you can start off with if your eBook is free:

<http://www.ebooksnbytes.com>

<http://www.free-ebooks.net>

<http://www.ebookdirectory.com>

<http://www.e-bookdirectory.com>

<http://www.mind-like-water.com>

<http://www.ebookdirectory.com>

<http://www.e-bookdirectory.com>

<http://www.ebookpalace.com>

<http://www.ebooksearchengine.com>

<http://www.ebookjungle.com>

<http://www.ebook88.com/submit.html>

http://www.bizzydays.com/submit_ebook.htm

Download Sites:

<http://www.zdnet.com>

<http://www.download.com>

<http://www.upload.com>

<http://www.tucows.com>

<http://www.davecentral.com>

<http://www.shareware.com>

Download FTPPro (<http://www.ftppro.com>) or Cuteftp (<http://www.cuteftp.com>) to help you manage your downloads.

Please note that many of the above sites are geared towards software rather than eBooks, but you may still be able to submit your free eBooks to them. Check out the next site for many more places that may display your eBooks: <http://www.euro-share.com/uplinks.asp>
If you sell your eBooks, you can also apply to sell them at the following eBook sites for a share of the profits:

eBookStores

<http://www.ebookmall.com>
<http://www.booklocker.com>
<http://www.ebookhome.com>
<http://www.ebookad.com>
<http://www.mypublish.com>
<http://www.amazon.com>
<http://www.borders.com>
<http://www.bn.com> (Barnes & Noble)

Most of these sites charge fees or percentages of your sales and it is just a sample of the virtual bookstores available (see <http://www.ebooksnbytes.com/publishers.shtml> for a larger list. Read the fine print on any contract or terms of service since some sites may require their publishing services for lower listing fees. Don't forget to create a **press release** on your new eBook.

Press Release Services:

<http://www.eBookBroadcast.com>
<http://www.eBookWeb.org>
<http://www.PrWeb.com>
<http://www.KnowBetter.com>
<http://www.NetSurf.com>
<http://ebooknews.netfirms.com>
<http://www.Published.com>
<http://www.MarketWire.com>

Press Release Submission Software/Services:

<http://www.onlinepressreleases.com>

Press Blaster Software (<http://www.pressblaster.net>)

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

Press Release Articles/Resources:

Media Contact List: <http://www.gebbieinc.com/>

You are welcome to refer to an article that I wrote on planning your press releases at <http://www.ebookbroadcast.com/resources/> as well as the The Publicity FAQ - questions and answers about getting media coverage found at <http://www.yudkin.com/prfaq.htm>.

Set Up An Affiliate Program

You could also create an affiliate program, if your eBook is for sale. There is a relatively new script that will get you set up very easily at simpleaffiliate.com and more expensive options include My Affiliate Program (<http://www.myaffiliateprogram.com>) and Interneka (<http://www.interneka.com/>). Plenty of affiliate scripts can be found at Cgi Resource Index:

http://cgi.resourceindex.com/Programs_and_Scripts/Perl/Website_Promotion/Affiliate_Programs/

You could even use Clickbank.com, since it automatically comes with an affiliate feature as a benefit of using their third party payer services to accept credit cards. That is the one that I use personally and it is quite a timesaver. I don't have to mail out checks each month to my affiliates since Clickbank does it for me.

In order to keep better track of my sales, I use a special script known as easyClickMate from <http://www.easybiztools.com/>. It allows me to utilize Clickbank.com's services to the fullest. One of my pet peeves about Clickbank is the inability to know who is selling products for you and a quick way to find out your sales. EasyClickMate, once installed, gives you complete control over your download areas, your affiliate sales stats, as well as total sales stats. It's the perfect companion to Clickbank's service.

On the other hand, an example of an automated ebook delivery system with a built in affiliate program would be QuickPayPro.com or 1ShoppingCart.com. These systems fully automate ebook delivery with a cloaked feature, so your customer doesn't discover the actual download URL. They will instantly process the credit cards for you and their ordering system does not require any installation.

Their main features include affiliate program capabilities, autoresponder services, marketing campaign trackers, single order or shopping cart options, automatic download expiry, and real time statistics. But, you do need your own merchant account or a third party service like 2Checkout.com or PaySystems.com in order to use their services. Plus, they are quite pricey at \$45-69 per month (depending upon which service you choose).

After you have set up your affiliate program, it is time to advertise it. One way to do this is to list it at the various affiliate program directories out there. Here's a brief list:

<http://www.associateprograms.com>

<http://www.refer-it.com>

<http://www.affiliatemark.com>

<http://www.affiliatesdirectory.com>

You can keep up with the latest news on revenue generating affiliate programs at <http://www.revenews.com>.

I hope this gives you some ideas on how to promote your eBooks since this electronic medium is very effective! Part Two of this article discusses other methods of promotion including resources, web sites, and awards.

Power Promote Your eBooks, Part Two by Eva Almeida

We have previously discussed methods of promoting your ebooks using review sites, search engines, etc.... to recap our advice from Part One of this article, after you have created your eBook, you can promote it using the following ideas:

1. **Signature Files**
2. **Announcement Lists**
3. **Ebook Reviews & Interviews**
4. **Search Engines**
5. **Directories**
6. **Download Sites** (free ebooks)
7. **Press Releases**
8. **Affiliate Programs**
9. **Resources** (study epublishing)
10. **Web Sites**
11. **Awards**
12. **Contests**
13. **Ebook Clubs**
14. **Autoresponders**
15. **Email Courses**
16. **Chatrooms**
17. **Bulletin Boards**
18. **Radio Shows** (Online and Offline)
19. **Join a community**
20. **Link Exchanges**
21. **Ezine Publishing**
22. **Bookmarking**
23. **Post cards**
24. **Flyers**
25. **Conferences**
26. **Web Rings**
27. **Newspapers**

Now, we will discuss some resources to examine to help you promote your ebooks as well as other proven methods.

Resources

How to Publish and Promote Online by M.J. Rose and Angela Adair-Hoy available at Amazon.com (Excellent!)

<http://www.amazon.com/exec/obidos/ASIN/0312271913/e-Lectrify>

Your Sales: A Writer's Guide to e-Publishing \$uccess by Leta Nolan Childers from DiskUs Publishing

<http://www.diskuspublishing.com/electrify.html>

Practical Tips for Online Authors 2001 Edition by Lida E. Quillen from Twilight Times Books

http://www.twilighttimesbooks.com/practical_tips.html

Electronic Publishing, The Definitive Guide. The 2003 edition by Karen Wiesner's book

<http://www.hardshell.com/eb.php3?ebookid=17481>

"Marketing and Self-Promotion" by Astrid Cooper is enlightening

<http://www.twilighttimes.com/ACooper4a.html>

A past issue of eBook Ecstasy contains an article by Charlotte Boyett-Compo on "How Not to Promote Your Book." She suggests some ideas on how to advertise on the net. First and foremost, always include info on your books in your "sig" line. Send press releases to ezines, appropriate web sites, newsgroups and to your online friends who in turn will post the info other places you might not think of.

Submit articles to paying and even non-paying e-zines and newsletters, especially if they will include the url to your website. Join online communities such as SFF Net if you write SF/F at

<http://www.sff.net>

Web Sites

Authors Den offers great promo opportunities.

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

No doubt you have submitted your web site url to a number of search engines and web sites. If not, check out Virtual Promote.

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

Lorna Tedder's "Your Free Book Promotion Countdown Checklist"

http://www.geocities.com/~lorna_tedder/virgins.html

AWARDS

Here is a small list of ebook awards that you can apply for...

Eppie Awards

<http://www.epicauthors.org/eppies.html>

More awards are listed at:

<http://www.ebooksnbytes.com/awards.shtml>

Contests:

You could host your own contest of your ebook, by giving away a free copy of your ebook each month in your ezine. Offer the contest as an incentive for subscribing to your electronic newsletter (another effective method of promoting your ebook.) We have found this to be an extremely successful method for obtaining and retaining subscribers.

Clubs:

People love to be part of a club. Why not start your eBook Club? You could give your members deals on your eBooks, free downloads, autographed copies of your books, discounted cool merchandise to buy with your book cover on it, access to chats or teleseminars by you, or anything else you can think of to make your club members happy. An example of this is at <http://www.ebookmall.com/ebook-club.htm> - eBookMall has an eBook Club with over 2500 eBooks that a member can download once he or she joins.

Special thanks goes to Lida E. Quillen, publisher and author of Practical Tips for Online Authors

www.twilighttimes.com/practical_tips.html

for all of her contributions to this article.

I hope this gives you some ideas on how to promote your eBooks since this electronic medium is very effective!

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Eva Almeida is the owner of <http://www.eBooksNBytes.Com> and is the publisher of eBooks N' Bytes Informer. Subscribe to her newsletter by sending an email to ebooksnbytes-subscribe@topica.email-publisher.com.

How do I create a product that has a huge demand that will make me truckloads of money?

Copyright by Adrian Ling

This is one of the most popular questions ever asked:

"How do I create a product that has a huge demand that will make me truckloads of money" ?

Many answers/ebooks/reports have been written to address that question.

I'd like to add my 2 cents.

Create a "supplementary" (complementary) product to a popular industry or product or service.

For example, take easyClickMate. It's a complementary product to Clickbank. There is a huge market for it, it's pretty niche and I don't have to worry if there's a demand for it.

I've seen some other marketers who does this – they write special reports on how to optimize the usage of certain products/software. Then, they offer a free version (i.e. how the product will help them) and then the offer to buy the actual product. If the customer purchase via his affiliate link, the customer will get another special report on how to get the most from the software.

In practical terms, what can you write about? What 'supplementary' products can you create?

The first thing is to identify what are the popular/best selling products right now - you can easily find that out from ClickBank's market place (<http://www.clickbank.com/marketplace/>) or from your favorite affiliate program (e.g. Commission Junction, Linkshare)

Then, see how you can value-add by creating a supplementary product/report/ebook on it. You can even approach the author of the product for endorsement.

Or, if you want to build your subscriber base, offer your product free to the author's customers' list. If the author likes your product and thinks that it will benefit his/her customers, then he/she will be happy to announce your product as an 'un-advertised' bonus to his/her list.

The author is happy, the customers get another quality un-advertised bonus and you get new subscribers.

- A triple Win-Win-Win situation :-)

Adrian's core expertise and focus is developing innovative and specialized software and scripts that will enable you to give your Online Business the extra edge over your competitors. His famous software, Easy Click Mate has been used by many internet marketing gurus today. Visit <http://www.easybiztools.com>

I Have A Vision" By John Delavera

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Note: this article was written on December 2002 when John Delavera counted just 10 months of his "returning" on the Internet Marketing realm. It was a quite profetic article for his future...  
~~~~~

I have a vision.

I know I am not that Big to have such a vision, but this is my vision.

I want to retire from my morning job and deal with Internet Marketing only. I like to create websites, love to plan new products, am passionate with the promotion of good products and services, am able to write html code, am able to create good graphics and clipart, am able to read cgi and Perl code, am able to invent things, and sometimes can predict my future.

I have this incredible vision. And I am going to make it a reality. I started working on this ten months ago. I have been studying and testing things for my vision since 1994.

I know I am not an amateur, but even if I were, I should have the same vision, because I have the will to make it come true.

I have this amazing vision. And that vision makes me feel good - even when I feel completely alone, even when I get hate mails from people who want the easy solution for becoming 'tycoons', or even when I fail while testing new ideas and viral marketing tactics, even when I lose subscribers because of my mistake of sending too many "Alerts" in a particular week. Do you think I don't know it? But I prefer my subscribers to have a vision too, instead of being aristocrats (believing they have won what they haven't worked for.)

My vision makes me feel good because I realize that this vision is my vision for this 'current life'. I do not think there will be anything else I'd like to do, since only when working for this vision do I relax, feeling 'completed' and satisfied - like having a mental orgasm. My vision is what I live for and if I do not make this vision a reality in this life, then I'd need to be re-born in order to make my vision become true in my next life - if that'd be possible.

I have a vision and I love even the idea of having this vision. My friend Michael started calling me 'web-tycoon' before even understanding that I have the power to implement my vision.

Michael knew me better than I knew myself. I do not know if I ever will become a memorable Internet Marketing Guru. I do not know and I do not care.

I live my vision and that's enough for me. Money is not the target; it is the MEANS to make my vision come true.

I have a vision and work like crazy for it. It's my 'drug' and I don't need any cure. I am a workaholic, yes, but I enjoy what I am doing. Whenever I finish a project, I have already started a new one, and this continues all day long.

That makes me wake up in the morning and smile, because I know I DID' something last night. I ADDED something to my vision, and perhaps, made me even closer to my vision.

I have had this same vision for the past four years. I had the same vision even when I was not able to make just one affiliate commission. I had the same vision even when nobody knew who I was and I had the same vision even when I was completely wrong in the actions I took to implement my vision.

Now I know that I don't know everything, but I know that everyday I am learning many more things than I did yesterday.

I have this lovely vision and am not afraid of admitting it. I know it's difficult to quit my morning job because I earn a lot of money from my morning job. But I am sure I'll be earning more money when I make my vision come true. I know it because I now know that the System works and I also know how it works. If you can earn \$100 per month as an affiliate, you can earn some thousands of dollars by creating your own product. That's the System and that's how the Internet works. I love my vision because the marketplace of the Internet is huge. I am a Global Citizen. I feel like an Internet Marketer and I feel like a citizen of the World.

I had this vision when no one believed in me. I had the same vision even when my parents, my wife, and my friends were feeling frustrated by the fact that I was 'playing' with the computer for so many hours. Now I laugh and now they support me; they give me the time I need and they feel good when I hit the keyboard like crazy because they NOW know that when I hit the keyboard, 'I am working' - for my vision.

I have this vision and sympathize with all people who do not understand the way Internet Marketing works and don't want me to teach them how it works. I learn from others' mistakes. I do not complain because I know I am learning something new every day.

I have a vision and my vision is not unique. Since I started working for it, I've met people that have made the same reality that I want to achieve. I study them, I sometimes copy them, and I know I follow the right trails they leave. Some people with the same vision believe there is a SECRET and they ask the Gurus to learn this secret from them. There is a SECRET. It's this:

THERE IS NO SECRET. I could not believe it at first, but when I became closer to my vision, I realized this rule, this truth: **YOU and ONLY YOU** are the one that will create **YOUR** own life and your future according to what **YOU** can do better; thus the secret is inside **YOU**; just follow your heart and your mind.

I have this vision and I am going to make it come true. When you know where you're going, other people allow you to pass and they even prepare the road for you.

Your worst enemy is your inner self - no one else has the power to kill your vision. If your inner self is an ally to your vision, then you are afraid of nothing.

I have a vision and I am going to make it come true.

What's YOUR vision?

What do YOU have to say?

John Delavera

~~~~~  
Automated Solutions for Internet Marketers  
<http://www.software4profit.com>  
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How to Make Money by Not Wasting It!

© Copyright by Eva Browne-Paterson -
<http://www.evieb.com>

If you're like me and you belong to a few programmes on the internet, sometimes you might find that it's hard to keep up with them all. That's only natural - we all live in a busy world! What if I told you that there is a way to save money immediately and to lift that weight off your shoulders and put a smile on your face? This article will give you two quick ways to do just that!

This is the scenario: You've joined some programmes on the internet and you want to make some money. Welcome to the club and good luck to you too! I hope you do make money and lots of it! I'm not being facetious here - I sincerely mean it. People can and certainly DO make money on the internet. It's in evidence everywhere you look. As you also know, it doesn't just "come" to them... They work hard to make that money.

So you find a really good programme, you upgrade to full member status and hope to reap in the rewards that are offered and most certainly possible. You promote, you do the training, you follow up, you wait and watch and hope for sales. You contact your downline, you hope they will upgrade... Sometimes it happens, sometimes it doesn't. But you really believe in this programme and want to give it a decent shot! So you wait and keep repeating the process until it does work.

The thing is though, you might have upgraded in six programmes and you're attempting to accomplish this same small feat with each one. Plus you have other interests and businesses that you're involved with in a free capacity that you need to maintain as well.

So how long do you give each paid programme to perform so you can gauge the results of your investment? One month, six months, a whole year? Well that's entirely up to you and I must admit that patience can be a solid virtue here. Some businesses DO take time to build and for you to see the results.

Now all these subscriptions that you have that automatically come off your credit card or PayPal account are costing you money. You may have even lost track of some of them and look at your credit card statement thinking, "I know that name but I can't quite remember what it's paying...?" If you ever think to yourself, "Gee I'm paying out quite a bit each month but I don't seem to be receiving much cash in return...", it's time for a programme review.

Here are two quick methods to use to do just that.

Firstly, login to your PayPal account and click on the history tab. Look at all the transactions on the page and specifically look for payments that have been taken out for programmes that you are a full member with. Click on the "Completed" and see if it says subscription. Now click on the "In Reference to" link at the top to see the details of the programme subscription.

This is where you make the decision whether to keep it going in the hope that you will make some money, or to cancel it and keep your money. It would be a good idea to login to the members area of the programme you are reviewing at the same time so you can check these details out. Please take the following into consideration when deciding:

1. How long have you been a member?
2. Have you built a downline yet? If so, how big is it and are there any upgraded members in your downline? I wouldn't recommend canceling a subscription if you have paid downline members that you should be supporting! I know you're not that silly! :^)
3. If you have no downline, have you contacted your upline for help?
4. Have you received any monetary return yet?
5. What is your gut instinct about this programme and be truthful with yourself. Sometimes we don't like to admit to ourselves that we joined a dud. If it's a dud, just cut your losses and **SAVE YOUR MONEY!**

Once you've made your decision, if it was to stay, go on through your PayPal history until you find the next candidate and repeat the process. If you decided to cancel, here's what you do next. Click on the "Cancel Subscription" button at the bottom of the subscription details page in PayPal. You will be asked to confirm and it will be DONE!

You will receive an email from PayPal with the details and it will be recorded as a transaction in your account. Now you need to inform the programme that you were a full member of that you are canceling your membership.

Go to the member's FAQ page to find out what the procedure is for that programme and follow the directions and you're DONE. You have just saved yourself the amount of that subscription to be used on something else that will be more effective for YOU.

You will find that doing this review of your programmes will trigger other programmes that you pay monthly via credit card and you just need to identify them and repeat the last step above and cancel your membership to Save More Money. Do this with all the online payment processors that you are a member of regularly.

Another important step to take is to use my secret weapon. If you're promoting like mad and finding that the sales aren't pouring in, it could be that your sales are being stolen!

Do you cloak the URL that you use to promote? We all know about cloaking and the benefits, but did you know that most people don't like to give you your well deserved commissions? It's a sad fact but it's true...

Instead, some people look at your URL and type in the base URL robbing you of your hard earned dough.

What if you could place a cookie on your visitor's computer when they visit a web site that you've recommended to them? Then it wouldn't matter if they bought today, tomorrow or next week. This is one very powerful tool that you definitely must take a look at:

<http://www.evieb.com/ca>

I love it and I use it every day. Hey, we work hard to make a living. This is what the super affiliates use to make super big incomes.

Try these tips out yourself. You'll find that you feel a whole lot better knowing you haven't been wasting your money on something that is giving you no return. Plus you are protecting yourself, thereby increasing your profits in the long run. That will definitely put a smile on your face! :-)

Eva Browne-Paterson is the Editor/Publisher of EvieB's New-Z - Your One Stop Advertising Resource. <mailto:evieb@evieb.com> Eva has spent over 12 years working the internet and writes Original Articles that will Help You to Promote Your Business! Subscribers can place a Free Ad to over 62,000 every week! Subscribe Today <http://www.evieb.com/new-z.html>

The Truth About Joint Ventures: How to Eliminate Your Competition By Making Money From Them

By Jason "The Marketing Machine" Mangrum
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I'm sick and tired of getting hundreds (sometimes thousands) of Joint Venture proposals per week, all claiming the same thing...

"We assure you that our product is not in direct competition with yours..."

My only reply: "Who cares if it IS?"

Now, I know that this article may go against almost everything you've ever been taught about Joint Venture Marketing, but I think it's high time someone laid out the truth about JV's. By the time you finish reading this article, you'll understand that in MOST cases...

"There is NO SUCH THING as Direct Competition!"

Whew... There. I said it. ;-)

Think about it.

Let's say you're selling an eBook on "Make Money with ABC" and the other guy is selling an eBook on "Make Money with XYZ". Normally, to most people it would seem that these two are in direct competition with each other.

WRONG.

Here's why:

Because unless Mr. ABC and Mr. XYZ had word-for-word, line-for-line, page-by-page the EXACT same content within their eBooks, (which is quite unlikely) they could both sell these eBooks to the exact same market, and most likely would be able to sell to the exact same customer.

Ok ok, now I can hear you saying "But if Bob bought the ABC eBook before he found the XYZ eBook, he probably wouldn't buy from Mr. XYZ because he'd already have what he was looking for from Mr. ABC!"

Sorry, but WRONG again...

To prove this statement, look no further than your own computer.

How many Internet Marketing related eBooks do you have?

Ok, let's get more specific...

Let's say you're interested in Search Engine Positioning.

Are you going to only buy ONE book on SE positioning?

Or are you going to try out several different books, knowing that you just might find different information, or even a different perspective or view on SE positioning?

Another example...

Let's say you're interested in Copywriting.

Now, are you going to only purchase one book on copywriting and consider yourself "well versed" on the subject after you've read it?

Didn't think so.

This little "rule" applies to virtually any information product, UNLESS you're selling the exact same thing. (i.e. you've bought reseller rights, you're an affiliate, etc...)

So, now that you've realized that direct competition is only a 'myth', you've unknowingly opened the doors to unlimited possibilities with your own products and services.

Stop being an enemy of your "competition" and become their friend!

If you own an info-product, (as long as you're the only one selling it) research your closest possible "competition", and offer them a Joint Venture. You may want to enlighten them to the fact that you're not really in any competition since both of your audiences are extremely targeted to each other. Then, simply do a cross-promotion.

I'll give you an example.

Let's say, I just created an eBook on Joint Ventures.

Then, I search for the closest competition I can find. Once I've found what I was looking for, I would email them (or phone them) and let them know that I would like to sell their JV eBook as a back-end to my JV eBook.

I could simply place it under a "Highly Recommended Reading" Column, or just send a mailing to my customer list about it.

(notice I'm telling them what I would like to do for THEM before I ever mention what I want them to do for ME...)

I would then continue by telling them that any time someone purchases their eBook from my efforts, THEY would keep 100% of the profits. This would be 100% FREE advertising for them, and that's REALLY hard to say "no" to. ;-)

I would then ask them if they would be willing to do the same thing for me, except I would let them use an affiliate link, so they can still profit from MY eBook when they make a sale from their efforts.

This may seem crazy at first, but if you try to see this JV through the eyes of your potential partner (or "competition") you'll understand that I'm placing their needs and wants FAR above my own. This shows them that I am willing to lose a little on the deal for THEIR benefit. And more often than not, they'll not only accept the offer, but they'll insist that I use an affiliate link for their product as well. :-)

There you have it.

I've just eliminated my "competition" by becoming their friend, and in doing so, I'm getting FREE advertising from extremely laser-targeted PAYING customers who are definitely interested in what I have to offer.

Now, go use your imagination and think of some JV's you can do with your "direct competition" to befriend them. You'll soon realize you never had any REAL competitors in the first place.

Jason "The Marketing Machine" Mangrum is known to be the one of the most innovative experts on Joint Venture Marketing. If you need help with JV ideas, Jason has created a killer software product that automates the entire Joint Venture writing process in less than 30 seconds.

<http://www.instantmarketingmiracle.com>

How To Use PopUps With Google Adwords

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One of the common issues that marketers face when using Google Adwords, is that the use of popups on the target page for their ad is not permitted. Many Adwords advertisers just completely remove popups from their web site, which can not only significantly damage the profitability that results from other traffic sources, but, as we shall see, it is also not entirely necessary.

This article looks at alternative solutions, which when implemented can virtually double the ROI (Return On Investment) for Adwords ads.

It is well recognized that by capturing the visitor's email address, and then following up with them via an effective auto-responder campaign, marketers can more than double their chances of clinching the sale. Popups can be a very effective way of doing this, often helping to convert 50% or more of visitors to subscribers.

With Google Adwords however, because popups are not permitted, you need to look for other ways in which you can maximize the visitor-to-subscriber conversion ratio, and thereby also maximize the value you get out of each click-through to your web site.

Here are three main ways in which you can do this:

1. Set your target page for your ad as a so-called 'name squeeze' page

- this means the whole page you direct them to is focussed on one thing, to get their name and email address, following which you can always redirect them to your normal sales page to try and 'make the sale'. You still need to make sure of course that your ad accurately reflects your target page.

As an example of how to do this, let's say you sell cheap widgets, and your ad is displayed for the keywords 'cheap widgets'. Write a report or an ebook on 'How To Choose The Best Cheap Widget' and offer it for free on your name squeeze page, in return for their email address.

2. Use a special type of popup that doesn't actually display in a new browser window, but 'hovers' over your existing web page

- this type of popup is not detected by Google (nor for that matter can they be prevented by popup blocker technology), and works in a similar way to dynamic menus, which of course are perfectly permissible. I have been using this type of popup very successfully for many months in conjunction with Adwords.

You can get a free copy of the software I use by sending a blank <mailto:optinover@takanomi.par32.com>.

3. Put popups on other pages

- Google does not stipulate that you should not have popups on your web site, only on the target page for your ad. This means that if your target page encourages visitors to click through to other areas of your web site, you can add put popups on these other pages to help capture your visitors email address.

For example, if you have a long sales letter, try splitting it up onto two or more pages. Your popup(s) can be placed on any of the other pages. I use PopUpMaster Pro to ensure that the popup does not appear if certain links are pressed - this means that you don't show the popup to visitors who click through to read other pages of the sales letter or to order, but otherwise (if they leave your web site) you show them an exit popup to try and grab their email address before they are 'lost forever'.

Use one of the above methods, and you should find that you capture the details of many more visitors who click through from your Google Adwords ad - and by doing this, together with an effective autoresponder campaign, your return on your ad could greatly increase too.

Steve Shaw creates systems and software for effective e-marketing. For the technical edge on e-marketing, and to claim some valuable bonuses, you can subscribe to his popular newsletter at <http://www.takanomi.com/newsletter>.

My Easy 10 Step Formula for Creating Winning Sales Letters

By Martin Franzen

<http://www.SiteSelling.com>

This is a quick report, but it's incredibly valuable.

I've included my proprietary 10 step copywriting formula for you. It's perfect if you want a fast and easy way to create winning sales letters with minimum work.

You see, in order to pull in orders, there are certain proven elements that should be included in your copy for maximum impact. I'm giving you the exact steps to follow right here.

I originally created this checklist for myself to help me see the process from the eyes of the reader as I'm writing my sales letters. It can really help you speed up the process and push all the psychological buttons needed to pull in massive sales right away.

Feel free to experiment with the order of the components if you wish, but try to cover all the points....

Here's My Proven 10 Step Sales Letter Formula:

1. Headline:

The only job of your headline is to get my attention and force me to keep reading. Try to summarize exactly what major benefit I will gain from buying from you. What problems will you help me solve? What end result will you help me achieve? Make a bold promise and offer instant results. Your headline determines 80% of the success or failure of your sales letter, so spend some time on this step.

2. Problem - Solution:

The opening must force me to keep reading your sales letter. Show me that you understand my problem and that you have the solution. Make me really feel the pain - then paint a vivid picture of the end results you will help me achieve. A tried and tested way to start your letter is to use an *"If you <have this problem> and want <main benefit>, then read this important letter right away..."* angle. Summarize your entire offer and show me the major benefits I will receive.

3. Credibility & USP:

I see hundreds of sales letters every day... Give me a VERY good reason to trust you. How can I be sure that you really know what you're talking about? What makes you so special? What makes your solution unique? Establish your credibility and give me success stories if possible. Share your personal story and make me trust you.

4. Testimonials:

Can you show me testimonials from people who have bought from you? Give full contact information. Try to include a few really good ones from industry experts, detailing the specific results you helped them achieve. Specifics are 10 times more powerful than general hype.

5. Benefit Bullets:

Can you show me exactly what benefits I will receive, bullet by bullet? Spell out exactly what I get, every single problem you help me solve, every single benefit I get - and the end result each one will help me achieve. It should read like a long list of headlines. This is where you build up the value of your offer, so make it exciting and use specifics whenever possible.

6. Bargain Price:

OK, what's the price of this thing? Can you give me a GREAT deal if I act now? Remind me about the pain and compare your price to the cost of NOT having your solution. Dramatize the low price and make it seem like a bargain.

7. Risk Reversal:

Can you guarantee results? I don't want any risk here - how do I know I can trust you? Give me a generous, unconditional money back guarantee. Let me know that there is no way I can lose and that you are willing to take all the risk. If I feel that I can try everything risk-free, you have a much better chance of getting my order.

8. Bonuses & Scarcity:

Can you throw in a few valuable extra bonuses or give me a special discount if I place my order today? What do I lose if I procrastinate? Extra bonuses increase the perceived value. If I feel that I get a great limited deal by acting right away, you have my order. Include one final bribe to make me act right now and show me what I will be missing out on by NOT acting now.

9. Call to Action:

Tell me to place my order NOW. Show me exactly what to do. What steps do I need to take? How long will it take - will I get instant access? What will happen after I place my order? Eliminate any final doubts I may have.

10. P.S.

OK, you have one final chance to sell me. Remind me again of the major benefits I will receive. Remind me of the risk-free offer and the guarantee. Remind me of the deadline and tell me again that I need to act NOW to take advantage of your generous deal. If I skip straight to your PS section, it must be attractive enough to make me want to go back and read your entire sales letter.

That's it. This checklist should be enough to get you started.

Just follow the steps above to answer the questions running through your prospect's mind one by one.

If you use my simple 10 step formula you should easily be able to create sales letters that bring in far better results for you than 95% of your competition. The process has worked incredibly well for me in the past.

Try it... It really does make a difference!

Martin Franzen is a \$1,000 an hour marketing consultant who has been doing business online for the last 9 years. He's an expert at helping you see the big picture - generating passive streams of income so you get the freedom to take a step back and enjoy life, instead of being a slave to your business.

His course "The Internet Marketing Master Plan: How To Turn Your Passion or Hobby Into a \$100,000 a Year Business on the Internet" shows you exactly how to set up your own automated profit machine online, working with something you love. In 90 days or less.

For full details, and a FREE preview, visit: <http://www.SiteSelling.com>

I've seen how the 'BIG BOYS' make money online

Copy right by Patric Chan

I bet you can't tell me what the real secrets are of the 'BIG BOYS' on how they make money online.

I never did know how they do it until I started to work for BIG BOYS as an insider staff. When you work for these people, you know what is going on internally as an insider.

I realized there are 5 things that these BIG BOYS have that have made them successful.

1. They have a list or database.

I know. You know all about this. But, do you have a big, targeted and responsive list like the BIG BOYS have?

This is how they make money successfully and ethically every month. I have seen with my own eyes, how much sales are generated in a week from the marketer when he send an offer to his list.

2. Strong networks of other successful marketers.

They have a circle of buddies that are somewhere as successful as they are to help each other. This is a term which is called joint venture partnership. It's actually a great idea.

When his buddy creates an amazing product and let him reviews it , he will recommends it to his list if it's a good product. Sometimes, he adds more value by giving a special offer price or his own bonus.

If it's an amazing product, he's already adding value to his list by letting them know about the product.

3. They have time.

Time is the most valuable asset to everyone.

These BIG BOYS can convert time to money. A lot of marketers are struggling because the lack of time. They have to design the site, handle the emails, process the order, write article, search engine submission and other things to do.

Where as the BIG BOYS hire people to do the tasks so that they can concentrate on what they do best - making money online.

They will focus on specific items that can make money like marketing or creating fantastic product to sell.

4. They have a proven system to make money online.

One of the ways they have time is because they have a SYSTEM. They know what type of sales letter will sell, which ezine to advertise, what pay per click keywords to bid and etc.

5. Uniqueness of the product they create.

Most of the BIG BOYS create product that is unique. Look at Mark Joyner, he authored Mind Control Marketing. Is that book that sounds normal to you?

It is a very unique book. That's one of the reasons why he becomes #1 Best-Selling Author.

After I realized these valuable tips, my internet marketing results have skyrocketed. I'm able to drive traffic to my site consistently and make money online.

It's the realization of how important these tips to ensure your success online. Whether you are a newbie or BIG BOY, think of ways to have that 5 things above so that you can make money happily online too. :)

Give it a thought how to obtain the 5 valuable things now.

Go for it.

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Patric works with world class internet marketing gurus to build a successful online business. Discover more insider secrets and the exact proven strategies to make money online:

<http://www.automateinternetmarketing.com>

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How To Produce The PERFECT Viral Ebook by Harvey Segal

Viral marketing is probably the number one method for generating traffic and sales - **IF** it is set up properly.

Take the case of a viral ebook - which means a book that can be passed from one person to another bringing benefits (profits) for each party in turn.

How is this achieved?

The basic concept is that the book contains links to affiliate products. When a reader of the book makes a purchase from a link then the affiliate receives the commission.

The creator of such a book will allow some of the links to be 'rebranded' which means a person (who we will refer to as the rebrander) can replace them with his own affiliate codes thus collecting commission. This is the obvious incentive for him to pass the book around and begin the viral progression.

If we want to maximize the benefits for everyone and create the perfect viral ebook we need to have **THREE** key factors in place.

1) Wide Distribution

There are many permutations in the ways that you can offer an ebook. It can be free or paid, and for either option you can charge for rebranding or offer it free; plus you can have part customization or full customization. On top of that, for a paid book you can offer resale rights and even the right to grant resale rights. Let's keep it simple.

What we want is the widest possible distribution so that we get the most commission from the affiliate links.

So we will have a **FREE** book and **FREE** rebranding rights.

2) Quality Affiliate Links

It goes without saying that your book should contain good content on a topic of interest.

But will readers click on those affiliate links?

The answer is **'NO'** if you copy the poor example of many authors, for instance:

- have you ever opened an ebook and been faced with a barrage of affiliate links ?

- or seen affiliate products which have nothing to do with the theme of the book ? For example in a book about hypnotism you get a link to a web hosting company.

So what is the best way ?

The secret is to have highly relevant links and weave them naturally into the content in a low key style without appearing to push for a sale. So when you discuss a particular topic and want to show where more detail can be found, or how a particular problem can be solved, that's where you can mention the affiliate product as a source of further information. If you want to see really good examples of how to do this read the free book at the end of this article.

See - that last sentence was an **ACTUAL** working example of how to weave in a link.

3) Maximum Return For Both Parties

You need to get the rebranding balance right.

If you give away an ebook and allow all the affiliate links to be rebranded that is a great deal for the rebrander - but what do you get out of it ? No affiliate commission, just subscribers maybe for your mailing list if you have a sign-up form in the book.

Conversely if you hand out only a few affiliate links for rebranding then that provides little incentive for the rebrander to distribute the book.

Ideally what you want is the maximum motivation for your rebrander which would be

- * to allow free rebranding
- * to allow ALL the links to be rebranded

but in a way that you can still benefit.

Can that be possible?

Fortunately it is, using any of 3 different methods

- * if the links in the book are for your own products
- * If the links are for products for which you have resale rights
- * If the links are for 2-tier affiliate programs so that you collect the 2nd tier commission when a rebrander, who has signed up under you, makes a sale

And so, if you use these techniques you can begin a viral marketing campaign which will continue to generate traffic and sales with little on-going effort on your part.

EXCEPT for two issues we need to resolve

1) What happens if everyone rebrands the book and only makes purchases from their own copy?

Well, I have found that in practise only a minority (say 10%) will take the time to rebrand a book which means that the majority (90%) will be reading your book and purchasing from YOUR links. So only 10% will be 'lost' to you . . . or are they?

2) Suppose you plan to produce a viral book. It's about a popular topic - so it's bound to have a wide circulation - but you can't find any of the three types of suitable links to put in the book, i.e. links to a product of your own, to products with resale rights or for 2-tier affiliate programs. Is there a solution?

Yes - there are answers to both problems in my book "101 SuperTips" - they are actually tips 100 and 101.

As you might expect this book is free, with valuable information linking to highly relevant products, and you can rebrand it, again for free. By all the rules above it's a candidate, I hope you agree, for 'the perfect viral ebook' and a profitable source of revenue for you.

Harvey is the author of several viral ebooks including 101 SuperTips, a collection of unique Internet Marketing tips, which you can collect at <http://www.supertips.com/101/>

As a further example of viral marketing you can reproduce this article and change the URL to point to your own rebranded version.

Why You Should Only Follow One "Guru" At A Time!

By Michael Green

If you are out there trying to make money via Internet Marketing then you are not by any means alone.

There are now tens-of-thousands of folks working part-time, trying to generate enough income to leave their 9-5 and live off their online income for good.

But sadly, for most of these people, the reality is that they will probably scrape by month-by-month, earning the odd commission check, but never really breaking thru' to the "Online Big Time"!

Now as someone who has been fortunate enough to translate that ultimate dream of making enough money 'while I sleep', to give up my day job (if I chose to), I've been troubled about why others work just as hard as me (or harder) online - but never seem to make it to the holy grail of internet profits.

So eventually I conducted a piece of research using the responses from people who have taken my internet marketing mini-course.

And the results were most revealing...

TOO MANY EXPERTS - TOO LITTLE TIME!

Something that I had long suspected and have even experienced for myself, turns out to be absolutely true.

There is a lot of excellent help and advice available out there for online marketers.

In fact you don't need to look very far and you'll soon be stumbling across internet marketing experts that'll tell you much about important subjects like:

- > product creation

- > autoresponders

- > opt-in lists
- > follow-up marketing
- > choosing the right pricing
- > running affiliate programs
- > and so on...and so forth...

BUT, confusingly each and every one of these "experts" sets themselves up to be an authoritative "guru".

And now suddenly (for the average Joe trying to make a good living online) the marketplace in advice is overcrowded and *very* confusing.

Sure, a lot of the available information seems to be very good, but where should you start and who should you believe?

Worse still...one expert seems to be contradicting the next and everyone is SHOUTING so loud that you just don't know what to do for the best (or first).

And the result of all this?

COMPLETE PARALYSIS!

Your online work lacks direction. One minute you're following guru "A", next you're dipping into guru "B's" advice, but then an email pops through from guru "S" and what they have to say looks simply irresistible. Suddenly you are being pulled in so many directions that you just can't think where to start!

ONE "GURU" AT A TIME PLEASE!

So what should you be doing to build your own successful online business?

For me (and for those who I have tutored), the answer has been to select one 'all round expert' to follow. Find a marketing "guru" who you feel comfortable with. Someone who you've read a little about and believe can educate you in the rights and wrongs of online product creation and marketing.

Most importantly, take a look at the writing style of the "guru" you are thinking of learning from. And ask yourself?

- > Is this a writing style that I can understand?
- > Does this "guru" have a natural ability to put a lot of information across to me in a clear and readable fashion?

And most importantly of all...

- > Has this so called "guru" really done this for themselves? Or to put it another way - do they know what they're talking about?

NOW FOCUS ON THIS ONE PERSON UNTIL YOU'VE ACHIEVED ONLINE SUCCESS

Having answered the above questions and chosen your expert - *follow them* until you have become successful yourself.

If you've chosen wisely, then having purchased some of your gurus information, they won't mind when you come back to ask the occasional direct question.

For example, I frequently receive emails like:

"Michael, I read what you said about XYZ, but could you point me in the right direction to achieve this other important challenge?"

Follow a knowledgeable expert and they won't mind sharing a little extra information with you.

But, best of all if you concentrate on one person's advice at a time, you are far more likely to make a success of your own online business - if only because you won't waste loads of your time trying out a little bit from everyone, and being pulled in so many directions that you end up achieving nothing.

To your online marketing success!

Michael Green

Developer of the "Create & Sell Products Online" toolkit.

You can develop your own online business by following the step-by-step advice of the above author, Michael Green. He has created a toolkit for anyone wanting to create their own successful online business. Michael's own range of online products are in the top 10 on ClickBank's marketplace, proving that he is a top online marketer himself. His latest toolkit shows you exactly how to follow in his footsteps, to create your own online business.

Find out more at ==>

<http://www.CreateAndSellPRODUCTSonline.com>

The Most Important Marketing lesson in the World
By Chris Bloor © 2003
<http://www.succeedatmarketing.com>

The day I learned the most important marketing lesson in the world started off just like any other day...

I was driving on the freeway when the telephone rang.

"You're the man that wrote the letter!"

It was more of a statement than a question and the woman's voice on the end of the line was crying hysterically.

"Well I'm a copywriter. I write heaps of letters. Which letter do you mean?"

To be honest, I thought someone must have died the way she was carrying on.

"The pen letter. You're the guy that wrote the pen letter!"

She was still crying her eyes out so I asked her to slow down and explain what she meant and why she was calling me.

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SIDEBAR: A few days earlier I had written a simple letter about a pen that a client was using as a gift for his clients. It was just an ordinary pen. My brief was to take the ordinary and make it extra-ordinary.

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So I had written a simple letter along the lines of 'Five Things to Consider Whenever You Use This Pen...' We had printed these 5 things on a parchment scroll that went out with the pen.

The lady on the end of the line introduced herself (Mary) told me that she was a grandmother and that she had received the letter with the pen earlier that morning.

Then she told me what had happened.

One of the points in the letter was *“Use this pen to write a short note to someone you care about to tell them ‘I love you because... or I’m sorry. Please forgive me. (Many people consider saying sorry to be a sign of weakness, in reality it is one of the greatest character strengths anyone can ever possess)*

*“When I read those words – I thought of my son. You see, we had not spoken in over 5 years. I realized that I needed to apologize and so I called him. I have just gotten off the phone and he is on the way over **with a daughter-in-law that I have never met and grandchildren that I have never seen!**”*

“I just wanted to say thank you for writing such a beautiful letter!”

Now it was my turn to cry.

I pulled over into the emergency stopping lane and wept like a baby.

I learned that day that the most powerful marketing is that which comes from the heart.

It is something that my business partner, Conny Yvonne Torney and I hope that we never lose sight of.

That behind every email is a real living, breathing person with all their hopes hurts, frustrations, dreams and desires.

It is something that we focus on when writing our ezine, when creating a new product or conducting a seminar.

That far more important than any monetary results is the fact that with just a little bit of thought and extra effort we can reach out and touch people’s lives with the words that we speak and the copy that we write.

Chris Bloor is one of Australia's most sought-after direct response copywriters. He has written simple two and three page sales letters that have generated literally Millions of Dollars in extra sales. You can get 12 months worth of his paradigm-busting business advice 100% FREE Simply subscribe to his newsletter at www.succeedatmarketing.com

P.S. The rest of the 'Pen letter' is available as a download in the members section of his new website...