

# **The Complete Mentor**

*You Can Never Give Out Enough Good Will Changing One Life At A Time*

## **Unit Five**

### **Selling Information On The Internet**

#### ***Promoting Your New Money Making Site!***



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***Unit Five:  
Promoting Your New Moneymaking Site***

Welcome to week #5!

If you look back at the unit #1, you'll see that there are 6 general ways you can your promote my sites:

1. **Free Publicity**
2. **Discussion Groups**
3. **Search Engines**
4. **Direct Email**
5. **Paid Advertising (Banner, Pops, Ads, etc)**
6. **Affiliate program**

We're going to cover the first 5 this week and the last one is so important I devote an entire unit to it.

Ready to promote?

Good, let's get going...

The first step before we start promoting is to have a tracking mechanism in place so we know our numbers.

## **The Numbers of Your Web Site**

Here's the last important foundation for your success – you've got to understand the numbers of your web site. Knowing these numbers will be the difference between becoming modestly successful and super successful.

Now I'm not talking about any hard math here.

We'll be discussing simple calculations that are important.

You have the ability with the web to get nearly perfect tracking. It's a direct marketer's dream come true. There is a website that will tell you how many visitors came and most importantly how many bought. (I'll tell you the biggest secret to this in a moment.) The only real tool you need however is your calculator.

Here are the major benchmarks you should know:

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### **Conversion Rate**

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Conversion rate (or sell through) is the average number of people who buy from your site. Let's say that for every 100 people who visit 2 people buy – your conversion rate is 2%. Simple  $2/100 = 2\%$ .

You'll find this will vary based on the amount of targeted traffic coming in – but you want it to be a general average.

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### **Allowable Cost Per Visitor**

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This number will determine how much you can afford spend if you're buying clicks – here's how to figure it: If your product sells for \$50 and we have a 2% conversion rate (like before) then for every 100 visitors you make \$100 ( $\$50 \times 2$ ). And that means each visitor is worth \$1.00 to you. ( $\$100/100 = \$1.00$ ).

So every visitor who visits your site is worth \$1.00 to you in revenue. Remember, you can increase this amount with an upsell and directing visitors to your affiliate programs.

This information is important because you know if you bring in visitors for above this amount you will be losing money. However, if you can bring in visitors for below this amount and your conversion rate stays the same – you'll become very, very rich.

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**Cost Per Sale**  
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Another figure you should calculate is how much it costs you get a sale. This is simply the amount you spend on a promotion divided by the number of sales. For example, if you're running an Ezine ad and it costs you \$150 and you bring in 5 sales then your cost per sales is \$30. And if your product sells for \$50 then you made money. This is important calculation for any promotion you do that you spend money on.

You can have a fixed Cost per Sale using an affiliate program (we'll thoroughly go over affiliate programs next week). You simply calculate the amount you are willing to pay and you can only pay for sales. My affiliate programs pay out 45% so I know my Cost per Sale remains fixed at \$17.99 (45% x \$39.97).

I think you'll see this trend become more and more widespread. Priceline recently told all their vendors they would no longer pay for advertising but instead they would pay a fixed amount per registration and a fixed amount per sale.

So how do you figure all of this out?

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**Tracking Unique Visitors**  
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It all starts with tracking unique visitors. What you need to know is there's a big difference between hits and unique visitors. Some web site tracking systems will only give you hits. And one marketer I know refers to hits as "How Idiots Track Success".

Hits are not unique visitors. If you got a graphic on your site and 2 text files whenever a person come to your site, that equals 3 hits. That's not 3 visitors.

It's absolutely critical that you know the difference. You need unique visitors by unique IP addresses or whatever they use to track unique visitors. So you know I got a hundred visitors, I got 3 sales today, so my conversion rate is 3%.

Check those numbers. Once a day I'll just do it in my calculator. But once a week, I'll do it on spreadsheet. And every month I'll do it on a little bigger of a spreadsheet because I want to see what is going on over a greater time period.

Here is a great tracking programs you can use on your site:

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

Not only will this website give you unique visitors they'll also tell you other things like, where visitors came from, what search terms they used on the search engines to find you, most visited pages, days, etc. etc.

with that done – let’s get down to the promotion...

## **PROMOTION TOOL #1** **Free Publicity**

The first thing that I did is free publicity.

Not only am I lazy but I’m also a cheapskate. I used the services of: [www.imediafax.com](http://www.imediafax.com), they will let you chose different editors across the country based on topics. Pretty much any category and will broadcast fax your news release out directly to those editors.

They will also write your news release for you (for a fee of course) if you don’t want to do it yourself. I suggest you do it yourself. If you can write your sales letter you can write your news release. Just make it less “salesy” and use less adjectives. Be much more factual. You can look through a few samples here:

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

Also, I think one of the best people out there is Paul Hartunian for a free publicity. If you got to his site: [www.prprofits.com](http://www.prprofits.com) it will give you some good information to use (I also have this program and I think it’s one of the best out there). So that’s the first thing I did. I sent out news releases. I got picked up in The Denver Business Journal and a couple other places. All right. Not anything to really get excited about – but if you do get lucky, you can get a mammoth amount of visitors to your site with free publicity.

Plus, you should all be familiar with radio an TV publicity through [www.freepublicity.com](http://www.freepublicity.com).

The next, more predictable way to get free publicity online is by submitting articles to Ezines.

If you’ve done your homework from lesson #4 – you already have 2 articles ready to submit, right? Excellent!

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**Ezine Articles**  
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I’m going to let you in on the secret of how I generate thousands of dollars in free advertising every month (and you can too!) If you recall Ezines are those email newsletters you get in your inbox.

At last count, I heard there were something like 100,000 of them. I’m going to show my simple system for getting a flood of traffic to your site in just a few days (all for free). Plus, you’ll get better results than placing an ad and you’ll getting known as the expert and authority on your subject.

Sounds pretty good, right? Let me show you how it’s done.

Side Note: I first learned of this strategy reading Rick Beneteaus's Book "The Ezine Marketing Machine".

There are tons of Ezines out there and they all need content, so I'm one of the guys that gives them some content, and what they do is kind of a quid pro quo relationship where you get to stick your resource box at the bottom of the article (we already created this last week).

**Here's my Ezine article formula in a nutshell:**

- 1. You create a list of editors interested in your articles**
- 2. You create a powerful article about 500-700 words on your subject.**
- 3. You come up with a powerful resource box to place at the end of your article promoting your information product.**
- 4. You submit articles to all these ezine editors and watch the sales roll in!**

Okay, that's really all to there is to it – but the beauty is the details. (We've already covered part 2 and 3 of this formula inside unit #4 so I won't bother repeating everything here.)

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**Step One: Collect Ezine Editor's Info**  
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The main resource I use for this is:  
[www.directoryfezines.com](http://www.directoryfezines.com)

This is my favorite resource because you can search and find editors that are interested in receiving articles. That means I can just pull up all the editors in my subject and those who are interested in receiving articles. Their database has all kinds of topics – most likely they have Ezines for your topic.

Pretty much anything from A to Z.

I take a listing of editors who accept articles from my subject (marketing, advertising, etc.) and copy and paste them into simple spreadsheet file (you'll be getting my entire file along with this lesson) with their email address, name, last name, Ezine name, and any special comments.

So the file would look like this:

\* \* \* \*

Email, First\_Name, Last\_Name, Ezine Name, Comments  
[email@eip.com](mailto:email@eip.com), Frank, Smith, Ezine Title, send with picture  
[email@eip.com](mailto:email@eip.com), John, Jones, Ezine Title,

\* \* \* \*

Then I import all these names into a program called Group Mail ([www.infacta.com](http://www.infacta.com)). Group Mail software lets me merge any field I want into outgoing emails. So I can send personalized emails to every editor with their first name and Ezine name in the message. Very important!

But before we do that we need to write our article.

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### **Step Two: Writing a Killer Article**

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This is something we should have already done from the previous lesson so I'm not going to cover that again.

I just want to remind you to use a compelling title and format the article to less than 65 characters per line (hard return).

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### **Step Three: Create A Powerful Resource Box**

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Also, covered last week. Be sure to have a good call to action and make your resource box exciting – not a boring bio.

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### **Step Four: Submitting Your Article**

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Submitting your article is a piece of cake. You take your list of Ezine editors and import them into Group Mail (or you can do it manually if there aren't that many names).

Group Mail's software will recognize all the standard formats of data (comma delimited, etc.) and it will create possible merge fields for you.

Then I simply insert the fields where I want them to appear in my email.

When submitting you need a good opening email that introduces your article and yourself, give some personal contact details and then I like to give the number of words in the article. And then you copy your article (Never, never send it as an attachment). People don't like to open attachments because of possible viruses so they'll just trash your article.

\* \* \*

**Sample Article Submission Email:**

Subject: <<firstname>> - New Article For Your Consideration

Dear <<First Name>>,

Here is a new article for your consideration. I'm sure readers of <<your ezine>> will find the unique information from "Smelling the Back Room Cigar Smoke from Allstate" extremely beneficial to them.

An insite to the backroom working of the biggest insurance company  
A how to protect your self.

I'm the author of "The Getting Your House In Order" and also the creator of the first puplic adjuster school in the country called Property Adjustment National Association.

Please feel free to publish the article below along with my resource box. I'd greatly appreciate an email notification of your intent to publish and a courtesy copy of the publication.

Thank you for the opportunity to contribute to your publication.

Best regards,

Mark Houser  
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Article: Smelling the Back Room Cigar Smoke from Allstate

Article size: 330 words (body)

=====  
By Mark Houser  
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If you were to ask any of the top copywriting pros who they've learned from – one name is sure to be repeated over and over again – Robert Collier.

<<<<article continues with resource box at the end>>>>>>>>

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\*\*\*What About Other Ezines You Receive\*\*\*

Of course not every Ezine is listed in The Directory of Ezines or if you're receiving an Ezine that you'd like to contribute to just write the editor an email like this asking what their guidelines are:

\* \* \*

Hi David,

I've been getting your xxxx newsletter for sometime now and wanted to ask what guidelines you had for article submissions. I've been published in Eboz! And DMEC several times (along with dozens of other ezines).

I really think your readers would enjoy and profit from the new articles I'm working on.

Thanks,  
Your Name

P.S. If you want to see a few of my past articles – check out:  
<http://youraddress.com/articles/>

~~~~~  
Your Name \* Company Name  
<http://www.Your Address.com>  
[Your Name@Yourname.com](mailto:Your Name@Yourname.com) \* 000-000 – 0000  
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\* \* \*

And guess who's article appeared in his Ezine several weeks later? That's right!  
Yours truly.

Okay, but before we wrap up this topic – here are a few more points to cover:

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**Web Sites That Accept Ezine Articles**  
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Not only can you submit articles to Ezine editors there is also a big list of sites that are looking for content you can submit to. A list is at the end of this lesson in the resource section.

Each one of them has their own submission criteria and rules to follow.

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**How Often Do You Send Articles?**  
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Obviously you don't want to bug these Ezine editors you've targeted. So I normally send out new articles once every month. I wouldn't send out new articles more than every 2 weeks.

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**Copyright**  
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You own the copyright to your own articles. Don't let an article go out without your copyright notice like this: (c) 2082 Your Name or Your Company Name. This is important because you need to retain copyright so you can use your articles in different Ezines, publications, your own products, etc.

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**Should Your Articles Be Exclusive?**  
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I say 'no'. There are a few Ezines that require they get exclusive articles and I don't bother with them. It's just not worth my time to create exclusive material for them.

However, what I will do is semi-exclusive – here's what I mean: I will usually make my submission in 2 groups. Group A goes out first and this is my 'A' list of top Ezines. These are the Ezines that have tens of thousands of readers and getting in there is more important to me. Group A's editors get first crack at my articles.

Then about a week later I'll submit to all my Group 'B' Ezine editors.

Okay moving on....

**PROMOTION TOOL #2**  
**Discussion Boards and Lists**

Discussion boards (also known as web forums, bulletin boards, etc) are the next step to promoting our new web site. They're a great way to get your name out there and develop some good name recognition. (There's a complete list of my favorite discussion boards in the resource section).

There are lots of discussion groups out there and you can find out some discussion boards for your topic here:

Here's how forum one's site defines a web form ( or discussion board):

*“Web Forums are areas on the web where you can post and respond to messages. Also called “bulletin boards” or “message boards”, web forums have spread to many thousands of locations across the web. It's likely that in the future every business, government office, classroom, and non-profit organization will have a forum area associated with its web site. Web forums are similar to “usenet” (also called “newsgroups”, a popular Internet “community technology”) in that both forums and usenet allow users to post and respond to messages. The difference is that the web forums are very new ( like the web itself), are based on the web (rather than a separate Internet system like usenet), and are considerably more flexible than usenet (especially with respect to customization, security, and advertising).*

*Web forums are also similar to “chat” in that both forums and chat allow users to gather and interact on the web. The main difference is that in forums you can participate when convenient (so called “asynchronous communication”) whereas with chat all users need to be logged in at the same time.”*

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### **3 Types of Discussion Board Visitors**

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There are these types of people that go to discussion groups.

- 1. People that post questions**
- 2. People that answer questions**
- 3. People that lurk, or just read everyone else's questions and answers.**

You want to be the one that answers the questions because that establishes you as the expert.

So if somebody says, “How do I write get money from my homeowner's,” or something like that, I'll come in there and say, “You gotta do this, you gotta do that, and don't forget this,” and so on and then at the end, the real benefit is you can put a little link back to your site along with a link title (a headline).

I'll usually write something like this:

“How to find a \$5,000 homeowner's claim!” (and this would link to my web site)

On most boards there are many more ‘lurkers’ than they are participants so your message might get viewed by many more eyeballs than you imagine.

So not only do you get traffic from these postings you also get to establish yourself

as an expert.

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### **Headlines For Your Postings**

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Whenever you're answering a question I prefer to use a compelling title for my post and followed by ellipses (...) to pull readers into my posting. Most other posters will simply reply to the post so the original post's title appears as

“Re: Original Title”. Not very exciting.

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### **Posting Etiquette**

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I believe that are a few points you should keep in mind when posting on a message board:

1. Obviously you shouldn't 'spam' a board with your blatant advertisement. You can't just post to the board announcing your new product (unless you have explicit permission from the board owner).
2. Don't put your URL unless you've got something to contribute. I always like to contribute something before I list my link. I won't simply say something like “I agree” and then give people my link. I don't think that makes you look very good to visitors of the board. Also, whenever I post a question I will not put my link because that really isn't a contribution I'm making.

### **Using Your 'Sig' File**

On some boards they don't have an automatic way to add your URL or text link – in that case you simply add your 'sig' file (or signature) at the bottom. This is a simple way of promoting yourself ethically on the web. A sig file is just 4 or 5 lines that appears after your name on every email message you send out.

You'll want to create one in your word processor program and then save it as a text file. Then go to your email software and find the option for 'identity' in Netscape or 'options' in Outlook Express and simply add your text file.

Sig files also important if you're going to participate on any email list. An email list is similar to a discussion board but it's conduction via email. So people's questions are responding to by subscribers on the list. And the same deal goes – when you answer a question you can ethically promote yourself using a 'sig' file.

Here's where you can find a few of these email lists to join:

[www.liszt.com](http://www.liszt.com) (not owned by Topica)  
[www.egroups.com](http://www.egroups.com) (now under Yahoo management)

My favorite discussion boards are listed at the end of this lesson also.

Moving on...

### **PROMOTION TOOL #3 Search Engines**

I group Search Engines in 3 categories:

1. Pay-per-click search engines (where you pay for high ranking)-
2. Regular search engines like Google or AltaVista (free)
3. Directories that humans accept sites into like Yahooor Looksmart (pay for submission – does not guarantee you get in).

We'll cover promotion tactics for all 3. However, you're going to get the quickest and easiest traffic from #1 (pay-per-click engines) – but the catch is you gotta pay.

So let's talk about Pay-per-clicks Search Engines first...

How would you like to attract interested prospects for mere pennies to your site? Sound good? You bet!

Pay careful attention and you'll be doing just that by using a powerful tool called Overture ([www.overture.com](http://www.overture.com)) – formerly GoTo.com

Overture is a pay-per-click search engine, which means advertisers bid for top placement on the result pages. So if one of my key words is sales letters and the number one spot is 8 cents then I just have to bid 9 cents and I'm number one now for sales letters.

You should be familiar with regular search engines on the Internet (Alta Vista, Excite, etc.).

Search Engines are a great low-cost method of attracting interested prospects into your web site, but unless you've got endless hours to devote to trying to figure out their algorithms and subtle differences there's almost no point. (However, I will give you a good way to get excellent ranking later on). That's another reason Overture is better solution for you.

And the really great thing about it is how quick it is. It take about 3 days for them to approve your keywords (unlike traditional search engines that could take weeks or months or index you then you still don't know where you end up).

To see how it works just head over to [www.Overture.com](http://www.Overture.com) (now called Yahoo! Search) and type in any keyword you want. How about "Arthritis"?

Here's the first three listings of what comes up:

1. Discover Celebex

Welcome to Celebrex.com, your online source of information about Celebrex and relief from arthritis pain including osteoarthritis (OA) and adult rheumatoid arthritis (RA).

Adfarm.mediaplex.com(Advertiser's Max Bid: \$1.55)

## 2. Get Relief Osteoarthritis Pain

Find helpful information about osteoarthritis and the treatment of knee pain. Fill out an interactive checklist to see if you may be a candidate for an effective, novel therapy.

ad.doubleclick.net (Advertiser's Max Bid: \$1.55)

## 3. Arthritis 10 Day Program

Arthritis beaten today by Dr. Sands. Authentic CMO kit.

If you don't see the triangular logo, it isn't authentic CMO.

www.cmorelief.com (Advertiser's Max Bid: \$1.55)

If you look inside the parenthesis next to the URL you'll notice it says: (cost to advertiser: \$1.00). This means the number one listings pays \$1.00 every time someone clicks to their site from the Overture search engine. And if you wanted to be number one you would simply bid \$1.01.

### **\*\*Important Update\*\***

Overture has just changed their public visibility of bids so that you need to click on "sponsored listing" (in the parenthesis) and then a new window will appear and you click on "View Bids Tool".

Don't get scared because arthritis is highly competitive keyword. There are lots of keywords you can get for just 10 cents each. Many of them may not get that many searches each month but if you have a whole stable of hundreds of keywords like that you can see how powerful the strategy would become for generating instant traffic.

And remember you are only paying per click for highly targeted people making relevant searches (actually Overture does a good job of not letting advertisers bid on keywords that don't relate to their site).

The biggest secret I can give you to using Overture effectively is to bid on lots and lots of keywords. I have about 150 or so right now that are in there. Overture doesn't get the traffic like some big search engines but if you've got a bunch of keywords – you can easily see a couple hundred people at your site every day.

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## **How Do You Choose All Those Keyword?**

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First, you've got to think like a prospective customer. What would they type in to look for your information product? It's easy to come up with the usual keyword – but keep brainstorming. Think of the common concerns they're looking to solve, think of layman's terms, think of your competition, brand names, etc..

People will usually search in terms and phrases together. But let me share with you one of the most powerful tools I've found for coming with tons of keywords to bid on at Overture. It's their keyword suggestion tool:

<http://inventory.overture.com/d/searchinventory/suggestion/>

I guarantee this will be one of your most powerful weapons.

When you enter in a key word, Overture will provide you with a bunch of other suggestions and also (here's the best part) how many times people searched on those terms last month.

So for 1paschool.com, I started with obvious "fire claim" and it suggested terms like "wind damage", "fire claim", etc. Then I moved on to other terms like "water claim", etc.

Here's how many searches they got for some of my key terms last month:

- \* fire claim (4841 times)
- \* wind damage Letters (1524 times)
- \* home insurance (11492 times)
- \* water claim (32299 times)

Then I went to the main site (<http://www.Overture.com>) and did a search on those terms to see what I'd have to bid to get ranked high in the results.

When I first got started advertizing with Overture (when it was called GoTo) a highly Searched term like "water claim" would cost me \$.09 to be number one. Now it's increased quite a bit. At last check it was .25 cents.

I also looked into more general terms like "Insurance Claim" but I'd have to pay over \$4.00 per click to be ranked high.

Forget that! (I'll probably try to work some joint ventures with these sites to capitalize on their high traffic – but that's another topic.)

Also, "water claim" isn't as targeted as the "Insurance Claim" either, so I let it slide. I was able to get some terrific terms for just \$.10.

You want as many relevant search terms as possible. The more the better – don't just stop after coming up with easy 10-15. Once you make your list of search terms and researched the ranking I was willing to buy, it's just matter of simply signing up. You only need \$25.00 to start and you can bid on unlimited keywords and search terms related to your site. One of the best things about Overture.com is that you're only paying when people click on your listing. You don't pay anything when it shows up in the rankings.

Many times I've seen over a 1200% ROI using Overture.com

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## **How High Should You Rank?**

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Your ranking is important to your traffic. Ideally you want to be in the top 3 positions for maximum click throughs and exposure. The reason is due to Overture's deals with partners like AltaVista, MSN Lycos and Info Space.

Each one of these search engines will take the Overture data and put it into a featured placement. Here are a few examples using the search term "business letters" so you get the point.

On the keyword "business letters" I'm #1 and I'm paying up to 25 cents for each click from Overture. Take a look where they place the Overture results for each engine.

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## **Your Title and Description**

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Overture will let you set your title and site description as anything you'd like. You can even use different ones for each search term if you wanted to hit those certain 'hot buttons' specific to those searches.

Your site titles and descriptions are equivalent to headlines!

It's important to provide lots of benefits why people should click on your site. People don't want to waste the 10 seconds it takes to click and then hit the 'back' button on their browser. So why should they come to your site?

Your title and description are critically important!

Your title with Overture can only be up to 40 characters long. You should capitalize each word but you can't use all CAPS. And your description can be up to 190 characters long. So come up with an important and compelling reason for people to click on your site.

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## **Additional Pay-per-click Search Engines**

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At last count there were over 357 other pay-per-click search engines that have sprouted up but none of them are even close to Overture for their numbers. You might consider also using:

[www.findwhat.com](http://www.findwhat.com)

You can find out the latest on all the pay-per-click search engines at Allan Gardyne's site:

[www.payperclicksearchengines.com](http://www.payperclicksearchengines.com)

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## Google Ad Words Program

<http://ads.google.com/>

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A recent competitor to take the pay-per-click model and really run with it is Google. Google is my search engine of choice and now they want to become a significant player in the keyword advertising space. They're definitely poised to give Overture a run for their money.

Google has launched a pay-per-click keyword auction called AdWords Select. I know many of my colleagues are doing extremely well using resource and I'm just starting to use it with promising results.

Just like Overture, Google is striking deals with other high traffic sites like AOL, Earthlink, AskJeeves.com and even Amazon.com for sponsored listings to appear (plus of course on Google.com itself).

Google is also using the pay-per-click model so you only pay when someone clicks on your listing (this is their 2<sup>nd</sup> incarnation of this ad program – originally it was pay-per-impression). Right now clicks start at .05 cents so there are still some bargains to be had.

Plus, Google also has another wrinkle – your listing needs to get a 1/2 percent clickthrough to remain relevant or else it won't be listed. Another very cool thing about the Google Ad Words program is that your listing will usually go up in just minutes so you can start seeing results immediately.

Now since Google has always prided itself on relevancy so your higher click through rate works to help you keep your costs down. Here's how it works (taken from <http://ads.google.com/select/pricing.html>)

*Google believes strongly in providing high quality and relevant advertising to our users, so Google AdWords does not rank ads solely on cost. There is no way to reserve top placement in the AdWords program.*

*Ad placement is based on a combination of maximum cost-per-click (CPC—how much you are willing to pay per click) and click through rate (CTR). This means that if you earn a higher CTR, you are rewarded with a lower actual CPC. Our system monitors your competition and performance and automatically charges you the least amount possible*

You can get set up with your Google Ad in 15 minutes or less and start driving targeted visitors to your site. They have very comprehensive tutorials at their site. <http://ads.google.com>

Just like your Overture ads (Yahoo Search) you attention to your headline and copy. Think of this like a classified ad. And Google's system will let you easily test 2 or more ads at once. The system will rotate the ads and you'll see which ones work better. Truthfully, I've seen very minor changes have surprising results. You also

want to have another ad you're testing against your "control" (the previous winner) to see if you can knock that winner out.

Now my click through dropped from a very nice 2.38% to a still decent 0.90% - but more importantly we were profitable.

You see, your Pay-per-click ads are like a faucet. You can open faucet wide and have a gusher of traffic (which may or may not be a targeted) or you can use negative qualifiers (like the price) to narrow the flow of traffic.

## **Search Engines**

Next step in our promotion strategy is to submit to search engines. For me, trying to optimize my search engine listing just wasn't worth the time and effort to do it. Some people enjoy that stuff – but personally I would rather usually other means to drive traffic to my site especially since the search engines are always changing the rules.

Also, I don't want to learn anything about cloaking, keyword density, etc and this other "propeller head" stuff. So I don't do that. (But I will tell you a cool way to get in the back door next week).

My search engine submission is very basic, if you read, Make Your Site Sell, by Ken Evoy, that's what I used to help me create my Meta Tags and titles (<http://breakthrough.sitesell.com>). Most search engines used what are called 'spiders' or 'crawlers' to index and classify your site. It's a complex algorithm of keyword density, titles, headlines (H1 in your source code), META tags, META descriptions, etc. And even worse, search engines are constantly changing their methods of

determining who's on top of the search listings. So it's nearly impossible for anyone to continually keep a top 5 listing.

So instead of trying to figure all of this out (and they keep changing the rules) I simply submit a good clean page with my keywords.

For your reference here are the major search engine submission URLs:

Submitting Your Site To The Main Engines (ones that are still free):

AltaVista – <http://addurl.altavista.com/sites/addurl/newurl>

HotBot – <http://hotbot.lycos.com/addurl.asp>

Northern Lights –  
[http://www.northernlight.com/docs/regurl\\_help.html](http://www.northernlight.com/docs/regurl_help.html)

Google – <http://www.google.com/addurl.html>  
(Google is one that you need to pay plenty of attention to)

Excite

[https://secure.ah-ha.com/guaranteed\\_inclusion/teaser.aspx](https://secure.ah-ha.com/guaranteed_inclusion/teaser.aspx)  
(\$49.95/year for one URL)

Lycos  
<http://insite.lycos.com/searchservices/>  
Lycos just also launched their own pay-per-click service.

And of course – Yahoo! <http://www.yahoo.com>

#### **PROMOTION TOOL #4 Direct Email (Opt-in)**

Now, I'm leaving out the biggest bang is your own email list. Remember, our secondary response (that pop-up window on exit)? Everyone's email that we captured should be stored and used when we release a new product. Once you start building

your own list using these promotion techniques- you don't have to pay anyone to send out announcements and endorsements (and that's when the real big money starts to flow). That's the big picture of what happens after we start promoting.

It's fun when you release new products or come up with a great offer because the orders just keep rolling in!

#### **PROMOTION TOOL #5 Paid Advertising**

Next in our list of promotional activity is paid advertising. Which covers all the other stuff like Buying Banners, Pops-Ups, Ezine ads, Co-registration.

Let's cover Ezines in detail since that's pretty easy and fairly cheap.

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**Ezines Ads**  
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We talked about submitting content to Ezines but now we're going to talk about spending a little cash (not too much). Maybe there's a big ezine in your field that you just can't get into (or they don't accept outside contributors for articles) so you're going to have to bite the bullet and advertise there.

Once again head over to your Directory of Ezines ([www.lifestylespub.com/wow/](http://www.lifestylespub.com/wow/)) and just find Ezines in your category that you'd like to advertise in. You can sort by circulation and category.

I've found that sponsorship ads (usually the ads on top) and stand-alone ads (they only mail your ad) work the best. You'll pay a little bit more, but they usually work out better for you. But if you can't afford either of those options just start with their regular classified ad.

Advertising in Ezines is real fast if the Ezines publishes frequently. Usually they can get your ad into their publication in just a few days.

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**What's the Cost?**  
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Prices for ads go all over the board. Usually a way to compare Ezine ads rates across different publications is use CPM. CPM stands for cost per thousand. You simply take the price of a classified ad and divide by the number of subscriber (but take 3 zeros off that figure). For example, this Ezine has the following costs for a classified ad:

**Top Spot ad: \$135 per issue**  
**Mid Spot ad: \$135.00 per issue**  
**Featured Spot ad: \$90.00 per issue**

They have 45,000 subscribers so at \$135 their CPM is \$3. Now you have a guidepost to compare against other Ezines – but the real way to compare is to test them out and track each one to see which Ezine products better results for using the same ad.

Another nice thing about the Directory of Ezines is that many of the publishers in there will give you a 10% discount for being a member.

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**Requirements**  
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Most Ezines will set guidelines for how many lines your ad can be and what you can include. Here's a sample requirement:

“12 line maximum, 60 characters per line, no chain, no adult, no profanity. Should be of interest to our readers, who are engaged in marketing a home based business online.”

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**Sample Successful Ezine Ads**  
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**SPECIAL NOTICE: To Our Readers – We want to let you know about a new resource that can help you create powerful sales letters \*without\* writing. <http://www.instantsalesletters.com/ezine> You simply fill in a few blanks and you're all set. It works for practically any business. Stop writing sales letters the hard way!**

**== => Create A Sales Letter in Less Than 3 Minutes?  
You can now! Just Fill In A Few Blanks And PRSTO... You've Just Created A Powerful, Moneymaking Sales Letter – \*Without\* Writing! Stop Writing Sales Letters The Hard Way!  
Check out: <http://www.instantsalesletters.com/ezine>**

Ad#1 uses the implied endorsement technique. See how the ad looks like it's coming from the publisher and they are endorsing your link. Subtle technique and very powerful.

Ad#2- is a standard Ezine ad with a compelling headline and call to action (the click). Your Ezine ad just needs to use your proven ad copy from your sales letter and a link to your site.

Couple quick tips: First, you should place the <http://> in front of your link to make it 'clickable' inside a recipient's email. Also, if you were going to use an email address (like your autoresponder) you should write the email address like this "mailto:email@autoresponder.com" – that way it also comes up clickable.

Next, notice the "/ezine" after my URL – this is done for tracking purposes. Realize that every ad you run should be tracked for performance and results.

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**Stand alone email ads**  
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**RESOURCE:** This is an awesome resource for really cheap ezine advertising you can test. Check out <http://www.ezineadauction.com>

Stand alone (or solo) email ads are more expensive but in most cases worth it. Here's a quick example of requirements and prices from Promotlinks.com  
<http://www.promotlinks.com/advertise.html>

\* \* \*

Solo – Exclusive Advertising:

An Exclusive Ad in PromoteLinks News is your advertisement published strictly alone. No other advertisements included. Exclusive Ads will be published on Monday and Wednesday of each week. Only ONE Exclusive Ad per day will be sent out per day.

Solo – Exclusive Advertising Guidelines:

The solo ad must be no more than 30 lines long including blank lines. Each line must contain no more than 60 characters wide including spaces.

The price to run a Solo Ad for one issue: \$80.00

\* \* \*

Okay, so for \$80 you can send your ad (and yours only) to their list. Not a bad deal. This example has 18,000 subscribers.

Each stand-alone email publisher has their own requirements. One of the best directories I've found for finding these publishers is inside:

[www.topzineads.com](http://www.topzineads.com)

Here's an example of a stand-alone ad, we've used with lots of success:

\* \* \*

Subject: EXPOSED! How to find a profession that can make you rich.

**\*\*Only 82 People Were Allowed In\*\***  
You missed it...

A few weeks ago, we opened opportunities to this new profession to non-real estate people. In eight weeks you can start a six figure income and in one year a quarter million.

If you were there these top line pros actually painstakingly dissected their training website right before your eyes!

No wonder it was completely sold-out and there was a long waiting list of others who desperately wanted to attend but couldn't.

The bad new is you missed it and it will *\*not\** happen again. However, this entire series was recorded and is now being made available for a limited time, to a limited number of people.

Click here now to find out more:

<http://www.thecompletementor.com/?trackingid#>

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**TIP:** Want to capture even more opt-ins to keep following up with using your autoresponder? Instead of using a website URL use an autoresponder address. That way you'll get everyone who is interested from your ad and you'll start building your list right away!

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**Buying Banners or Pop-ups**  
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Another way you can start dominating your market is by buying banner ads or pop-ups, unders, etc.

Banner ads probably need to explanation. They are "billboard" type ads you see everywhere. With media prices really dropping you can negotiate some great deals for either one.

Do you remember X10.com? Those little cameras – that company got huge just buying pop-up ads everywhere.

Go to Google.com and do a search for "banner advertising + your topic" Same thing for pop-ups. You'll find tons of places to buy.

Also, for some ideas on banners check out:  
<http://www.banneradmuseum.com/Galleries/>

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**Co-Registration**  
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Have you ever been to a page filled with nothing but boxes for you to check off and give your email?

If so, you've probably seen co-registration (or co-reg) at work.

There are companies that sell you names and emails (legitimate opt-ins) for pennies to a dime or a quarter a record. The nice thing about this method of marketing is you can keep mailing to this list anytime you want. I know a colleague who built the biggest list in his niche simply using co-reg names.

The problem with co-reg names is that they are about 1/5 to 1/10 as responsive as "regular" names of people who come to your site.

But if you want to build up some big numbers – there's nothing better.

I recommend: [www.leadfactory.com](http://www.leadfactory.com)

I've had some good success with their names.

\* \* \*

Okay that does it for this lesson – we're really rolling along.

I'll see you next unit for the final lesson!

\* \* \*

Congratulations – you've knocked out lesson #5 – great job!

**ADDITIONAL RESOURCES FOR THIS LESSON:**

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**\*Publicity\***  
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[www.xpresspress.com](http://www.xpresspress.com)

Xpress Press delivers email press releases to journalists based on their exact areas of Coverage.

[www.ereleases.com](http://www.ereleases.com)

They will broadcast fax your release to their list of more than 10,000 opt-in journalists.

[www.imediafax.com](http://www.imediafax.com)

Select from over 11,000 magazines, 1,500 daily newspapers, 5,700 weekly newspapers, and other broadcast media.

[www.prnewswire.com](http://www.prnewswire.com)

Send your press release over the newswire

[www.prprofits.com](http://www.prprofits.com)

Paul Hartumian's site where you'll discover all kinds of PR secrets. Highly recommended resource – call our for complete information on his home study course.

[www.prleads.com](http://www.prleads.com)

Have leads based on your specialty sent to your email.

[www.freepublicity.com](http://www.freepublicity.com)

If you want to start with radio or TV interview – check here for RTIR. I've used them to get book on several radio programs.

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**\*Ezine Directories\***  
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[www.ezineadauction.com](http://www.ezineadauction.com)

I love this resource!

You can bid on unsold ezine space. Bids start for just a few bucks!  
Great place to find some terrific bargains.

<http://www.lifestylespub.com/wow/>

My favorite directory of Ezines.

[www.topezineads.com](http://www.topezineads.com)

[www.meer.net/~johnl/e-zine-list/](http://www.meer.net/~johnl/e-zine-list/)

A good resource but it's not being updated any longer

[www.ezineseek.com](http://www.ezineseek.com)

[www.e-zinez.com](http://www.e-zinez.com)

[www.bestezines.com](http://www.bestezines.com)

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**\*Web Sites That Accept Articles\***  
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<http://ezinearticles.com/> (the Biggest)

[www.addto.com/articlessubmit.htm](http://www.addto.com/articlessubmit.htm)

[www.certificate.net/wwio/ideas.shtml](http://www.certificate.net/wwio/ideas.shtml)

[www.marketing-seek.com/articles/submit.shtml](http://www.marketing-seek.com/articles/submit.shtml)

<http://ideamarketers.com/>

<http://www.SubmitYourArticle.com>

**\*My biggest secret weapon\* They do all submission for you!**

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**\*Discussion Boards\*:**  
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Discussion boards are a great place to establish your expertise and get more visitors to your site.

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Popular Discussion Boards for  
Information Publishers:  
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[www.ablake.net/forum](http://www.ablake.net/forum)

Tony Blake's Success Forum

<http://network54.com/Hide/Forum/11488>

Ken Silver's Ebook Publishing Forum

[http://www.sowpub.com/cgi-bin/forum/webbs\\_config.pl?#381](http://www.sowpub.com/cgi-bin/forum/webbs_config.pl?#381)

Seeds of Wisdom Discussion Board

\* \* \*

And now onto to your homework assignment...

**WEEK FIVE  
HOMEWORK ASSIGNMENT #1:**

Open up your tracking account program. I personally use ([www.web-stat.com](http://www.web-stat.com)) right now because it is so easy and inexpensive (\$5/month). Set your tracking pages up for the main page (sale letter page) and your order page. So you'll get 2 accounts if you're using web-stat.com

## **HOMEWORK ASSIGNMENT #2:**

Open up your account with either Overture (Yahoo! Search) or Google Ad Words (Google is quicker to get up and going) Brainstorm 25 keywords to bid on using the Keyword suggestion tool. Create your compelling title and description.

## **HOMEWORK ASSIGNMENT #3:**

Start compiling your list of Ezine editors. Submit one article to this list using the template provided. You should already have an article completed from last week.

## **HOMEWORK ASSIGNMENT #4:**

If you have the budget, I'd like to see you create 2 ads. 1 classified ezine ad and 1 stand-alone (solo) ezine ad. Use the directories I've mentioned to locate several promising places to advertise. Then book your ads and see what happens.

Remember to do your numbers afterwards. Did you make a profit? Yes, keep running these ads.

## **HOMEWORK ASSIGNMENT #5:**

Search Engine submission. Create your META tags and description for submission to the free search engines. Create another "less-hypey" ones focused only with your keywords for the directories. You have to bite the bullet here and pay some dough.

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