

Street Smarts Marketing and Promotions™

The Truth About Making Money on the Internet!

***What You Really Need to Know so You
CAN!
Version III***

by
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**No-Nonsense Strategies for speakers,
authors, consultants and entrepreneurs.**

The Truth About Making Money on the Internet; What You Really Need to Know So You Can!

Proven, No-Nonsense Strategies for speakers, trainers, authors, consultants and entrepreneurs.

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Introduction

Congratulations!! You now have in your possession information designed to jumpstart your business like never before. This book will assist you to get on the path to incorporating the Internet into your overall marketing strategies.

Street Smarts Marketing and Promotions™ The Truth About Making Money on the Internet will give you insights into what you can do to integrate the use of the Internet; a website or websites, email marketing, a blog, teleseminars, Internet Radio, your web presence and all that goes with these into your overall marketing, promotions and sales strategies.

Chances are some of what you read will be familiar to you while other parts are new. This book contains essential fundamentals as well as advanced strategies. It has been written and designed regardless of how little or how much Internet knowledge you have so that you can quickly and easily gain benefit — **GUARANTEED!**

My programs are designed to assist you in integrating several aspects of your business strategies that will allow you to create the kind of success you want based on your personal and professional objectives. I take a holistic approach to your marketing.

If you are like most people you are overwhelmed with the amount of information available about how to market your business. With the Internet as part of the mix, wading through even the surface level of the information can be a daunting task. There seems to be an “expert” on every street corner.

Unfortunately, a lot of so-called “experts” have never used the information they teach. Many have simply gathered information, developed a product and claim it works.

You will not find that in this book. Everything in this book is something I have used to develop a successful business using the power of the Internet.

Learn more about my background, experience and expertise by [clicking here](#) or go to page 181.

The information contained in this book is not about becoming an Internet Marketer. Rather, it is about using the Internet in your marketing. It is perfect for speakers, trainers, authors, consultants and entrepreneurs.

This book is great for you who will be doing all your own work on your website, on product development and on marketing using the Internet. It is also great for those who simply want to be more knowledgeable when dealing with contractors and vendors.

There is No Magic Formula

Why is it some people are incredibly successful at utilizing the power of the Internet in their marketing while others can't seem to figure out the winning formula?

How often do entrepreneurs and salespeople look for that next magic formula to build their business and increase revenues, never quite making any of it work? Many people make it much more difficult to succeed than it need be while others know exactly what to do — and they do it.

Developing and utilizing systems is nothing new. Yet, the great search for the pot of gold at the end of the rainbow and getting rich quick continues.

Are You Set Up for Success?

Many people have the dream of making money with the Internet, yet few manage to eke out more than a few dollars doing so. Most will never realize their potential, giving up in frustration because it never quite connects for them. This doesn't have to happen to you if you are willing to learn what to do, how to do it and why you are doing it. Then DO it.

As someone who has made a substantial portion of my revenue from product sales both on and offline, I can tell you there is more to generating revenues than one might imagine.

It never ceases to amaze me the misconceptions people have. They fall for the mistaken belief that all they have to do is have a website, post a few products, get site visitors and the rest takes care of itself. Nothing could be further from the truth.

I have witnessed some of the most common reasons people will NOT succeed on the Internet, let alone in their business. Sure, they may get by, but most people want to do more than just get by.

There are always those people not making money who moan and groan about how they want the ***real secrets***. There is no ***real secret*** to what I do. Rather, there are solutions.

When I ask what they are doing to lay a solid foundation, often the answer is nothing. They simply want to jump right into the big money, massive name recognition and good times.

This is like signing up for a gym membership, attending one training session and responding with, "Now I'm ready to compete in the Mr. Universe competition." Not only will someone with that attitude not succeed, they will likely keep looking for the ***secrets***.

If there were one ***secret*** to success using the Internet it is to be willing to learn from those who are succeeding. You have to put time, effort and money into your success. Sadly, fewer and fewer people are willing to learn from those who have come before them, choosing rather to buy into the myth of getting rich quick.

Recently I have had several discussions with people who are obtaining conflicting information about how to succeed at Internet sales.

Much of the information they are accessing comes from people who have never made a dime online but are selling information claiming they can teach others how to succeed.

Another mistake is that people want everything for nothing. Many of those same people who don't want to pay for information are the very people who want their potential customers to pay them for *their* products and services. The only question I have is, "What gives you the right to ask people to pay you when you are not willing to pay the experts for their knowledge?"

I will be the first to admit I take full advantage of lots of free information. There is nothing wrong with that. With so much incredible information that is available for free, one would be remiss not to utilize some of it.

I am someone who provides lots of great information to interested folks at no charge. In many of my free teleseminars, workshops and through various free information products I provide, I discuss in great detail exactly what I have done to build my business and become profitable. I am frequently told my free information is more content-

driven than other information for which they have paid. But free information only goes so far.

I often pay for much of the information I access in the form of coaching, seminars, books, and other information products. What's more, I have no qualms about charging for my products and services. There is no way any of us making a real living from the Internet got to where we are without some type of financial investment in our professional development. This is an ongoing process for serious Internet Marketers.

On more than one occasion I have told someone they need to invest in their business, and I get a response like, "I can't afford it right now." I can appreciate this, but there comes a time you have to be willing to make a financial investment. With enough time and effort you can find just about anything you want for free. The question you have to ask yourself is "What is my time worth?"

If you have the dream of making money on the Internet, I encourage you to look at how you plan to achieve your outcomes and from whom you are gaining information. Be willing to learn, lay a foundation, invest and persist, and you may be one of the ones who can say: "Dreams do come true."



Building a Solid Foundation

INTERNET MARKETING: A Foundation for Success

This eBook is not the typical ***Here's how you make money on the Internet***. It contains numerous strategies I have used that have made me tens of thousands (and in some cases hundreds of thousands) of dollars, as well as positioned me as an Amazon.com bestselling author.

It this book you will gain insights into the methods I utilized on...

- ☑️ How I Made Over \$100,000 from One Idea (and you can too!)
- ☑️ How I Become an Amazon.com Bestseller
- ☑️ How to Host Profitable Teleseminars. Profits that consistently realize \$5,000 - \$20,000 with each teleseminar.
- ☑️ How to Make Thousands of Dollars from one eBook
- ☑️ How to Gain Massive Market Visibility with No Out-of-Pocket Expense
- ☑️ How to consistently gain lots of visibility within your market
- ☑️ How to Become a Recognized Expert in Your Market

This is ***NOT*** a get-rich-quick book. I don't know of anyone who got rich quick with the Internet, but I do know several people who either make a very comfortable living or are very wealthy because of the Internet.

All had to lay an incredibly solid foundation for success to achieve what they have. The kind of foundation you will learn about in ***The Truth About Making Money with The Internet.***

The beauty of making money with the use of Internet marketing is that with the right systems in place, you can increase your market visibility, decrease marketing cost and make incredible amounts of money in a short period of time.

Here are a few examples of what I have been able to accomplish by using the Internet in my marketing.

In November, 2004, my company introduced a couple of eProducts and my new book, ***101 Ways to Get Your Foot in the Door***, to the market. Within six weeks we grossed over \$12,000 primarily through the use of the Internet in the overall marketing. This was before I knew what I know today.

On another occasion I was able to market an event that realized over \$20,000 in day-of-event product sales for the featured speaker. Total costs for marketing the event under \$50. This was a direct result of the power of the Internet.

With my best-selling book, ***The Law of Achievement***, my co-author and I wrote, published and became Amazon.com bestsellers in less than 90 days with no out-of-pocket expense. On the day of the Amazon.com launch our book sold more than Freakonomics; The World is Flat; and The Da Vinci Code. Our book grossed nearly \$20,000 within 24 hours.

With the formula for success I have developed with teleseminars, I have made as much as \$50,000 in sales in a two-week period with a 93% profit margin.

I could list plenty more examples, but you get the idea. Besides, I want to get into the meat of information on what you need to do in order to utilize the power of the Internet to increase your visibility, credibility and expert status that will in turn make you incredible amounts of money.

Again, this does not mean you will get rich quick, but it does mean that if you have your foundation in place, you are consistent in your efforts and you invest the time and money to build your position, it can seem like you can make money literally overnight.

Something I feel compelled to emphasize is that before you can make \$1,000 you have to make \$1. I have seen a lot of people try to bypass laying a solid foundation, only to get frustrated and give up. I can promise you, if you put a strong infrastructure in place, you can make an incredible living with all the Internet has to offer. But it's not a matter of working one or two hours a week then making a million.

What you will find in this Book is an easy-to-understand and -apply strategy for success with your overall marketing. My information is based on real situations and real successes.



Your Internet Presence

Become the Real Deal

There are several reasons to become a real player in the world of the Internet. Most importantly, ***in order to be considered a credible business you have to have a presence on the Internet.***

Every day more people are utilizing the power of the Internet to research companies, determine level of credibility of a company based on their web presence, and making purchases via the Net. If you do not have a good system in place to take advantage of this, you will soon be left behind.

So what does an Internet presence really mean?

Having an Internet presence is a bit ambiguous in that it can mean many different things depending on whom you are asking. For a point of reference, to have an Internet presence means that other people can easily find you on the Internet. There are countless ways you can be found which will be outlined and discussed in great detail in the following pages and chapters.

Several methods are very simple and elementary, while others are much more elaborate and complex. The reason I have included various types of information is because some people reading this will have a

good working knowledge of how the Internet works, while others will just be starting out and not sure where to start.

Regardless of how much or how little experience you have, you will benefit greatly from what you are about to read. Of course, as with anything, the knowledge you obtain is only as good as the application. If you read this and do nothing with the information, you likely won't go beyond where you currently are. If, however, you take the information to heart and utilize it, the results can be nothing short of incredible. This I promise.

Do You Need An Internet Presence?

Although some companies and individuals can do quite well in business without the Internet, the fact is nowadays most companies do need a good Internet presence. Depending on your business you may need a full-blown website with lots of bells and whistles or there may be a lower-priced alternative that can work very nicely for you.

In the world of Internet marketing, I work primarily with speakers, trainers, authors, consultants and small businesses. Rarely do I find it possible for people in these industries NOT to have great visibility and be able to succeed.

Keep in mind that it is not necessarily about becoming world-renowned. Rather, it is about becoming visible within your market.

The reasons to become visible in your market can vary but usually include increased credibility, market reach, lead generation, and lower overall marketing costs. When done right, all of this equates to higher revenues and increased profit margins.

It just makes sense to look at a variety of options and what those choices can do for your revenue stream and profit margin.

The working definition for an ***Internet presence*** is the totality of an individual or company's existence on the Internet; be it via websites, links, advertisements, email, forums, social networking groups, or any number of avenues you can use. Many of those avenues are outlined and discussed in this book.

Other reasons you need a good presence include:

- ☑ To increase your reach and visibility
- ☑ Lower the costs of traditional marketing
- ☑ Increase ROI (Return on Investment) for every marketing dollar
- ☑ Develop and maintain credibility
- ☑ Attract visitors to your site and/or physical business location
- ☑ Increase profit margins
- ☑ Increase speed of response time

Imagine how much untold revenue is lost by not fully utilizing the power of the Internet. Not only to survive but also thrive, you must have a proper foundation and effective systems in place for attracting visitors, providing information, selling products and services and following up with your clients.









Regardless of whether your market reach is local, regional, national or international, a strong Internet presence can make the difference between success and failure for countless types of businesses.

Many people are under the mistaken notion that if they sell only in their local market they don't need a strong Internet presence. It is this type of thinking that leaves many businesses in the dust.

Think of your own buying habits. How often do you search the Internet for local resources? Years ago, a potential customer automatically picked up a phone book to find something. Now most people go straight to the Internet.

Without a strong Internet presence you can miss a great deal of business as well as waste countless marketing dollars. Dollars that could be saved through the correct use of technology.

You will achieve the following with a good Internet presence.

-  Be considered more credible
-  Increase reach and visibility
-  Lower the costs of traditional marketing
-  Increase ROI (Return on investment) for every marketing dollar
-  Develop and maintain credibility
-  Attract to your site visitors who are potential buyers
-  Increase profit margins
-  Decrease response time

How to Develop an Unbelievable Internet Presence

The first place to begin is with your mindset. You must view this as a long-term business proposition. Gaining outstanding presence is not something that you dabble at every so often. It is something you need to put your attention on consistently.

You also need to be willing to invest time, money and energy to gaining your position. Think of people in your industry who are everywhere on the Internet. Do you think that happened by chance? I can assure you it didn't. Likely there was a very systematic approach to how they obtained their position. The same kind of approach you will need to take to get incredible presence.

To Have a Website or Not? The Never-ending Question!

Although not absolutely necessary and you can actually make money online without a website, in most cases a website is an expected aspect of doing business. There are many advantages to having a professional-looking and -operating site.

Unlike in the early years of Internet marketing, a web site had to be on a website platform. Today, a Blog can be as good, if not better, than a website. It really depends on your market, goals and budget.

With the right use of a site, even if you are not selling products online, you can give incredible benefit to your customers and prospects. Your site can be set up to provide information that is of interest to your market.

For example, if you are someone the media is interested in, with an optimized site you can have a media room set up that saves time for a journalist, publisher or show host who is interested in learning more about you.

If you have a store that has traditionally sent out a catalog to interested buyers, a properly designed site can lower your cost of doing business by the site being the catalog. Beyond being a catalog it can be set up to be a valuable resource center.

The possibilities of what you can do with a site are endless. However, with the availability of blogs some people are foregoing a website in favor of a blog. My preference is to have both.

Again, what you do will depend on your business, market and industry. In many cases the combination of a blog and a website may be just the ticket you are looking for.

Where to Begin

If you want to succeed as a business you have to treat what you do like a business. Simple as that.

Far too many startup business owners bypass this important step. You have to become clear on what you want to accomplish and have some idea of how you will get there.

















Determine your goals for your business. Once you have established what you want to accomplish, develop a plan. If your plan does include a website, write out a plan for how you intend to use your site within your overall marketing plan.

Determine the purpose(s) for your blog and/or website(s)

- ☒ Increase visibility
- ☒ Build credibility
- ☒ Increase marketing effectiveness
- ☒ Decrease marketing costs
- ☒ To be used as an electronic brochure
- ☒ Tool for selling products & services
- ☒ Build an opt-in subscriber list
- ☒ Distribute valuable information
- ☒ Position yourself as an expert
- ☒ Promote a service, product or event
- ☒ Enhance your sales process and effectiveness
- ☒ Other

***With proper planning you save
time, money and effort.***

Plan what you want and need for your site

-  Load time
-  Design
-  Images and pictures
-  Before and after images can work well in cases of weight loss, home design, and the building industry.
-  Colors – use colors that appeal to your market
-  Site Map
-  Articles
-  Product Descriptions
-  Pressroom
-  Biographical information
-  Contact information
-  Services offered
-  Free offerings
-  Shopping cart
-  Testimonials
-  Link page
-  Opt-in opportunities – A must have
-  Other

What Actions Will People Take?

In the world of making money with the Internet, there are usually two primary actions you want people to take; buy something and/or leave their contact information.

A third action people will take is to leave your site never to return. Because of poor planning, an amateurish layout, lack of ease of use, or no obvious benefit, most visitors take the third action.

Short-term thinkers are those who go for the sale before establishing credibility. More times than not they never make the sale.

What you are selling, and the price point, will determine how long it can take for someone to buy from you, if at all. Additionally, factors such as the look of your site, ease of use, sales copy and overall feel play into a buyer's decision.

Another factor in the sales process is how fresh you are in the consumer's mind. Top-of-the-mind awareness can be accomplished with some very effective strategies, many of which are described in this book. Several cost little, if anything, to implement.

Anyone who plans to be around for a long time should seek to establish credibility, trust, name recognition and partnerships. You must also constantly look for ways to keep your name in front of your market and create incredible value to potential and existing customers.

The goal should not be merely to sell one thing, but rather to sell people on the idea of your being a valuable resource for years to come.

Lay the Groundwork Before You Begin an Aggressive Campaign

Internet marketing works! Unfortunately, many people either don't know how to drive qualified traffic to their site or once they get them there are not prepared to optimize the visit.

Getting people to your site does you no good if you don't have a plan in place for what people will experience once they get to your site.

The idea is to attract attention for your site; get people to take a specific action; build trust, credibility and name recognition; provide incredibly valuable information; and at some point encourage people to buy your products or services. The size of the purchase often determines how fast the sale is made.

It doesn't matter what type of business you are in, you can use your website to create value, trust and credibility with your market.

To get people to your site you must

- ✓ Be clear on who your market is
- ✓ Know where to find them
- ✓ Determine what motivates them
- ✓ Have specific and consistent strategies for your market to find your site
- ✓ Be prepared

Do You Need a Local Web Presence?

Many people are under the mistaken belief that if they are marketing to local buyers they don't need a strong web presence. This belief could be a huge mistake that is costing a company untold amounts of lost revenue.

When I moved from just outside of Salt Lake City, Utah, to a small town in Oregon in the summer of 2006, I had the opportunity to experience Internet marketing from a powerful perspective: a consumer in need of numerous products and services.

As I have settled in, I realized what an incredible opportunity there is for countless businesses to increase revenues by tapping into the relocation market. Sadly, not many companies take full advantage of what could literally be a goldmine to their business.

Depending on the location of the move, consumer needs may include: an attorney, accountant, carpenter, dentist, doctor, electrician, financial planner, gym, hair and nail salon, health food store, insurance agent, landscaper and plumber just to name a few. You can literally have the potential for dozens, and in some cases thousands, of new leads ever month. It all depends on your business type and the needs of the consumers.

Ask yourself this question: "Is it a wise business decision to tap into the ever-increasing mobility of consumers or is it better to let this segment of the buying public pass me by?"

I was intrigued by my own process of selecting potential vendors and my decision to either do business with them or not during my move.

Admittedly, I chose to initially call various vendors based on the different marketing strategies they used. This reinforced the understanding that there is not one particular way to market. Some businesses will benefit from a strong Internet presence, while others will benefit from a combination of Internet, coupons, yellow page ads, newspaper ads, television and/or direct mail. Still others will greatly benefit from building a strong referral network.

Once I put an offer in on my new home, I needed to find an insurance agent. The process was made simple by doing a web search for someone within the same insurance company we have been with for decades. While still in Utah I found the name and number of an agent in Eugene, called her and immediately realized this might be someone I would be happy to do business with.

Besides answering all my insurance questions, my soon-to-be insurance agent inquired as to other needs I had in moving to a completely unfamiliar area. Within a few hours she emailed me a lot of great information. The names and numbers of these companies and individuals definitely made the transition easier.

I found that her level of service is far superior to just about any other vendor with whom I have done business. Not only did she help us before we made our move, she also made arrangements for a welcome gift basket to be waiting for us upon arrival at our new location. That completely surprised me and made me realize I made a great choice in selecting her.

Had our agent not had a good Internet presence, I may not have found her. Not that her web presence is what sealed the deal, but it was what started the dialogue.

She combined her Internet presence with superior customer care. Unfortunately, many business professionals are missing this one important ingredient. Customer care includes quick response time, genuine interest in the needs of the client, and meeting and exceeding customer expectations. Lots of people who want to make money with the Internet seem to think this need not be part of the equation. If anything, it is even more important today than ever before.

I am by no means the only person who seeks out initial information about a vendor through the Internet. With people being as mobile as they are, you must make it easy for them to find you. Once they do, you must have a site that is optimized to encourage them to contact you. If you don't, you could be leaving untold amounts of money on the table.

Choose Your Domain Name

Chances are many people reading this book already have domain names. Others will be selecting one. Still others will have one or two with plans to get more in the future.

If you are someone who has ideas for future sites, but are not yet ready to roll out the site you may want to invest in the domain name anyway. If you delay, there is always the chance someone else might snatch it up.

I have several active domain names and equally as many that are ***parked*** for future site development. A parked domain is a domain that doesn't have a hosting account associated to it. Others can have URL forwarding capabilities, so that they point to an existing website.






Sometimes you simply park the URL without it pointing to an existing site.

You can search for domain names at Whois.net <http://www.whois.net/> or GoDaddy.com <https://www.godaddy.com>.

Either of these sites is an excellent choice and allows for searching and registering a domain name. Cost to register is very low.

As you decide on a name, it helps to include anything that is significant to your branding message.

Keys to selecting a good domain name

-  Short
-  Memorable
-  Your name or company name
-  Use .com when available.
-  If your own name is a part of your overall branding try to get a URL with your name in it.

Selecting a Domain Name

It's best if your domain name can easily identify what your business is. However, it is getting nearly impossible to get exactly what you want. Don't give up if you can't find the domain for your first choice. Rather, find functional names that describe what you do as best you can.

If your web site is about teddy bears, you certainly wouldn't want to select a domain name like 'mybusinessname.com,' as this would have nothing to do with your web site's focus, unless your company name describes your business. You would want to select a domain name that tells the people what your web site is all about -- something like www.justbearsandstuff.com (this link has been redirected to their eBay Store)

It's also very important to select a domain name that will be easily remembered. As in the www.justbearsandstuff.com example, it is very easily remembered, contains the most relevant keyword phrase and describes the website. It is the perfect domain name for this particular website. It is an actual URL for a Teddy Bear Gift Shop located in Myrtle Creek, Oregon.

If you are branding your own name, try to get your name as the URL. Again, you may not be able to get your exact name, so you will have to work with what you can get.

If there is a URL you would like to have that is not available, you can actually reserve the name so that if it does become available you can register it right away. There is a small charge to do this, but it can be worth it.

With my domain name, www.kathleengage.com I had to wait two years to get it. Someone else had registered it, wasn't doing anything with it, and I knew it was probably just a matter of time before I could get it. I was right. It is now a big part of my overall web presence.

Keep ownership of your URL

When you hire a web designer it is not uncommon for them to register your domain name using all of their company contact information. This means, in essence, they own it and have control over it. Control you would be well served to have.

Although most web designers are doing this as an added service, there have been occasions where a designer literally takes a site hostage from the person who rightfully owns it. You can avoid this by putting it in writing that you are to retain full ownership of the URL name and all registration information.

Insist that you retain ownership.

Choosing a Service Provider and Web Host

In order to use the Internet in your overall marketing and positioning you will have to secure a good Web Hosting service and Internet Service Provider (ISP).

As is often the case with small and home-based businesses, corners are cut to save a few dollars. This is often a huge mistake.

One area where people often cut corners is with their ISP and Web-Hosting service. Rather than making a wise investment, many small business owners choose free service providers. Don't fall prey to this when it comes to Hosting Services and ISPs.

To participate in the world of eMarketing and be taken seriously you absolutely must have a good ISP and Web Host. Leave the free services for those people who use the Internet only as a hobby or for family sites.

Cheap may mean free, but cost-effective can mean investing in a service that gives you the return, image, service and quality you require in order to stay competitive.

Disadvantages of free services:

- ❑ You will be viewed as unprofessional; simple as that.
- ❑ The more well-known your business becomes the more you are locked into that unprofessional image.
- ❑ The hosting company could go out of business, which will literally leave you in the dark.
- ❑ Free services offer fewer features than the paid services.
- ❑ Most free service providers have the right to advertise on your site with intrusive banner ads or pop-up windows and there is nothing you can do about it. This will cause frustration not only to you but also to your visitors.
- ❑ If email services are offered, they may also include their own sig file (signature file) or byline to every message you send.

- ❑ You are spending your time promoting their URL as it is a part of your web address.
- ❑ Technical support is often limited.
- ❑ There are limited options on page design. You may be limited to using only their templates.
- ❑ There is limited web-page space available.
- ❑ There is limited ability to create interactive features such as chat rooms and message boards.
- ❑ Your site may not get listed by the major search engines.
- ❑ The service may not be free forever. Without any warning, they can decide to charge you for a service that was free, and there is absolutely nothing you can do about it.

Advantages of a paid service:

- ☑️ By paying for the service you can select a domain name that is easy to remember and connected with your product or service.
- ☑️ No intrusive advertising unless you choose to do so.
- ☑️ You have control over the look and feel of your site.
- ☑️ You don't have to worry that your site will suddenly disappear unexpectedly.
- ☑️ It is easier to get listed in the major search engines.
- ☑️ Better customer service since they are able to employ a staff dedicated to that purpose.
- ☑️ Support is usually available to you 24 hours a day, 7 days a week.
- ☑️ The provider may offer additional email accounts or email forwarding services.
- ☑️ You will be viewed as a "real player" in the world of eMarketing.

A large, stylized scroll graphic that frames the central text. The scroll is white with a thin black outline. It has rounded corners and a small, shaded gray section at the top left, suggesting a rolled-up edge. The text is centered within the scroll.

Search Engine Optimization

Increase your position through SEO – Search Engine

Optimization

According to highly respected SEO Consultant & Internet Marketer, Brad Callan, "A **properly optimized website**, is like a **magnet** to search engines and **attracts website visitors** the same way moths are attracted to a light bulb on a dark night, and this sort of traffic that you get from the Search Engines is called ***"Organic Search Engine Traffic."***

Organic Search Engine Traffic is simply put, "*Type-In Traffic*".

People arrive at your website because they typed in a keyword or a phrase that is relevant to your website, and because your site had proper optimization, your site shows up in the first few positions of the search results and gets the click-thru from the searcher."

SEO is the process of increasing the amount of visitors to a web site by ranking high in the search results of a search engine. The higher your ranking the more likely it is that you will get visitors.









There are a number of effective ways to do this that do not require you know anything about the backend of SEO. However, to truly optimize your position you should use a number of methods.

Again, getting visitors to your site is not enough. Your site must be set up in a way that the visitors want to stay, they are happy to sign up for high-value information and/or they purchase something.

My site **Street Smarts Marketing and Promotions** has many opportunities for people to sign up for high-value information and also to purchase various resources.

SEO is Not a One-Time Deal

Search Engine Optimization is an ongoing process. It includes a number of different aspects to be effective. Target Keywords are a huge part of SEO

-  Position of Keywords
-  HTML title tags
-  Put keywords in the body copy
-  Keep key words high on the page.
-  Have Relevant Content
-  Build Links
-  Submit Your Key Pages
-  Verify And Maintain Your Listing

You can learn more about the above-mentioned methods in great detail from a product I highly recommend, SEO Elite. It was created by Brad Callen and is considered one of the best on the market for learning the best SEO strategies that give you amazing results.

SEO Elite!

List Your Site with Search Engines

One thing you should do as part of SEO is to submit and register your site to search engines. Although the temptation may be to pay a few dollars to have your site submitted to “thousands of search engines” you are much better off hand-submitting your site to a few major search engines. Submission software is almost always useless.

Hand-submitting takes time and patience, since not all search engines make their submission pages easy to find. Yet, you are likely to get a much better result.

Each search engine has different submission requirements. Research to see exactly how the popular engines work and what their submission guidelines are.

It used to be that people could simply list their site with a search engine and within a few hours they would have position in search queries. Those days are long gone.

Now position is all about strategy. You have to consistently plan, update and optimize your position in order to achieve optimal results. In some cases listings are free; in other cases you may have to pay for position.

Link Popularity – a key factor in SEO

Almost all major search engines rank your web pages based on the number and the quality of links that point to your web site (link popularity). Link popularity assumes that not all inbound links are equal.

An inbound link from a major directory carries more weight than an inbound link from an obscure personal home page.

There are a number of ways to increase link popularity. One is to submit your site to search engine directories. Another is to provide high quality content by way of article writing and online distribution.

In order to be really effective you want to optimize your content with well-placed keywords.

Besides articles, press releases are another great way to increase link popularity. Blogs are yet another way to accomplish this. Put key words and web links in your blog postings. You can also increase your link popularity by leaving comments on other people's blogs. Often, you are invited to leave your web address with your comments. Be sure to do so.

Video is a very effective way to increase SEO. That is, if you use the keywords specific to your industry and what your market will use to search for you.

YouTube is the most recognized video site although there are many more to choose from.

Having a **YouTube Channel** is a great idea. However, there are things you need to do to optimize this. In my **VIP Club** you learn how this is done and what you absolutely must do and what you must not do to gain the greatest benefit.

Link page (resource page)

For the purpose of what I am teaching in this book, there are two primary types of links you will want to consider for a links page. One is a link from a site you recommend to your visitors. The other is for links to affiliate programs of which you are a part.

Before linking a site, do your due diligence and check out the site you plan to link. It used to be very popular to do link exchanges. The more the better, people thought. That is not necessarily the case today.

With the onslaught of social media marketing the playing field has changed. In my **VIP Club program**, I get into great detail on how this is done.

If you are going to exchange (which again, is not as popular as it used to be) it is best to exchange with those who have a high-page ranking. Also, you don't want to be embarrassed by accidentally putting up an inappropriate site.

When you first start out with link exchanges you may not be able to be as picky, regarding page ranking,,in choosing with which links you choose to exchange. As you gain better position, do try to avoid any links that don't have a good ranking or are not very relevant to your message.

Always avoid sites that have questionable content.

Page Ranking

PageRank is a numerical value which represents the popularity of a website. When you have a links page and people link back to you it is very good way to get ranked because when the site that is hosting your link gets spidered it will follow the link to your site.

If you have good position you want to link with sites that either have a really good position or their subject matter is relevant to you and your site.

Periodically check your links page and make sure the links are still relevant and live. Establish a routine for locating and fixing broken internal and external website links.

To find out your own page ranking and those with which you are considering a link exchange go to <http://www.prchecker.info/>.

Keywords are Key

Keywords are the words used when using a search engine to find information. Place these words strategically in your web body, your headings and in any articles or reports you write that will be distributed online. This is part of the optimization of your site. The keywords you use on your site will have an incredible impact on the success of your site and how it will be rated in the search engines.

Be sure not to pad your site with too many words. It is a somewhat fine line you walk on this. As mentioned previously, a great resource to learn how to optimize your site is with SEO Elite. [SEO Elite](#).

Once you decide who your market is, you need to decide what keywords will attract them based on your offerings.

Meta Tags: Tag – You’re It!

Meta Tags are used by search engines to allow them to more accurately list your site in their indexes. It used to be that Meta Tags were one of the primary drivers in getting traffic to a site.

Although important, they are not the only thing with which you have to concern yourself.

Meta tags and meta descriptions are spidered by search engines. Spiders are programs that get your site indexed in search engine databases. When your pages are visible to spiders, also known as crawlers, they get listed on search engines such as Google, Yahoo, MSN, etc. If your pages are not visible due to no meta tags or poorly written descriptions they don't get very good listings.

Monetize your site and your links page

Monetizing your site simply means making money from your site. You can do this by selling products or content from your site. Another way to monetize is to do so with your links page.

On your links page you list products and services of which you are an affiliate. When you are an affiliate, it means you get a percentage of a sale that is made as a direct result of someone clicking through to a site or sales page from your unique affiliate link.

My links page contains many of the affiliate campaigns of which I am a part. Anything I have listed on this page, I have used, read, or am currently using. I only post those products and services I am willing to stand behind. [Click here](#) to see my links page and recommended resources.

There are lots of people making a really great living from affiliate campaigns they endorse. As with anything, your success will be based on the quality of products you sell, how you market the products and services and how easy it is for people to buy.

See more about how to make affiliate campaigns a part of your business model in the section about Joint-Venture Partnerships and Affiliate Campaigns in this book.

Who Should Optimize Your Site?

Your choices on who should optimize are usually you; your IT person or webmaster; or an SEO Company.

Learning SEO the right way and the most effective way takes time.

Depending on your budget and time constraints, you may want to hire a company.

SEO company considerations

- ☑ What is their position when you do a web search with the criteria "SEO companies"?
- ☑ Are they in the top 3 or 4? If not, maybe they are not that good at SEO.
- ☑ Ask others who they use. Check references.
- ☑ What kind of guarantees do they offer?
- ☑ How long have they been around? What companies have they worked with?

Another way to find a good SEO company is to visit chat rooms and forums specific to those interested in and knowledgeable about SEO. A really good forum for SEO information is <http://forums.seochat.com/>

As previously mentioned, an excellent resource to learn incredible amounts about SEO is **SEO Elite**. This is one of the best products on the market.

A large, light gray scroll graphic with a black outline, featuring a small gray tab at the top left and a larger gray tab at the bottom left. The scroll is open, revealing the title text.

Website Considerations

Designing Your Site

The design of your site needs to be a part of your overall plan. You need to determine if you or a designer will design your site. It is much easier today for a non-designer to do his or her own site. You can purchase ready to load templates, which are very easy to work with. However, you may find limitations with such a choice. As with any aspect of your business, you must determine as best you can what your future needs will be.

Whatever you do, you don't want your site to look unprofessional.

There are plenty of programs on the market today that allow you to design your own site. The advantages of ***off-the-shelf programs*** are that you can save money. However, what you must take into consideration is how much time it will take you to develop and maintain the site, the overall look of the site and what your plans for the future will be. In many cases, you will be well served to have a designer work on your site.

Planning and Organizing Your Site

It is better to invest time up front planning out your site to make sure you are going to achieve the outcome you are looking for rather than just throwing it all together. This will save you time, money and frustration.

Think of the main message of the site. Based on your primary purpose and message, what will you need to have on the site to make it fully functional?

Depending on the type of designer and design company you work with, they may or may not write content for your site. In some cases you will need to do this yourself or hire a copywriter.

Unfortunately, many people cut corners with copywriting, and the end result is very evident. A good copywriter is worth his or her weight in gold.

Determining What Content and Features to Put on Your Site

I have one site designed around my speaking and training services that displays several categories of information. Visit www.kathleengage.com to see how we have this set up.

The primary markets for this site are meeting planners, conference coordinators, and anyone who is in need of a high-energy inspirational keynote speaker or marketing trainer.

The site www.themarketingmindset.com is my marketing site/blog, which we do various things to monetize. It has a completely different purpose than my other sites.

One of my other sites, www.101waystogetyourfootinthedoor.com is set up primarily as a selling site for the book by the same name.

You will notice on all three sites there is free information and a place where people can leave their contact information. The goal with all my sites is to establish credibility and trust. Additionally, I do what I can to make it appealing for people to leave me their contact information.

Gathering contact information is a primary aspect of my marketing success both online and offline.

Give Visitors a Reason to Leave You Information

A simple registration form on your various pages offering a FREE report, eZine, tips or White Paper can substantially increase your marketing abilities with people who have expressed an interest in your site and information.

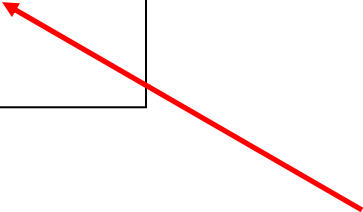
However, rather than simply putting "Sign up for a report" convey some type of benefit to the reader. You will get more sign ups this way.

Discover easy-to-apply tips for gaining optimum energy. **FREE Report shows you how.**

Name

Email Address

Your information is safe with us.
We never sell, rent or share it with anyone.



An aspect of building trust is to assure people their information is safe with you. A good autoresponder program is needed to do this. I use and recommend **Kick Start**. Get a 30 day free trial.

Site Design and Content Considerations

Again, think of all the possible reasons for having your site. The more you can plan on the front end the more you will save in future updates, changes and additions. Here are some considerations for your site(s). Will you have...?

- ☒ Images and pictures
- ☒ Articles
- ☒ Product descriptions
- ☒ Press information
- ☒ Biographical information
- ☒ Catalogs
- ☒ Contact information
- ☒ Services offered
- ☒ Free offerings
- ☒ Ezine content
- ☒ Other

Targeting the Right Audience

As often happens in the brick-and-mortar side of running a business, not defining one's market is a huge problem. It is the same with the Internet side of a business; not defining the target market is a common mistake many people make when it comes to their website.

If your business requires that the clients and media have your picture, make it available on your website so that when a request comes in you can simply direct the person to your site for an instant download.

Not only does this save time, it is *not* a common practice and can put you in a leading position if you are one among a few being used for a media interview, a contract, or any number of opportunities for publicity and visibility. With some decisions that are made by a meeting planner and the media, time is of the essence. The more you can accommodate time constraints of others, the better off you will be.

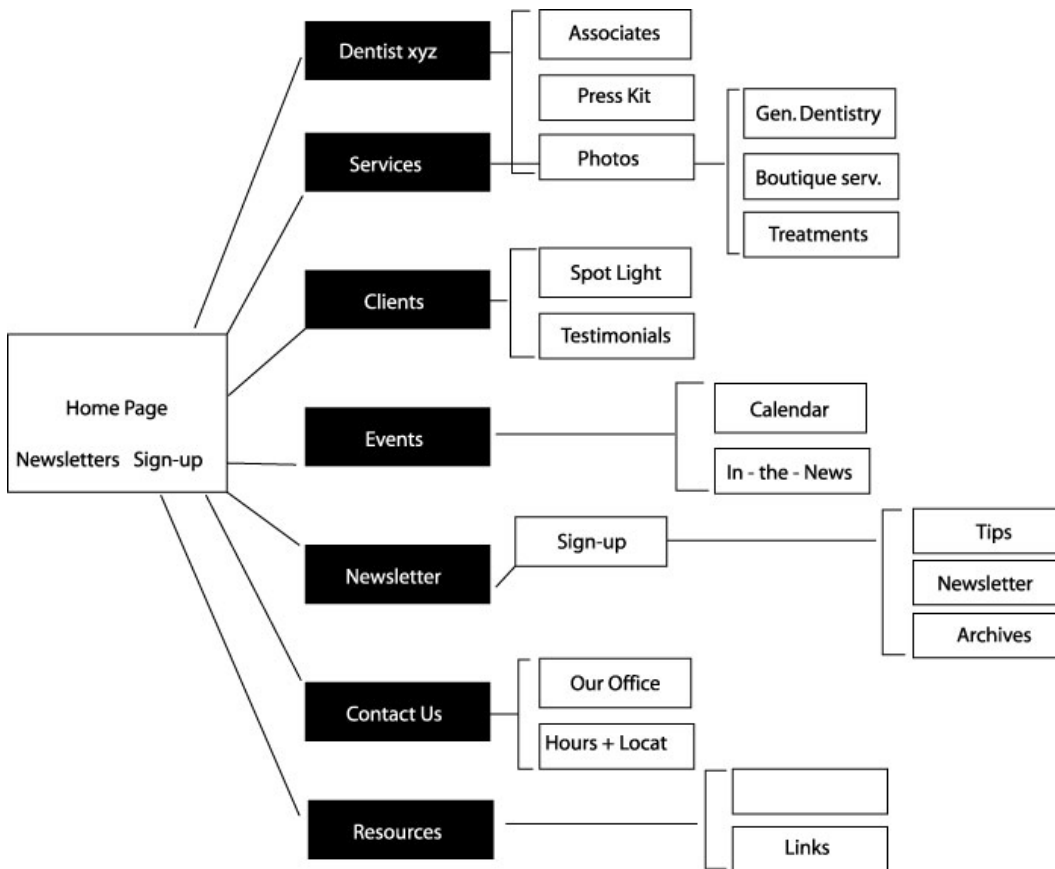
So back to who your market is. As you determine what you will offer on your site you must consider how Internet savvy your market and your visitors are. Additionally, consider the demographics.

DEMOGRAPHICS ANALYSIS

This is the study of a particular population and includes such characteristics as:

- ☒ Gender
- ☒ Lifestyle
- ☒ Age
- ☒ Size of family unit
- ☒ Education
- ☒ Total income of family unit
- ☒ Geographic location
- ☒ Ethnic or religious background
- ☒ Home ownership versus rental
- ☒ Political affiliation (in some cases)
- ☒ Marital status
- ☒ Professional status

The more you know about your target market, the more targeted your marketing can be.



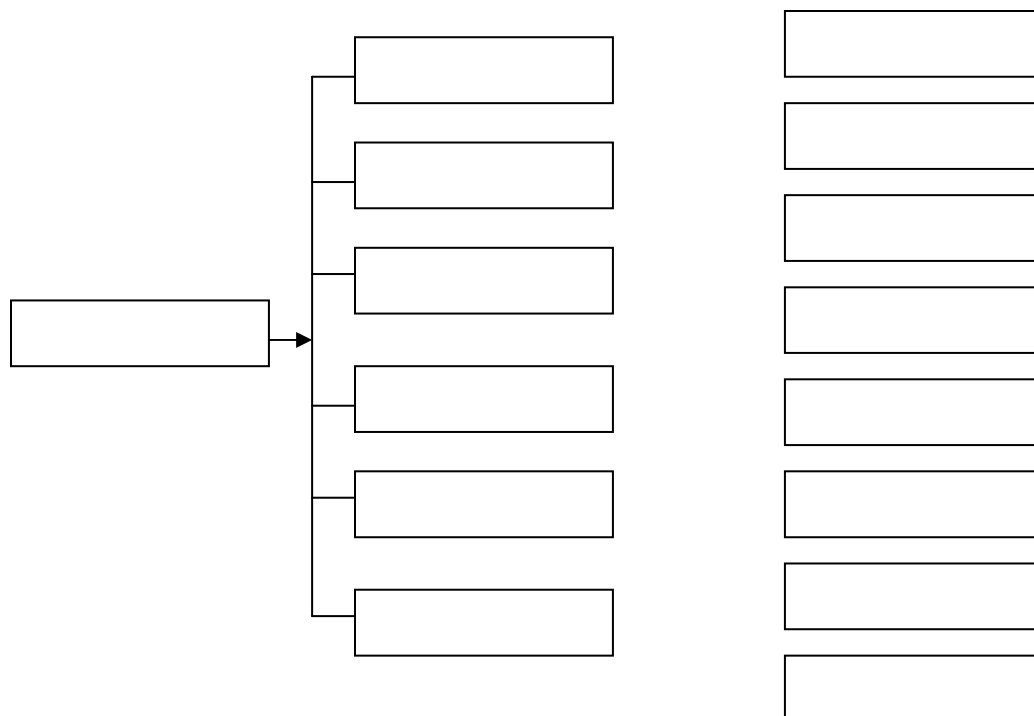
Courtesy of Pamela Jacob, Owner of Artista Design

Plan out your web site

To save time and money you should give thoughtful planning to your website.

Although a site can range from one or two pages to several hundred (or more) the development process is similar.

Use this graphic to begin planning out your own site needs.



If other people are involved in the decision-making process be sure to get their ideas and input before you hire a designer. If you don't, you may end up spending a lot more than you ever imagined.

You may want to include a designer in your initial discussions to see if there is anything that you might be missing. You also want to make sure your designer has some sense of using your site as a marketing tool. There are many designers who have a great understanding of the marketing side of the site. There are probably more who do not.

Trying to save a few dollars by hiring the designer with the lowest bid may not be in your best interest. There are many factors involved in the creation and development of your site.

The more you can outline your short and long term goals, the better.

A decorative scroll graphic with a light gray background and a dark gray border. The scroll is unrolled, showing the text. There are two gray circular elements at the top and bottom left corners, resembling the ends of the scroll.

**Micro Sites,
Squeeze Pages,
Blogs help
create long-
term success**

Micro Sites and Mini Sites

A common way to market a specific product or service is with a micro site and/or a mini site.

A micro site is often 1 – 3 pages containing a special offer. A mini site is similar to a micro site but with more pages, usually at least 10.

To learn more about how to create mini sites click [here](#). Discover the secrets of building sales websites that really sell! Access FREE videos from the site Mini Sites Revealed. This is a \$97 value, and it is yours at no cost for a limited time. [Click here.](#)

Squeeze Pages

A squeeze page is a web page that, when the visitor "lands" on it, they are asked to opt in to some type of list in order to proceed further.

With a "true" squeeze page, your only options are to opt in or leave.

Squeeze pages are excellent for single-item promotions. In many cases, they are used to offer something free in exchange for the name and email address of the visitor.

Sample squeeze/landing pages

<http://www.streetsmartsmarketing.com/VipClub.htm>

<http://www.streetsmartsmarketing.com/teleseminarreport.htm>

<http://www.streetsmartsmarketing.com/VIP1.htm>

A common practice to drive people to a squeeze page is to have a compelling sales letter or short email message that drives people to the page. **[Click here for more information on sales letters.](#)**

You can also drive people to a squeeze page with a well-written article with an effective resource box at the end of the article.

See more under the section of article writing and resource boxes in this book.

Blogs

Yet another way to develop a great web presence is with a blog. Basically a blog is a web log. A blog can be used for virtually any purpose you want. There are millions of them already in existence with more being created every day.

With a blog, you can write and post information on an ongoing basis. Since the creation of blogs several years ago, the whole world of the Internet has changed. People now have much more control over what they write about and comment on.

A blog is a great way to have an independent voice and communicate with others in a very unique way.

The idea with a blog is to be consistent in posting information. Many people start a blog, get bored with it and move on to the next **fun** marketing idea. The fact is blogs can be one of the most effective marketing tools you can use for your online position.

There are many platforms to choose from, but the three most popular are Blogger (Blogspot), TypePad and WordPress. Because WordPress is open source, in many ways it is truly the most popular.

Develop a Long-Term Plan for Success

Regardless of whether you have a blog, a website, a presence in social networks or are using mini sites to market your business; a major aspect of your online success will be determined by your ability to continually promote your products, services, website and in many cases your own expertise through various proven methods.

One way to do this is to pay substantial amounts of money through various advertising avenues with no guarantee on results. A better choice is to develop a systematic, long-term approach to increasing your position, visibility and ranking on the Internet.

There are a number of ways to cost effectively increase visibility, ranking and position. Most take time, but can be well worth it.

Remember, it is not just enough to get name recognition or get people to click through to your site or even have a product to sell. You must have an overall plan of action for your business. This includes aggressive and proactive promotions.

A Quick Snapshot of How You Can Make Your Site Profitable

☑️ Squeeze pages and landing pages. A squeeze page is a webpage that, when the visitor "lands" on it, he or she is asked to opt in to some type of list in order to proceed further. Often this is done to download free eBooks, eReports, eZines, White Papers, or Teleseminar registration.

☑️ Opt-in opportunities with an easy point of entry

- Ezine – Click here to sign up for the Street Smarts Marketing eZine
- Free report – [Click here](#) to sign up for my FREE report ***The Truth about Making Money with Teleseminars***
- Free ebook
- Low ticket item
- Bonus with the purchase of an item

☑️ eProducts you sell from your site

- Your own
- Affiliate campaigns
 - Yours
 - Other vendors

☑️ Make it easy for visitors to make a decision. The easiest decision is for them to sign up for something of interest. For this you will need an autoresponder.

☑️ Rarely will someone make a decision to buy on the first visit to your site unless you are known to them or someone else recommends your product or service.

☑️ Merchant account and/or PayPal. With most merchant accounts you are bound to a minimum amount of time you will use them. If you discontinue their service before the contract is up, the penalties can be very high. A merchant account is separate from a Shopping Cart.

- Shopping cart – **Kick Start**

- You will have an easier time selling if you have worked on building your credibility and position to your market.

- Affiliate programs are great ways to make money

☑️ Autoresponders – **Get Response** and **Kick Start** (Kick Start includes a shopping cart)

✓ Affiliate Programs - Register with reputable affiliate programs.

Select those that pay on time, are with reputable vendors and offer a generous commission structure. Do some research before making your decision.



Darlene Braden

**I would recommend
Kathleen's programs
to anyone who is
serious about making
good money with
affiliate campaigns.**

Kathleen Gage's affiliate program is by far one of the easiest to participate in. There is not a lot of "techie" stuff to learn. I simply send out very targeted messages and make money with a push of a button.

Kathleen's commission structure is very generous. I get paid as agreed upon and look forward to participating in future campaigns.

Darlene Braden
db & company
Salt Lake City, Utah

To learn more about my affiliate opportunities and register go to

Street Smarts Marketing Affiliates.



The Gold Is in the List

Lead Generation

Something that can make or break any business is the ability, or inability, to generate leads and keep in touch. Unfortunately, far too many businesses have not put the necessary kind of effort or resources into this aspect of their marketing and sales as they should. Fact is, with a good system in place you can actually lower the cost of doing business while increasing the lifetime value of your customers.

Generating leads happens in a variety of ways. In essence, lead generation is anything you do to create solid leads. With the Internet this includes, but is not limited to, gathering contact information from the people who visit your site, Joint-Venture campaigns, **Affiliate programs**, article distribution, pay-per-click and referrals.

Offline you can generate leads through **presentations**, at a retail location, through direct-mail response and at networking and association meetings.

Back at the Ranch – Oops, the Site!

Once a customer is at your site, your goal should be to capture their contact information. This one tip will make a huge difference in your ability to grow your database. It's amazing how many people know they should do this and yet, focus on other less essential busy-work tasks. Building a database needs to be a top priority for any business.

With any lead you get from a download on your site keeping in touch is essential to the value of that lead. You ***must*** keep in touch with your prospects and customers. This is yet another area many people seem to ignore. They get a lead and expect someone to immediately remember them or buy something from them. No, no, no! It doesn't work that way.

A common mistake is to send only one follow-up message to your prospects. Rarely, if ever, will this work. You must keep your name fresh in their mind on a consistent basis.

You don't want to annoy people, but you certainly don't want to be forgotten. It is about building trust, name recognition and credibility. To do so takes time. And there are many ways you do this, many of which are discussed in this book.

The Value of a Great Database

A primary focus for any successful entrepreneur and online marketer is building a responsive database. The place you'll find more gold than virtually anywhere else is in doing something many people just don't find appealing. It is in developing and maintaining a solid database. Unfortunately, many people don't find database management sexy enough. So they continually buy into that next secret formula.

The fact is a well-groomed database can increase your revenues and decrease your marketing costs. You can build customer relations and keep your name fresh in the minds of your market by keeping in touch. This establishes excellent position within your market.

Most people would be amazed at how simple it is to build an incredibly profitable database by applying a few simple strategies. Remember, simple is not always easy. ***It takes time, commitment and focus.***

And systems!

Size Doesn't Always Matter

Bigger is not necessarily better when it comes to your database.

Depending on your industry and what you sell, you may be well served to focus on the few dozen or few hundred who want to buy from you rather than thousands who don't care about what you offer.

On the other hand, there will be situations where building a massive list is exactly what you need to do. Especially if you have mass-quantity products you are selling at a very low price. Then you may want and need to go for the numbers.

Driving traffic to your site is an ongoing process as is building and maintaining your database. If you are serious about using the Internet in your marketing you need to lay the groundwork to optimize your opportunities.

- ☑️ Develop a fully operational website
- ☑️ Have a way to capture contact information such as a sign-up form
- ☑️ Give people a reason for leaving their contact information such as an Ezine, free report or ebook, an article of interest to your target market or anything that is of benefit to the reader
- ☑️ Create a resource box that contains your web address or some special offer with a link back to the landing page of that offer.

- ✍️ Write articles that are pertinent to your market. Distribute the articles to various online resources
- ✍️ Repeat, repeat, repeat
- ✍️ Commit to the long term

By focusing on developing a solid database and providing incredible value to your market you can, and will, achieve success in your business. Guaranteed!

Opt-in emails

You can easily develop a money-generating database through an opt-in mailing list.

An opt-in list is an email list of people who have agreed to receive information from you in their email inboxes. People opt in to a list they believe has value to them. Usually, the opt-in opportunity comes from a free offer of some sort such as an eBook, eReport, white paper, or an eZine.

If you send people commercial email messages without their express permission, you are spamming them. Although everyone gets lots of spam, a reputable professional should never spam. In many cases, it is against the law.

When you have people's permission to send them messages you are not spamming. To fully comply with Can Spam Laws you need to offer people the option to unsubscribe from your list anytime that they want to, and you must honor any **remove** requests that you receive. This is for bulk emailing you do, not for personal one-on-one emails.

Read more about [Can Spam Laws](#).

Rules for Opt-in Subscribers

- ✔ Do not send emails to anyone who has not requested it.
- ✔ Always give people the option to get off your list. Most commercial **autoresponders** offer this feature.
- ✔ The less information you require in order for people to sign up the better off you are. People hesitate giving too much too soon. Name and email address are standard.
- ✔ Make your offer enticing in order for people to opt in. Example – Rather than simply saying "Sign up for our newsletter" show the benefit.

Building an Opt-in List

There are as many ways to build an opt-in list as there are days in a year. Some are extremely effective, while others are not.

Not effective

❌ Buying lists – in most cases this is not at all effective unless it is a very targeted list. There is such a thing as co-registration lists where you can get some great leads if you are dealing with a reputable source.

❌ Mass email blasts from a service you buy – not effective

Effective

Articles distribution with a catchy title and a well-constructed resource box. A resource box is a short section of text located at the end of the article with a small bit of information about the author. Often there is a link to the author's website or a bonus offer squeeze page.

There are thousands of locations to which you can submit articles. Do a Google search with the words: article directories + "your topic"

Submission Sites and Directories

Here is a partial list of sites and directories where you can submit articles. Each will have its own guidelines.

Top Choice

<http://www.ezinearticles.com>










<http://www.theallined.com/submit-articles.htm>

<http://thewhir.com/find/articlecentral/suggest.asp>

<http://top7business.com/submit/>

When you are a member of the **VIP Club** you receive a list of the top 100 Directories ranked by page rank from 4 – 7 as a bonus gift.

Other effective ways to build a list include:

-  Blogging
-  Yahoo Groups
-  Forums
-  Joint ventures
-  Word of mouth
-  Viral marketing
-  Email Sig File
-  Press releases
-  Bonus offers

With each of the items listed above you want to have a way to drive people back to a website or squeeze page to **sign up** for something.

This is how the list gets built.

Street Smarts Marketing 4 day marketing course - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media Print Link

Address <http://www.streetsmartsmarketing.com/4daycourse.htm> Go Links

Google Go Bookmarks 1233 blocked Check AutoLink AutoFill Send to Settings

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FREE! Streets Smarts Online Marketing Course
4 Easy Steps for High Return Marketing

In this **FREE 4-day** quick-start marketing course you learn foundational information for an effective marketing mindset that is the foundation of a successful business.

You will learn

- What marketing is and is not
- Understanding the importance of target markets
- Discover how to identify your various markets
- Learn the importance of market segmentation
- Discover the power of your database
- Find out more about the "try before you buy" consumer mind set

Sign up for your Free 4 Day Marketing Course

Name

Email

Check your email inbox for your first marketing course.

Remember your privacy is safe with us!

Done Internet

Start ACT! - [te... 4_Folder T... mini versio... Additions t... Street S... Street Sm... 5:26 PM










KEEP THEM COMING BACK

Getting people to your site is one thing. Getting them to spend time there and then return can be a daunting task.

To get people to come back you must have fresh content. Be proactive and keep in touch. Do not expect first-time visitors to remember you. This is why you want to have a way to capture their information.

If you collected their information and you are not keeping in touch, you wasted your effort. Another challenge is readers who have email addresses they can change frequently, have very high Spam filters and inboxes that can become full very quickly. Staying on top of how to reach your market via the Internet is an ongoing process.

To make your site interesting and keep people engaged consider using any combination of these features:

-  Autoresponder Service to automate consistent follow up
-  Surveys and Polls
-  **Product information**
-  Press room
-  Articles, **Free reports, Ezine, and tips**
-  An *About Us* page
-  **Testimonials**
-  **Links page**
-  Upcoming events section

Building a Responsive List

If your goal is to build a responsive opt-in subscriber list, you need to have a reason for people to leave you their contact information. A responsive list is one that has a higher conversion rate than one that is not responsive.

Some people try to build a large database without any thought to whether or not people are interested in what they have to offer. It is better to have a smaller list with a higher conversion rate than a huge list with a minimal conversion rate.

The more value you create the more likely someone will be to give you his or her information. When you provide incredible information that is of interest to your market it is a win/win all the way around.

Utilize Your Leads

Don't just gather contact information - utilize it. This will be one of the most cost-effective ways to promote your products and services to a market that has expressed an interest in something of yours.

There are those who go to incredible effort to build a list only to get sidetracked and not utilize the very list they built. What a complete waste of time, effort and money! Often, these are the very people who cry, "This stuff doesn't work!" It's not that the "stuff" doesn't work, it's that the person crying didn't do all they could to optimize their efforts.

Sending follow-up and sequential messages is an important aspect of your backend marketing.

Be consistent with your follow-up campaign. This will be essential to your online success. If interested parties get a message every few months, it really doesn't do you or them any good. Send messages more frequently. Decide on a schedule and stick with it.

Less Can Be More

Some people think more is better when it comes to their distribution lists. Which would you rather have — a list of a few thousand or even a few hundred who are extremely targeted and who invest money with you? Or a list of tens of thousands of people who never read your material?

Manage Your Contacts

Again, one of your goals in marketing should be to have a great contact list of potential buyers and an active customer/client list. This will allow for targeted mailings both online and off. This is often referred to as database marketing.

Consider investing in a reliable software program that allows for group messages to be sent. Basically, what a group message allows you to do is send dozens, hundreds, even thousands of messages at once that appear as if each is individually sent. This is one aspect of my marketing I wouldn't be without.



Automate with Autoresponders and Shopping Carts

AUTOMATE YOUR SYSTEMS

A huge downfall for many entrepreneurs is their lack of timely follow-up. Worse yet, no follow-up at all. Automating your systems allows for effective follow-up strategies.

Many people have no understanding of how powerful eMarketing can be. Either they don't put enough effort into building trust with their potential buyers or, when someone becomes a paying customer, they seem to lose sight of the fact that if someone is familiar with your product or service and has already purchased from you, they are a better sales prospect for future offerings.

Have you thought through what you will do once people purchase from you? If not, you need to have your systems in place for this.

Untold amounts of money are lost due to prospects either not knowing you exist or, if they do, not receiving a callback within a reasonable amount of time of an inquiry. Additionally, a great deal of money is lost due to not keeping a company name fresh in the consumer's mind even if they have previously made a purchase.

In today's world of technology ***immediate*** is what many prospects consider a reasonable amount of time. One of the greatest benefits of technology is that it allows you to respond to your customer's inquiries immediately without your ever being involved in the initial response.

It's amazing how many people say they didn't get callbacks or emails from a company with which they wanted to do business. Yes, companies they *wanted* to do business with.

Another factor to consider is literally millions of new folks sign up every year on the Net. Even if you have good offline visibility, if you do not have great position through the Internet, you are losing countless potential customers.

Assure Your Messages Reach The Destination

A huge problem for anyone doing online marketing is the messages not reaching the intended party due to Spam Filters. Unfortunately, this is all a part of doing business. As quickly as someone's email gets blocked, someone else is trying to figure out a way to address this problem.

A partial solution is to ask your readers to **Whitelist** your email address. You can include information about whitelisting (or adding you to their friend's list) by sending them a follow-up message about it.

Whitelisting - or adding the email publication's email address to an Address Book - is the best way to ensure its delivery to an inbox. The process is simple and takes only a few seconds to complete.

Here are the most common ways to accomplish whitelisting.

AOL 8.0

1. Open the email.
2. Click "add address" icon.
3. Verify the sender's contact information.
4. Save it.

AOL WebMail

1. Open the email.
2. Click on the sender's name or email address.
3. Click "add to address book" in the window that appears.
4. Enter any additional information.
5. Click "save."

Hotmail

1. Open the email
2. Click "save address" in the toolbar.
3. Verify the sender's contact details.
4. Click "ok."

Yahoo!

1. Open the email.
2. Click the "add to address book" to the right next to sender's name.
3. Verify the sender's contact details.
4. Click "Add to Address Book."

Earthlink

1. Open the email.
2. Click "add to address book" in the email header.
3. Use the "address book editor" to verify the sender's contact details and click "save."

Gmail

1. Open the email.
2. Click "more options" in the email header.
3. Click "add sender to contacts list."

Outlook 2003

1. Open the email.
2. Right-click the sender's email address.
3. Click "add to contacts" on the short-cut menu.
4. Click "save and close."

Outlook Express (6+)

1. Open the email.
2. Left-click the sender icon or right-click the sender's name.
3. Click "add to contacts."
4. Click "save and close."

Mac Mail

1. Open the email.
2. Ctrl-click the sender's email address and select "open in address book."
3. Verify the sender's contact details.

Entourage

1. Open the email.
2. Right-click the sender's email address.
3. Select "add to address book" in the short-cut menu.
4. Verify the sender's contact details.
5. Click "save."

Although the above information on Whitelisting will not solve the problem, it is part of the solution.

Making Your Site Work with Autoresponders

Although there has already been information provided to you in this book about **autoresponders**, they are so essential to your success that it bears repeating. More than that, repeating at a deeper level.






With the right program, you can completely automate your emailing process in a way that you deliver instant information to your potential customers. You can also preprogram follow-up messages that are automatically delivered over the coming days, weeks, and months.

You can customize your process so that a series of sequential messages are scheduled to arrive in your prospect and customer's email box on specified days allowing for optimum visibility within your target audience.

Sequential autoresponders allow you to respond with not just a single message, but with a timed series of programmed e-mail messages. These messages are designed to be sent automatically on precise days after the original sign-up. They can be sent out on a particular date, or for a set number of days after sign up.

The primary benefits to using a reliable autoresponder program is that you save time, reduce work overload and stress, build name recognition and customer loyalty, increase the amount of prospects that turn into paying customers and you make more money.

An effective, money-making autoresponder can:

-  Take orders from your websites
-  Send out follow-up letters to customers
-  Automate digital delivery of information
-  Track the visitors and sales
-  Follow-up with prospects

- ☑ Take subscriptions to your mailing list or Ezine (electronic newsletter)
- ☑ Respond to a request for an eBook (electronic downloadable book) or tips sheet

An autoresponder is an excellent way to stay on top of requests that come through your website, blog, landing page or mini site.

Email Marketing Software Recommendation

GetResponse is a very reliable service for those who are looking for a simple, easy to use program. It has turn-key email marketing service, autoresponders, conversion tracking and top-notch email deliverability.

It is an easy, web-based email marketing software that delivers your campaigns, offers, newsletters, follow-ups and autoresponder messages. Perfect for anyone who simply wants to build an opt-in subscriber list without all the bells and whistles.

If you are looking for an autoresponder program combined with a great affiliate software and shopping cart, again my recommendation is **KickStart**.

Virtually Any Type of Business will Benefit from Efficient Autoresponder Use

There are so many types of businesses that would benefit from implementing follow-up messages to their prospects, but for whatever reasons they don't think this is worthwhile.

Case in point; let's say a manufacturing company gets frequent catalog requests. The traditional, offline method for responding to this request would be to mail a catalog. This takes time and creates a great deal of expense including the cost of the catalog, the postage and handling.

What if the same company had a special section on their site where a prospect who wanted a catalog could simply fill in their contact information and — presto — the catalog is sent via a PDF file? Not only has a considerable amount of money been saved, the response is instant. The customer has their catalog, and the company now has his or her contact information. It's a win/win situation all the way around.

Of course, with the manufacturing company example there are bound to be prospects who would prefer the catalog in the traditional sense, but when given the option of an instant download of information, many people opt for the instant download. You cannot assume that marketing via the Internet is the only option you should have, but it is likely you may be not taking full advantage of all it has to offer.

Remember though, if the manufacturing company has no way to keep in touch with the prospect who requested the catalog it is going to be a lot more difficult to win them over as a loyal customer. The company absolutely must have systems in place to keep in touch.

Think of how you might be able to use an autoresponder in your own business, thereby increasing your efficiency, response time and your ability to lower costs.

A large, light gray scroll graphic with a black outline, featuring a rolled-up top edge and a rolled-up bottom-left corner. The text is centered within the scroll.






Promotional Ideas, Strategies and Tips to Get You to the Top



How to Make Promotions Beneficial

It is one thing to have a well designed website that you optimize. It is something completely different to promote your products, services, websites, blogs and you. You will build your credibility and position your expertise through consistency in your marketing and promotions.

Various Online Promotions Strategies





There are a number of different ways you can promote you and your company. In order to achieve optimum results you should utilize various avenues. Many cost you absolutely nothing.













-  Social networks
-  Blogs – Yours and others
-  Yahoo Groups
-  Forums
-  Joint-Venture partnerships
-  Word of mouth
-  Viral marketing
-  Email Sig File
-  Media releases
-  Your database and opt-in subscriber list
-  craigslist

-  Affiliate databases
-  Announcement groups
-  eZines – Yours and others
-  Affiliates
-  Article distribution
-  Talk shows
-  Teleseminars
-  eBooks
-  eReports
-  Podcasts

Promoting Your Website Offline

Having a site is one thing, people knowing it exists is something else. As with other aspects of your business, it is important for you to take a proactive role in marketing and driving traffic to your site. Marketing your website can be done both online and off. For offline opportunities to promote your website put your web address on the following:

-  Business Cards
-  Letterhead & Envelopes
-  Brochures
-  Coupons

-  Fax Sheets
-  Flyers
-  Posters
-  Packaging slips
-  Newspaper ads
-  Telephone-directory listings
-  Direct mail pieces
-  Sales letters
-  Press releases
-  The side of your vehicle
-  Promotional items such as cups, pens, hats, tee-shirts, golf balls, mugs, calendars, etc.
-  Voice mail. Add your web address to your outgoing message.

Develop a Plan

Begin by developing a plan of action of how often you will write and submit articles, develop product, seek opportunities to be interviewed, send out press releases, offer a teleseminar, post to your blog, post to other people's blogs, participate in joint-venture campaigns and other strategies mentioned throughout this book.

From the beginning of this book I have emphasized to you this is not a get-rich-quick deal. It's about having a systematic approach to your success. This is where a well-thought-through promotions plan is essential.

Let Customer Testimonials Speak for You

One of the most effective promotional tools is a great testimonial. While you can tell your prospects and customers how absolutely wonderful you are and all you can do for them, an even more effective strategy is for someone else to "blow your horn." A customer who is willing to tell others of their experience with you oftentimes adds to your effectiveness and credibility in the sales process.

You can use testimonials on your site, in a sales letter, or on a squeeze page to increase your credibility. Use only testimonials that are real and if possible use the person's name, company name and location. A picture of the person giving the testimonial is very effective.

Below are examples of a few testimonials I use in various locations and sites.

Testimonial #1

Dr. Joe Capista

Kathleen Gage knows what works and how to organize an effective teleconference.

Kathleen Gage's help and guidance during our coaching sessions has been invaluable. We were targeting successful dentists who wanted to learn more about marketing cosmetic dentistry to their patients and Kathleen's insights and knowledge gave me a laser-beam approach to deliver on target information to our listeners. Months later I still have dentists tell me how much the call helped them.

Dr. Joe Capista
Williamsburg Dental
Williamsburg, PA
<http://www.williamsburg-dental.com>

Testimonial #2

Our book went to #4 on Amazon.com in less than 24 hours because of Kathleen's incredible knowledge on using the Internet.

"Kathleen is absolutely incredible at what she does. She was without a doubt the driving force behind our marketing campaign that took our newest book, **The Law of Achievement**, to #4 on Amazon.com in less than 24 hours. Because of her our message was put in front of millions of people, we sold thousands of copies, and we donated a substantial amount of money to a children's literacy program,

Without hesitation I would recommend Kathleen Gage to anyone who wants incredible success for their book, service, product and/or business. She is brilliant at what she does. "

-- **Lori Giovannoni** – Award winning speaker, business consultant and Bestselling Author – The Law of Achievement. (www.lorigiovannoni.com)

Do yourself a favor, get testimonials. A very easy way to gather testimonials is to simply ask your clients for one. If you are doing your job right, most will be more than willing.

There are specific guidelines when using testimonials. In the **VIP Club** we dedicate a full lesson to testimonials; how to get them, what you can and can't include and how to optimize their value.

Sig Files are Great Real Estate

Using a sig file (signature file) in the email messages you send out is a free opportunity to market you, your product and/or service and your business.

A sig file is small text file that is attached to the end of an email message, a forum posting, discussion groups or an information piece you send via electronic means.

When added to a message that is more for personal use some people will add in humorous, inspirational or motivational sayings.

For business purposes a sig file usually has contact information and some type of a business promotion. It can include the sender's name, title, company, contact information and a website address with a brief message about a product, service or giveaway such as an eBook, white paper or eReport.

When using sig files in forum groups make sure you know what the rules are. In some forums the moderator does not allow any type of sig file. You need to know the rules before you post. Simply familiarize

yourself with any forum by reading the *Terms & Conditions* and get a feel for what is acceptable and permissible.

Sig files are also a great way to build your opt-in subscriber list.

Always be on the lookout for ways to build your list, because the fact is there is gold in the list. Literally!

Here is a sample of what I have used:

Kathleen Gage is known as The Street Smarts Marketing™ Speaker and Author. Looking for mass-market visibility with little or no cost? Web Radio shows are looking for you. Learn more at <http://www.streetsmartsmarketing.com/radiointernetsales.htm>

Make Money With the Internet. A FREE recording featuring Internet Marketing expert and bestselling author, Kathleen Gage <http://www.streetsmartsmarketing.com/interview.htm>

Notice that I have a link in my sig file. The link makes it easy for people to click over to where I want to direct them. You can easily do the same.

Utilize Voice Mail

Include your web address at the end of your outgoing voice mail message inviting people to visit your site for a free report or newsletter.

Forums and Discussions Boards

Online forums and discussion groups are another excellent way to build visibility on the Internet and drive traffic back to your website. They are online communities and locations where people with a shared interest meet, get to know each other, and stay informed.

They can be excellent places to meet with like-minded people as well as gain incredible information from members who are a part of specific forums. You can also encounter some very strange folks in forums so proceed with caution.

There are forums and discussion groups of every description. There are forums that are open to the public, private forums and membership forums. Membership forums usually require a monthly membership fee. I belong to several of each; most are specific to online marketing and business growth.

A forum I am absolutely love was started by Internet expert, Willie Lynn Terry. Check out more at

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

Regardless of your area of interest there is most likely a group or groups you can join. To find forum groups do a simple Google search using the following key words: online forums +“your topic”

Keep in mind, as with anything, the more you put into something, the more you will get from it. If you join a forum and don't participate, you are not going to get anywhere near as much as if you join in as an active member.

Again, always check the forum rules before you begin posting information.

Yahoo Groups

Yahoo Group is a service from Yahoo that provides people the opportunity to start a group for people with similar interests. There are groups of every description. Some will be beneficial to join, others not. Go to <http://www.yahoo.com> to learn more.

Blogging

Although blogs have been around for more than a decade, the popularity of blogs and blogging is just taking hold. For a long time, blogging was thought to be only for frustrated writers and technical types who were playing around. Now blogging is considered a serious side of doing business.

A blog, short for “web log,” is a journal available on the Web. When you update your blog you are “blogging.” The great thing about blogs and blogging is that someone with little or no technical background can do this.

To access my blog simply go to <http://www.themarketingmindset.com> (Internet marketing blog) or <http://www.dailyawareness.com> (spiritual blog)

Visit forums and chat rooms that have people from your target market in them and announce your blog. With forums you must know the rules and adhere to them in order not to get blacklisted. Some forums forbid announcing your blog or your website.

Access some great resources from the Blog Squad for anyone serious about blogging. [Click Here](#)



Master the Art of Articles

Article Development

Article authorship is one of the most effective ways to build credibility and expert status. Not only must you write the articles, you have to have systems in place for distribution. When strategically done you can drive incredible numbers of people to your website. There is a need for fresh content by many online article directories and eZine publishers.

Article development is by far one of the most effective ways to gain credibility and visibility while building an opt-in subscriber list.

There are numerous advantages to writing and distributing articles online:

- ☑ Establishes you as an expert
- ☑ Credibility for you and your business
- ☑ Increased visibility for your website
- ☑ Greater ranking on search engines when articles are posted
- ☑ Increased leads, more clients, greater sales
- ☑ Opportunity for up-selling
- ☑ Creates speaking opportunities both locally and nationally

Make article writing and distribution a standard part of your marketing strategy. The payoff will be well worth it. Do what you can to provide articles for people to download and use on their site or in their offline resources.

Invite people to use them for their newsletters, newspapers, magazines, Ezines, website, or any other vehicle that gives you visibility. Unless you extend a specific invitation for others to use your information they may not realize they can.

Include the criteria for using your articles at the beginning of the piece when submitting to a directory or other sites.

Publication Guidelines: You may publish my article in your newsletter, on your website, or in your publication provided you publish the entire article and include the resource box at the end. Notification would be appreciated, but is not required.

When articles reside on your own site simply post something with specific instructions about others using your information.

[Click here to see a sampling of my articles.](#)

A common length for an article is 400 – 750 words. Make sure you include a resource box at the end of your articles.

But I'm Not a Writer!

A huge block for many people is that they either don't like to write, don't have the time or don't have strong writing skills. My response to not liking to write is that sometimes there is a need to do some things in our business we may not find as joyful as other things. Personally, I love to write so this is not at all an issue for me. But with many people I talk with, writing is one of their least favorite things to do.

Either learn to enjoy it or hire someone to do your writing. If time is an issue and you know you need to get some articles written, take a look at how you spend your time. After close evaluation you still determine you don't have the time, you may have to hire someone to write for you.

If you don't have strong writing skills, get some training. If that is not an option at this time, you may need to hire a ghostwriter.

A quick Google search can bring up lots of sites that offer ghostwriting services. Before selecting a ghostwriter, check writing samples, references and response time.

Article Submission

It is one thing to write the articles, something completely different to get them published. The beauty of the Internet is virtually anyone can get their material published. As with anything, this is both good and bad.

The good news is you can easily get published. The bad news is even a poorly written piece can get published. Make sure the quality of your writing is very high. You never know who is reading your material.

Resource boxes

Basically, a Resource Box is the "author bio" that is below your article body and it's also known as your "SIG" (short for SIGNature). A resource box is a tool to get readers of your articles to take action such as visiting a squeeze page to download an eBook, eReport or register for a teleseminar.

To optimize your web traffic you have to craft a strategic**Resource Box.**

Here are examples of resource boxes.

Kathleen Gage is a business advisor specializing in marketing and promotions for speakers, trainers, authors, consultants and entrepreneurs. To access her free report on how to make \$5,000 - \$15,000 by hosting free teleseminars go to

<http://www.streetsmartsmarketing.com/teleseminarreport.htm>

Lori Giovannoni is a bestselling author, award winning keynote speaker and media coach who works with people who want to become highly paid professional speakers. To access her FREE eBook, So You Want to Be a Speaker, visit

<http://www.lorigiovannoni.com/professionalspeaker.htm>

Don't fall into the trap of believing you can do something once and then rake in oodles of money. Making money with or on the Internet must be treated as a part of your overall business plan.

Develop Your Credibility and Presence While Continually

Driving Traffic

There are primarily two types of people who are reading this book; those who are using (or will be using) the Internet in their overall marketing and those who are (or want to be) making money exclusively from the Internet. The information I have written is a great fit for both.

However, those of you who are going to really succeed at this are those who clearly understand that you must be visible to your market. Not only that, you have to build your credibility and position your expertise — constantly. You do that through consistency. Develop a plan of action of how often you will write and submit articles. The more consistent you are the better your results.

You can distribute your articles to literally hundreds and in some cases, thousands of places on the Internet. There is a very real chance of having tens of thousands and even hundreds of thousands of people viewing your information. Keep in mind these same people are also viewing other people's information so you do have a lot of competition for mind-share.

However, in a matter of minutes you can distribute your articles to literally dozens of newsletters and groups that are looking for quality content articles. The reason others will want to use your information is they are providing an excellent article to their readers without having to write the articles themselves.

Many Ezine editors neither have the time nor desire to write their own material. There are thousands of editors and publishers looking for quality, content driven information on a consistent basis.

The advantage to you is extended reach and exposure. The process for article development and distribution is...

- ✍️ Decide on your topic. Choose a topic that you have an interest in. The process of writing becomes much easier this way. For example, I love writing on marketing, promotions, and Internet marketing. I also enjoy writing on achievement and success for women and topics that have a spiritual leaning.
- ✍️ Decide the type of article you are going to write. How to's, tips and top-ten lists are all very popular as are articles where you conduct an interview with an industry expert, a well established business leader or a celebrity.

- ☑️ List the two to three main points you want to make in the article.
- ☑️ Determine the length based on where you will submit the article.
- ☑️ Develop a list of online and offline sources to which you will send the article. Unsolicited submissions online are much more appropriate than offline. Rarely will a publication such as a newspaper or magazine accept unsolicited articles. Do your research regarding submission guidelines for traditional publications before sending out something. Whatever the guidelines, follow them. A great resource for this is at www.writersmarket.com
- ☑️ Create a catchy headline. The title is an essential part of whether or not people will read the article.
- ☑️ Develop a succinct resource box. Remember to put a link back to your website or a special offer unless the editor forbids this. Most will let you have your link, but check the guidelines.
- ☑️ Proofread. Better yet, let someone else proofread.
- ☑️ Consider using the services of a professional editor. My recommendation is Lisa Workman of Workman Central.
- ☑️ Set a goal of how many online resources to which you will send the article.
- ☑️ Stick to your schedule of distribution.

Depending on how much time you have and other tasks you may need to focus on, it may be more cost effective to hire a Virtual Assistant to post your articles.










Ezines, eBooks, eReports

Gain Instant Credibility With Ezines

One of the most important marketing tools I use in my business is an Ezine. An Ezine is an electronic magazine or newsletter delivered over the Internet via email or through your autoresponder service.

I began my Ezine long before there was even a name for this type of correspondence. **My Ezine** has generated incredible name recognition within my market, massive revenues from product and service promotions and most importantly, credibility. An Ezine should be top on your list of strategies for your marketing.

There are numerous advantages to writing and distributing an Ezine:

-  Establishes you as an expert
-  Creates credibility for you and your business
-  Give increased visibility for your website
-  Gets greater ranking on search engines when you register your Ezine on various lists
-  Provides increased leads, more clients, greater sales
-  Create opportunity for up-selling
-  Creates speaking opportunities both locally and nationally

Just a few days ago a woman bought my ***Street Smarts Marketing and Promotions eProduct***. She sent me an email saying she had been receiving my Ezine for months and finally decided I was credible enough for her to buy the product. This was yet another reinforcement to me on how important having an Ezine is. Equally important is being consistent with distribution.

I have worked with a few people who will try their hand at writing and distributing an Ezine for a month or two, not get instant results and go on to say they don't work. I cringe when this happens.

I have talked with other experts who have had similar experiences. They advise their clients to do something for an extended period of time, the client tries it for a month or two, gives up because they don't get an immediate get-rich-quick response from their market and then they say the information doesn't work. I'm here to tell you, it's not that the information doesn't work, they just weren't willing to work it.

One client I worked with for a short period had built a solid database of more than 200 targeted and responsive subscribers in less than two months. This was for an offline business where one lead could be worth a few hundred dollars on up to tens of thousands.

Things were going along great when she decided to discontinue the Ezine because she felt it was more work than it was worth.

Think about this. If she acquired — in only *two months* —that many subscribers who wanted her information, how many subscribers could she have gotten in a year? If the information is timely and relevant to your market, chances are people will tell their friends and peers about the information, which increases your visibility, credibility and revenues.

Avoid the mistake of starting an Ezine and then discontinuing it because you get caught up in other things or you think you should get an instant result.

If time is an issue, you may have to invest in utilizing the services of a Virtual Assistant and/or a ghostwriter. Just don't quit five minutes before the miracle.

Many companies are choosing an electronic newsletter over one that is mailed through the Postal Service due to costs and convenience. Some companies are sending both an online and offline version to their market.

They realize not everyone reads an electronic version of a newsletter. Additionally, there are the obvious challenges any online marketer has such as Spam filters.

My monthly **Ezine** is chock full of great information specific to marketing and promotions.

Another excellent Ezine is one that is specific to speakers, trainers and authors; **SpeakersNetNews**. It is so content-filled I always read it the minute it hits my inbox.

Here's how it is promoted...

Ever dream of getting paid to speak? Wonder how corporate trainers get booked? Want the inside scoop on becoming a published author?

Sign up for SpeakersNet News and learn from those who are making a living in the speaking and training industry.

SpeakerNet News *is a free weekly email newsletter sent each Friday to more than 7,000 professional speakers, consultants, trainers, and authors. To begin getting your free weekly newsletter [click here](#).*

Become a Published Author Overnight with eBooks

It's incredible how many people have the dream of being published.

Today, it is easier than ever to achieve this outcome. With the Internet, you can write today and be published tonight. It is literally that quick if you are focused.

However, as with anything, you don't want to produce anything but high quality for your market. For a report and recording on how to Write, Publish and Market a Book with No Out-of-Pocket Expense [click here](#). This recording is addressing those who have an interest in taking a physical book to market, but many of the strategies can be applied to eBooks.

Some people develop eBooks solely as a revenue stream. Other reasons to write eBooks are to build a subscriber list, credibility, visibility and a loyal readership.

As you think of what your market would be interested in, consider also what makes your eBook different from other information that is readily available. In the [VIP Club](#) you learn advanced strategies on how to use eBooks to generate traffic and buyers.

People will get your eBook for the following reasons:

- ☑ It solves a problem.
- ☑ They trust you.
- ☑ It is easy to access when it is a free eBook.
- ☑ It has convenience of buying.
- ☑ They need the information immediately.
- ☑ It is within their budget.
- ☑ You have created reasons for them to buy – benefits
 - Make money
 - Improve the quality of personal or professional life
 - Increase productivity
 - Decrease cost of doing something

eReports

Yet another option in providing valuable content and building your database is with eReports. eReports are usually shorter than an eBook and longer than an article. Often, they are specific to only one topic.

If you want to learn more about developing eReports that sell like hotcakes go to [**The \\$7 Secret**](#).

I bought the report some time ago and was very impressed with what the author had to say. Not only did I find the information to be spot-on with what I wanted to know about developing profitable reports, with one idea from the **\$7 Secret**, I made several hundred dollars in a couple days with very little effort. It was one of the easiest few hundreds I have ever made.

One of my colleagues for whom I have an incredible amount of respect recommended I check out the report. I figured if **Willie Crawford** were recommending the report it really must be good. If you know anything about Willie Crawford you know he is one of the most reputable Internet Marketers around.

Besides, I figured \$7 was no big deal. I spend more than that in a day without giving it a second thought. I figured if this report can show me one new idea, then it is well worth the \$7.

Not only have I gotten more than my \$7 worth of information, it is probably one of the best reports I have read in a long, long time on an easy-to-implement way to develop money-making information reports.

You be the judge.









Titles Sell

The title of your eBooks, eReports, eZine and just about anything you want people to get is absolutely essential to the success of the item. Nothing is read more than the title. If you don't grab your reader with a catchy title you won't sell them on the idea of getting the eWhatever! It doesn't matter if you are charging or giving something away, titles sell people on the idea of picking it up.

What Do You Write About?

You should write on topics that appeal to your market. Write about something in which you are an expert. What is your area of expertise?

Here are some ideas that cover a wide range of industries

-  *How to Sell Your Home in less than 30 Days*
-  *How to Prepare Your Home to Capture Top Dollar Buyers*
-  *How to Increase Your Revenues in Less Than 12 Days*
-  *How to Clean Up Bad Credit in 3 Easy Steps*
-  *Discover the Secret Formula of Success of Most Millionaires*
-  *Learn the Secrets of Finding The Right Mate*
-  *The Truth Behind Financial Freedom*
-  *Ten Days to A Better Body – Guaranteed!*

TIP: eBook titles can also be used as article titles. The beauty of writing is you can use your information in a number of different ways to get more return on your time invested.

Where to Begin

Over the years I have talked to thousands of people who want to write an eBook or a traditional book. Many have been talking about it for months and some, for years.

As I continue to write eBooks and traditional paperback books ([my most recent](#) became an Amazon.com bestseller) many of these folks are talking about how someday they will get around to it.

Unfortunately, the longer they wait to begin the harder it becomes and the more frustrated they become which makes it even harder to begin.

While I have been enjoying financial gains, increased credibility, and greater visibility that come with being a published author both online and off, I have watched others struggle to take that first step to fulfilling their dream.

The best place to begin writing a book, an eBook, an eReport or whatever, is right where you sit. Begin immediately. Otherwise you may never get your first project or product off the ground.

To Charge or Not to Charge

Whether or not to charge and how much to charge for your eBook will be determined by your overall business strategy. I'm an avid proponent of being a resource before I am a vendor, which is why I give so much information away to prospects and customers.

I write and distribute free articles online and off. I have my free ***Street Smarts Marketing Ezine***, my Free report entitled, "Learn How I Made Over \$100,000 from One Idea," a free four-day online marketing course, Podcasts and dozens of downloadable articles available at www.streetsmartsmarketing.com.

These are all tools to build credibility and name recognition. They also build trust for the consumer. Each is extremely content-driven.

Building name recognition and credibility is a great reason you may want to give an eBook or two away to your market.

If the eBook is well written, has valuable information and can establish you as an expert people will be more likely to invest money in your other products or services you offer such as **speaking**, coaching, **mentoring**, or anything specific to your offerings.

The products you do charge for must be priced based on what people will pay, how content-driven the item is and your level of expertise.

Make sure your products are really worth what you are asking, otherwise you can easily lose credibility.

On the flip side, many people undercharge for their products and services. I have seen, and had the experience, that by raising prices one can actually sell more. Again, it is a matter of what the market will bear. And that can take testing.

Making Your eBooks Available

If you are going to give an eBook away, post it on your website for a free download. All a visitor has to do is leave you their contact information. You can also send a message to people in your database announcing the free eBook and encourage them to send people they know to your site for their own copy.

Additionally, you can do what I did with this eBook which was to announce it in forums, **on my blog**, add the giveaway to my byline and invite people to give the free copy to people they know. If you know others who are looking for added value for their market, let them pass it out to their readers.

Be sure to have your contact information in the eBook, links back to your website, links to special offers and affiliate campaigns, and anything else that makes the eBook a tool for ongoing marketing.

Consider designing a **squeeze pages** for your eBooks. You can use the squeeze page in Joint-Venture campaigns and as a tool for bonus-gift giveaways.



Bonus Gifts Give you a Boost

Bonus Gifts

Bonus offers are an excellent way to build your opt-in subscriber list. There are many benefits to developing a bonus gift that you either give away from your own squeeze page or your Joint-Venture partners offer to their market.

In the world of online marketing you will be well served to develop bonus gifts that are easy to access for the end-user. Products like eReports, eBooks, MP3 files, teleseminars, or a limited offer for a group mentoring class are ideal as bonus gifts.

- ☑️ Make the bonus available as a giveaway to those who have a similar market reach
- ☑️ Make your bonus of very high value to your market
- ☑️ Require people to register to download. This allows you to fill your database in order to continue marketing on the backend.

Benefits include:

- ☑️ Substantially increase your opt-in database numbers
- ☑️ Increase visibility on the Internet
- ☑️ Reach more of your target market
- ☑️ Increase traffic to your website

- ✔ Create future opportunities to sell your own products and services to anyone who downloads your bonus product

When you create bonus offers it is best to:

- ✔ Create Joint-Venture partnerships with those who have a similar market reach and understand the value of expanding their market reach through bonus offers.
- ✔ Make your bonus offer of very high value to your market.
- ✔ In most cases you want to require people to register to download. This allows you to fill your database in order to continue marketing on the backend.
- ✔ There are always exceptions to the rule of requiring people to signup for your bonus gift. In some cases, having the opportunity to get your content in front of the right reader without getting contact information can have some long-term benefit. If you have existing high-paying clients who don't want to deal with signing up for something, you are better off sending the eBook directly to them.

Following are three examples of bonus offers. As you will see, each targets a different market. **You are welcome to download any of the following bonus offers!**

Example 1 – Great for those with a market reach of spiritually minded men and women.



Realize Your Worthiness for Success

Discover insights to success that give you the freedom to choose a life of joy, gratitude and purpose

FREE ebook (\$19 Value)

By Kathleen Gage – The Street Smarts Marketer™

Do you define success as the ability to live life with richness and love, contribution to others and an increased awareness of your calling? Is a successful life one filled with vision and inspired action? Do you hold the belief that the model of success many of us grew up on is no longer sustainable? Is the new model of success one of fulfillment of purpose, honor and integrity as well as financial abundance, health and spiritual wellbeing and the willingness to play at the highest level we are inspired to?

If you felt the previous questions resonate with who you are, this book is for you.

Regardless of where you reside, your age, gender, education level, religious or spiritual beliefs you are experiencing some level of personal and/or professional transformation.

Transformation is happening at an ever increasing rate; there's no stopping it. Those who embrace this transformation will experience amazing shifts and an increase in their awareness.

Those who do not will likely feel increased frustration, fear, anger and immobility.

The choice is yours. It begins right here, right now.

Enter your information below for instant download to this eBook

Realize Your Worthiness

http://www.kathleengage.com/worthiness_ebook.htm

Example 2 - Great for those with a market reach to speakers, trainers, authors, and consultants.



So You Want to Be a Professional Speaker?

A content driven eBook written by award-winning speaker and bestselling author, Lori Giovannoni. Yours Absolutely FREE!

(\$19 Value)

Learn the truth about what it takes to become a successful professional speaker!

- Discover success strategies from a six-figure-a-year speaker.
- Find out how to leave a lasting impression that keeps people talking about you and your presentation for years to come.
- Discover the main reason most people will never be successful in the speaking industry.
- Learn the 8 things you absolutely must have in order to be truly successful in the speaking industry.
- And much, much more!

Access here:

<http://www.lorigiovannoni.com/professionalspeaker.htm>

Example 3 - Great for those with a market reach to women, those interested in achievement, believers in the Law of Attraction and those seeking spiritual information.



The Law of Achievement Spiritual Sampling
By Kathleen Gage and Lori Giovannoni
(Value \$9)

Have you ever questioned your ability to achieve? Do you wonder if there is more to life than simply making money? Are you looking for more fulfillment and purpose? If you answered yes then this special gift from best-selling authors *Kathleen Gage and Lori Giovannoni* is for you.

The Law of Achievement Spiritual Sampling is a bountiful serving of dozens of excerpts from the book, *The Law of Achievement*. Inspired by one moment in time that changed the lives of many, *The Law of Achievement* offers a rare look into what it really means to discover your purpose, possibility and potential.

Landing Page Link <http://lawofachievement.com/haysignup.htm>



Teleseminars Part of Any Profitable Marketing Mix

Teleseminars - A Powerful, Profit-Generating Strategy Any Business Can Use

A teleseminar is a seminar conducted over a telephone conference call, usually for a fixed time with a maximum number of participants.

To be effective you must send participants session information, which includes the date, time of call, phone number to dial and an access code that will allow them to join the call.

Participants join a bridge-line, which allows many people to be on the call all at one time. There is a moderator on the call who may be the instructor or who will interview the expert on the call.

Teleseminars are fast becoming one of the most valuable strategies you can use to increase your market position, your lead-generation list and your profit margins. You can quickly become known as an expert in both your field and market through the power of teleseminars.

Why Host A Teleseminar?

Consultants, coaches, speakers and trainers can literally make tens of thousands - even hundreds of thousands - of high-profit margin dollars without ever having to leave home.

Vendors can easily educate their client base through the proper use of teleseminars. By doing this you are becoming a more valuable resource to clients.

Virtually any type of business can benefit from the power of teleseminars. Some will offer the session at no charge, while others will choose to charge anywhere from a very nominal fee to several hundred, and even several thousand dollars, for this type of training platform.

There is plenty of information floating around the Internet on how easy it is to make money from teleseminars and for some experts, it is relatively easy. Unfortunately, as with anything promising big returns for little effort, it is not always as easy as some people make it sound.

Before you can charge substantial amounts of money for teleseminars you have to establish your market reach, your credibility and your expert status. You have to have something that people are willing to pay for.

Even when you offer no-fee sessions you still need to make sure the information is perceived as valuable to those on the call. The more valuable your information, the easier it becomes to fill your sessions. Additionally, when you become known as someone who is a reliable and consistently offers great information, you begin to develop a following.

Benefits of Teleseminars

Here are only a few of the benefits of teleseminars and teleseminars:

- ☑ Expansion of Your Market Reach
- ☑ Cost-Effective Marketing Strategy
- ☑ Increased Visibility
- ☑ Expert Status Positioning

You can feasibly host and record a call then distribute the audio file via the Internet with no hard costs whatsoever. Depending on the purpose of your call, this low-cost method will be very acceptable.

There may be times when you may need a more professional recording. In this instance, you will need to invest in very high quality recording equipment, editing services and distribution methods.

Those of us who have done extremely well at revenue generations from teleconfernces have been trained by a qualified expert. In addition, we have a clear vision of what we want to accomplish and we prepare for the sale.

Planning a Successful Teleseminar

There are countless individuals who have failed miserably when they have attempted to make money from teleseminars. Often it is because they have not been trained in how to position the call, create enough of a market demand for what they are selling, there is no call to action, nor do they have a solid follow-up plan.

With the right vision, planning and action steps, you can do extremely well with teleseminars. Here are a few of the steps involved in successful teleseminars.

1. Decide on the purpose and topic of the call. Is it to inform, educate, motivate, inspire or promote?

A simple way to determine the topic (and purpose) of the call is to address a problem to which your market needs a solution. Ask your market using an online survey or even by sending a fax or letter to a portion of your market to receive great input.

2. Pick a suitable date and time based on your market. For some markets, daytime works best. For others, evenings. Find a time that works best for your audience.

3. Secure a bridge line. A bridge line enables callers to dial a single phone number and hear each other as if they were in the same room. There are numerous services available ranging from free to very high fee.

4. Market the session. How you do this will be determined on whether or not the call is open to the public or only a select group of your current clients are invited.

5. Host the call.

6. Develop support materials. You may want to consider providing a handout or learning guide for the call. This allows your listeners to easily follow along, write down points that are especially important to them, and refer back to the notes long after the call is over.

Additionally, you can use the learning guide as a promotion piece for other products and services you have available.

7. Record the session. There are software programs available that allow you to record from your phone and computer. Some experts prefer this method while others prefer to outsource all the recording, editing and distribution of the audio file and call transcripts.
8. Follow-up. After the call you should have a definite plan of when and how you will follow-up with those who were on the call and those who were unable to make it. If you are selling a product or service, sales are often made hours, or even days, after the call is over.

Selling on the back end of the call is an art and science. Those of us who are making thousands of dollars per call don't dare leave it to chance. If you don't have a great plan in place you may miss thousands upon thousands of dollars in potential revenues.

You can also use a teleseminar to promote other products and services you offer such as eProducts, books, training program, mentoring session, and/or coaching sessions. For more information on the full Street Smarts Marketing Making Money with Teleseminars program [click here](#) .



There's Profit in Partnerships

The Power and Profit of Affiliate and Joint-Venture

Partnerships

Many people marketing with the Internet are utilizing a couple of very effective strategies to increase revenues and market reach. Newer marketers may believe these tactics are brand new and are some great “secret” recently revealed. Anyone who has been in marketing for any length of time knows these strategies have been used for years in offline marketing. When utilized correctly they have been extremely effective in lowering marketing costs while increasing market reach and ultimately revenues.

In offline marketing, terms such as sponsorships, partnerships and shared revenues have been used to define what is now referred to in the online world as Affiliate Partnerships and Joint-Venture Partnerships.

Both online and offline partnerships have incredible benefits and the potential for unbelievable market reach when done right. They can also have incredible pitfalls when they are not well thought out and can cause havoc to one’s market almost instantaneously if not properly planned.

Affiliate Partnership

There are several types of affiliate partnerships. In the world of Internet Marketing the easiest way to describe this type of partnership is one that is ***pay-on-performance***.

It is a business relationship with a merchant or other service provider that allows you to link to that business. When a visitor clicks on the link at your site and subsequently makes a purchase from the merchant, you receive a commission based on the amount of the sale, a referral fee or a pay-for-click fee.

You can also have affiliate relationships in which you promote through avenues other than your website. It could be through a stand-alone squeeze page.

In essence, it is a revenue sharing partnership between a merchant and one or more affiliates, where the affiliate is paid a commission for referring clicks, leads or sales to the merchant website.

Affiliate Marketing is a widespread method of promoting a website, in which an affiliate is rewarded for every visitor, subscriber and/or customer provided through his efforts.

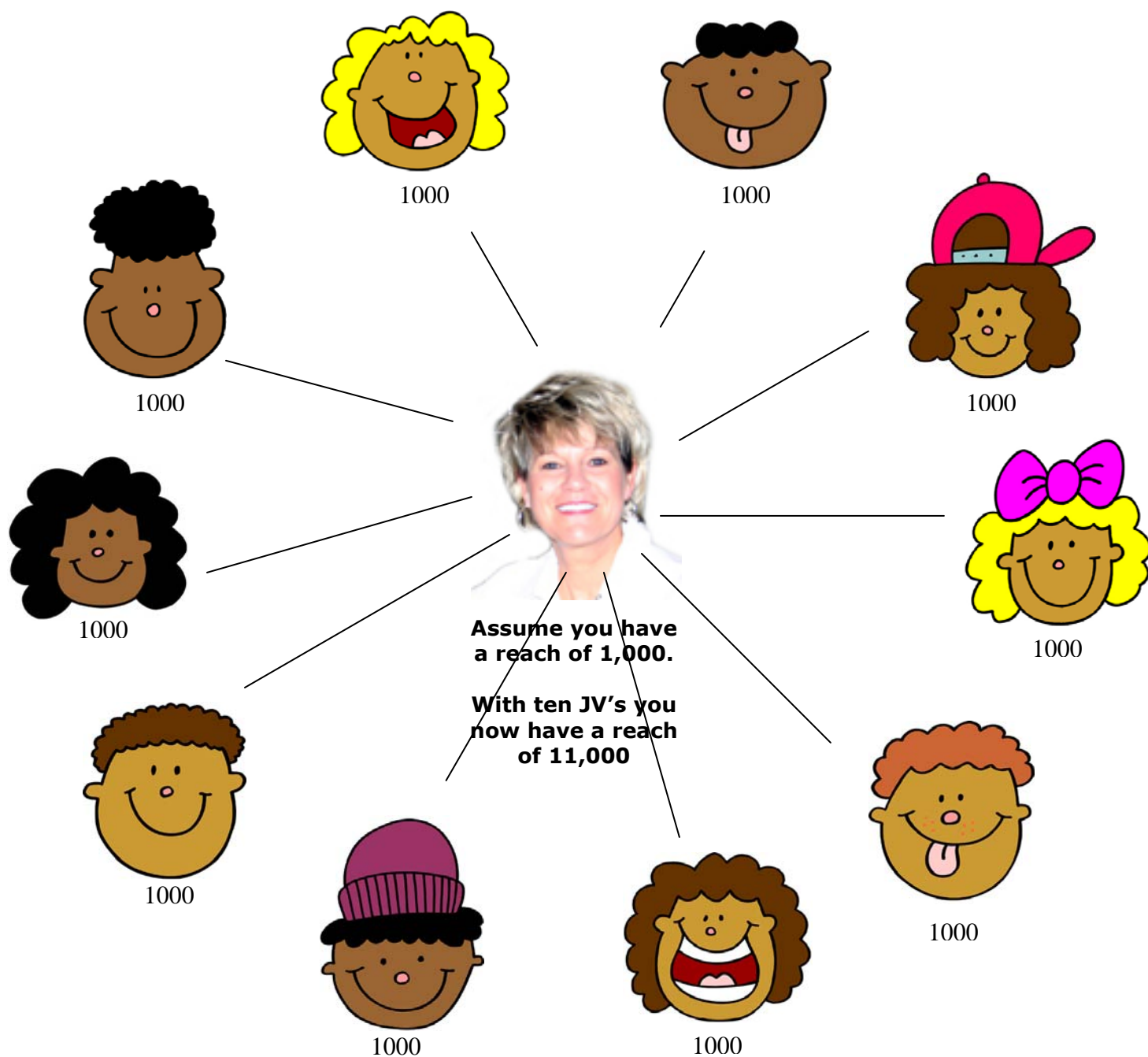
Joint-Venture Partnership

A Joint-Ventures Partnership, or JV for short, is an agreement with one or more people in which everyone benefits in some way. The primary purpose of this type of partnership is cross-promotion with the goal of one company selling a product/service while increasing market reach and database size for all partners.

One of the most common arrangements with online marketing is where a partner agrees to send out a message to his or her market about a specific campaign Person A or Company A is promoting. In return for promoting Company A's product or service to the market, the JV is able to offer some type of incentive to Company A's customer base. This incentive will drive anyone who purchases Company A's product or service to the JV's company or website. The incentive could be a free item or a discount on an item. Ideally, the incentive offer is free.

Assume you are spearheading just such a partnership. Let's say you secure partnerships with ten JV's who each have a market reach of 1,000 and you have a market reach of 1,000. With the right partners your market reach will increase eleven times to more than 11,000 potential customers.

Joint Venture Campaigns can substantially increase your reach!



JV Success Strategy

An essential aspect of a successful Joint-Venture Partnership is clear communication. Make sure all agreements are very well outlined in order that there is no confusion on who is doing what and what each person's responsibility is.

The benefits to a good JV Partnership are:

- ✔ Substantially increase your opt-in database numbers
- ✔ Increase visibility on the Internet
- ✔ Reach more of your target market
- ✔ Increase traffic to your website
- ✔ Create future opportunities to sell your own products and services to anyone who downloads your bonus product

VIRAL MARKETING IS THE WAY TO GO!

Viral marketing is a strategy that encourages email recipients to pass along messages or information to others in order to generate additional exposure. It is the extremely powerful and unique ability of the Internet to build incredible visitor streams which can bring fast traffic growth to a website. It can be done via joint ventures, affiliate programs, link exchanges, targeted email campaigns and blogging.

What happens is this: each person is telling someone they know that your material is worth reading. They may forward a copy of your newsletter, an article or simply give out your email or web address. You can be more aggressive with viral marketing by offering incentives to those people who help you by distributing your information. It could be something as simple as offering something to their customers if they send people to your site.

Viral marketing, also referred to as viral advertising and viral promotions, refer to marketing techniques that use pre-existing social networks to increase awareness of a product, service or event.

It is a type of word-of-mouth promotion in which people pass along email messages and other electronic documents to their own network. Often people in their network pass the information on to their network.



Let Your Voice be Heard with Web Radio

Web Radio – A Viable Marketing Strategy

With the right product or service, traditional radio is a great medium for marketing, but has a very short shelf life. Traditional radio can be costly and limits you to a thirty- or sixty-second spot.

A great alternative is Internet radio, also known as Web radio. As the name implies, web radio is a broadcasting service transmitted via the Internet. Although some web radio stations correspond with a traditional radio station, many web stations are completely independent and only broadcast on the Internet.

Internet radio is an extremely cost-effective way to market and promote your products and services. Whether your genre is business, women's issues, spiritual, health, wellness, financial, or dog training, you will find shows of every description looking for guests.

Some web radio programs will charge you a fee to be a guest, but most do not cost anything. If you choose to pay for a guest spot, the fee can be put under the category of advertising costs.

If you are going to invest financially, whether it is \$5 or \$500, do your homework to find out if the investment will be beneficial. In some

cases, the investment will be well worth it. But if you are not careful, you can foolishly spend money and gain little or no return on your investment.

When looking for a Web radio program for your product or services, consider the following:

- ☑️ What is the station's market reach?
- ☑️ Who is the market?
- ☑️ What are the marketing strategies of the radio program?
- ☑️ Who are some of the other guests that have been interviewed?
- ☑️ How experienced is the host?

Although it may seem like you can get incredible reach with web radio (and in many cases you can), you can waste a lot of time and money following false promises.

Since there are free services on the Internet that allow virtually anyone to start a web-based radio program, practice due diligence to make sure you are investing time and money wisely.

There are countless examples of someone literally starting a station in a matter of minutes. There is nothing at all wrong with this, but you run into the challenge of having lots of “rookies” claiming to be well-positioned in the market place when in fact they are not. So again, do your homework!

On the other hand, if you are dealing with a professional host and station, there are ample benefits. A well-positioned show and station can gain you instant access to a global market for practically no cost. You can quickly become a recognized expert in a very short period of time through the power of web radio.

Although it does take time to find great places to be interviewed, it can be well worth the time invested, especially if you are what is considered a perfect guest.

Great guests are more difficult to find than most people realize. If you are a star guest, chances are you will be invited back again and again. You may also be referred to other web radio hosts. Imagine what this can do to increase your market reach and lower your cost per lead conversion rate!



Charla Haley

As the host of a weekly radio show, I always look for guests who can bring a dynamic, entertaining element to my show.

And, most of the time that can be a huge challenge, because it's not as easy as many people think. You have to find the right blend of interesting, engaging subject matter presented in a way that keeps the audience from changing the channel. Someone who is able to establish a quick rapport with me and my audience is essential.

Kathleen Gage is the epitome of that "perfect" guest. Over the years, I invited her back again and again to my show. I always had complete confidence in her ability and the fact she could and WOULD deliver. She definitely knows what the media wants..

-- Charla Haley -- On Air Personality, The Breeze Radio Station
Salt Lake City, UT

Treat any radio interview as a great opportunity — because it is! If you are using web radio as an integral part of your marketing mix, invest in the services of a good **media coach**. Your coach will be able to help you polish your message in a very professional and engaging manner.

Once you have secured an interview, make it easy for the host to work with you. Provide the information the host needs as soon as possible. Prepare a short bio and a selection of questions to the host.

This gives them an idea of what to ask. Make sure that you can be clearly heard while being broadcast; don't use a cell phone or headset during the interview.

In most cases, you will be interviewed to inform, educate, entertain or inspire, not to sell something. Speak clearly, avoid industry jargon, shut out background noise and most of all, have fun!

If you have not included web radio in your overall marketing, it may be time to rethink this. With new stations popping up every day, show hosts are always on the lookout for great stories and people to feature. Why not you?

To learn about more than 100 Web Radio Stations and learn how to be a **Star** guest [click here](#).

Media Releases

The media is a very underutilized resource for many online marketers. When you can incorporate the use of media releases into your overall marketing you can substantially increase visibility, web traffic and lower your marketing costs.

Media releases, also referred to as a news release, press release or press statement is written for the purpose of announcing something to the media which has news value. It can be mailed, faxed or emailed to editors and publishers at newspapers, magazines, radio stations, television stations and online resources. There are both paid and free services available on the Internet. Here are several ...

Top Choice

<http://www.prweb.com>

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

<http://www.findnews.org/>

<https://uadm.arrivenet.com/>

<http://www.clickpress.com/releases/>

<http://www.click2newsites.com/press.htm>

<http://express-press-release.com/>

www.mediapost.com

<http://www.press-world.com/>



Making Money without a Website

Making money without a website

You can make money on the Internet even if you don't have a website.

People do it every day. You can do this through selling products for others as an affiliate, through eBay, with a blog and through social networks such as [Twitter or Facebook](#).

Becoming an affiliate is as easy as finding a product you want to promote that offers reasonable commission. The greatest profit margin will come from digital products such as eBooks.

The most common commissions for digital products are anywhere from 30 – 50%. In some cases it will be more. A great place to find digital products you can sell as an affiliate is [Click Bank](#).

For physical products or programs that are ongoing training or mentoring courses, the commissions range from 5% - 35% on average.

You will need to sign up as a reseller. After you sign up you get a unique affiliate link. You use this link to send people to purchase the product.

There is no cost to become an affiliate. There is a nominal fee to post your own products, but it may be well worth the investment. Click [here](#) for more information and to register with **Click Bank**.

You will still need to be proactive in your approach to selling the products you are promoting. You can do so through article distribution with a link at the end of the article back to your unique link.

You Can Sell from a Blog

As mentioned earlier, blogs are weblogs. They are fast becoming one of the best ways to generate traffic and buyers to a specific location.

Once you have a blog you can start making money without the standard cost of putting up a website. The challenge with free services is that at their own choice they can close your blog down. Do some research to find out the limitations to using a free service as compared to a paid service.

As with any form of selling you will need a proactive approach to driving traffic to your blog. You can use all the same strategies that have been outlined in this learning guide for web traffic and apply them to your blog.

To gain the most from your blog you should add content on a regular basis; at least three times a week. Daily would be ideal.

There are two ways to promote with a blog.

- ✓ Your Own
- ✓ Other people's blogs

In your own, you can simply post information specific to and of interest to your readers. [Click here](#) to read my blog.

In someone else's blog, readers are often invited to leave comments about an existing post. When done right, leaving comments is a great way to gain name recognition and expert status. Your comments usually have a link to a webpage you designate. It can either be your main page or a link to a [squeeze page](#) where you are promoting something.

You want to avoid appearing too much of a self-promoter or making a post only to sell something. If you leave valid comments and information on someone else's blog, you establish yourself as an expert.

The more valuable and relevant your comments the more people will be likely to click through to your website. (Is your website optimized to take advantage of these types of visitors?).

A blog is one of the cheapest and fastest ways to build an online presence. It is perfect for virtually any market, type of business and specialty. A blog is a great tool to use to build credibility, name recognition and build a loyal following.

To see my blog visit <http://www.themarketingmindset.com> and <http://www.dailyawareness.com>. To get instant updates from my blog go to www.feedblitz.com and input my blog address in the space provided.

A blog is a very nice compliment to a website, Ezine and online store (eCommerce).

Blogging with The Blog Squad

My good friend, Denise Wakeman AKA The Blog Squad is dedicated to helping you attract and connect with clients using simple online tools so you can build your business and make more money. Great resources for anyone serious about blogging. [Click Here](#)

Social Networks – Online groups

Social networks connect people with all different types of interests, and one area that is expanding in the use of these networks is the corporate environment. This makes them searchable and connected to other business professionals. One example of a business social network is LinkedIn, a network that connects businesses by industry, functions, geography and areas of interest.

Networks are usually free for businesses or at a low cost; this can be very beneficial for small businesses looking to expand their contact base. These networks act as a customer-relationship management tool for companies selling products and services. Companies can also use social networks for advertising in the form of banners and text ads. Since businesses are expanding globally, social networks make it easier to keep in touch with other contacts around the world.





Social Networks can be great for gaining visibility, building your network and increasing revenues. However, for many people who want to use them for business reasons, they can be a huge waste of time if they don't monitor their time online.

Some of the well known social networks are:

-  **Twitter**
-  **Facebook**
-  **LinkedIn**
-  **YouTube**
-  **Friendster**

Do a Google search to find more.








Success tips for Social Networks

-  Know why you are spending time there. You can waste an incredible amount of time if you just "cruise" around.
-  Find areas where you can meet like-minded folks or your target market.
-  Share valuable information in the forums and groups (there are thousands to choose from).
-  Make sure your profile has key information about you that leads people back to a website.

Look for people who seem that they would be valuable to know, send them a personal email mentioning something on their profile you liked. That should start a nice conversation. I have done this with some authors. If I have read someone's book, I let him or her know, and I let them know what I liked about it.

Sales Letters That Sell

There will be numerous occasions in which you will need a great sales letter to sell a product or service. This is all part of the process of marketing on and with the Internet. Here are some key factors to success with sales letters.

-  Focus on the reader. It is about them, not you.
-  Focus on the benefits -- not just the features.
-  Have a catchy headline – the headline is the most important part.
-  Use power subheads.
-  Break up the copy with your subheads.
-  Be conversational.
-  Avoid jargon.

- ✔ Sometimes make it short, sometimes long, depending on what you are selling.
- ✔ Use testimonials when possible.
- ✔ Ask for the order!

A great sales letter can take hours and even days to write. A great resource for sales letter development that can literally cut your time by as much as 50 – 80% is Instant Sales Letters by Yanik Silver:

[Instant Sales Letters](#)



In Closing – Keep the Process Going

This is an Ongoing Process

To be successful with Internet marketing strategies takes discipline and commitment. As was mentioned early on, this is ***not*** a get-rich-quick proposition. It is about having systems in place. Systems that can realize you an incredible amount of money over time. Systems that allow you to have more control in how you generate your revenues. Systems that open up opportunities for multiple streams of revenue.

Plan to put time, money and effort into eMarketing and eProducts before you ever realize a profit. Once things are in place and running smoothly, imagine how good you will feel when you find out you actually made money while you slept.

Using the Internet in your business has to be an integral aspect of your overall business and marketing plan.

Imagine what this could do for your business, your revenue streams and your lifestyle.

Recommended Resources

How to Become A Six-Figure-a-Year Professional Speaker

This special program is designed for authors, speakers, coaches, consultants and entrepreneurs who are called to share their message in both the online and offline arena. Although this program was originally designed for platform speaker training, you will find much of the information can be used in the online arena for delivering teleseminars, webinars and private company trainings where you never leave your home or office. Please note, this is not a teleseminar training but rather a program that will show you how you can make a great living as a speaker in a number of environments and delivery modes. [Click Here](#)

Blogging with The Blog Squad

The Blog Squad is dedicated to helping you attract and connect with clients using simple online tools so you can build your business and make more money. Great resources for anyone serious about blogging. [Click Here](#)

Shopping Cart – KickStart

KickStartCart.com integrates everything you need to do business professionally over the Internet - an Internet merchant account, a payment gateway, a secure online order form, Affiliate tracking, ad tracking, detailed reporting, multiple autoresponders and much, much more. It's perfect for selling shippable products or downloadable goods or online services on a one-time or recurring basis.

KickStart has all the same features as 1ShoppingCart, but KickStart was branded by multi-million dollar producer, Tom Antion, as the Shopping Cart of choice for the speaking, training, coaching and authorship industries. [Click Here](#)

Get Response – Simple email Marketing at Its Best!

Turn-key email marketing service, autoresponders, conversion tracking and top-notch email deliverability.

An easy, web-based email marketing software that delivers your campaigns, offers, newsletters, follow-ups and autoresponder messages. Perfect for anyone who simply wants to build an opt-in subscriber list without all the bells and whistles. [Click Here](#)

Search Engine Optimization – SEO

SEO is the process of increasing the amount of visitors to a web site by ranking high in the search results of a search engine. The higher your ranking the more visitors you will get to your site. The more visitors, the more revenue.

A great program for SEO is SEO Elite. It is the personal favorite of Kathleen Gage's web master and SEO specialist. [Click Here](#)

ClickBank

Make money on the Internet even if you don't have a website. You can do this through selling an affiliate product. ClickBank is the Internet's largest digital marketplace, where thousands of the web's most popular products are sold every day. Whether you're looking to buy, sell, or promote digital products, ClickBank is for you.

[Click Here](#)

Mini Sites Revealed

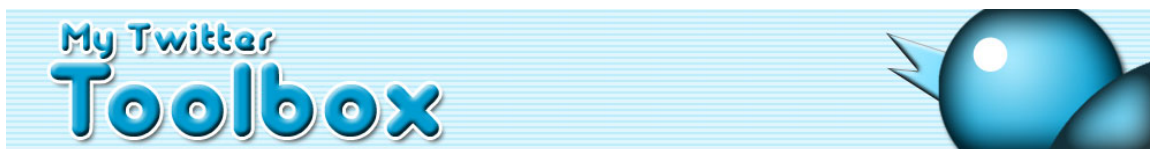
Learn to make money with Mini Sites. FREE videos reveal the easiest way to create effective websites! Get your no cost membership today – this is a \$97 value and available for a very limited time! [Click here](#)



Easy PLR

Top Quality Content & Article Packs To Pick And Choose From At An Affordable Price
from Nichole Dean

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From David Perdw
NAMS producer

Finally, get the most out of Twitter and stop wondering aimlessly across the Twitterverse!

Access More Than 250 Twitter Tools To Keep You Productive, Engaged and Social!

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Instant Teleseminars

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Trying to break into creating your own informational products? Having problems selling the ones you've already created? Need a way to boost your conversion rates AND your profits? Read how one guy made more than \$3,000 in just 7 days by selling a 30-page report for \$7.

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Web Radio

Catapult Yourself To Celebrity Status Faster Than You Dreamed Possible with the Power of Internet Radio

Directory of Resources for Internet Radio Show Interview Opportunities - eBook and Radio Interviews - A Recipe for Success - MP3

Whether your genre is business, women's issues, spiritual, health, wellness, or financial you will find in the directory lots of shows you can contact about being a guest. The directory contains listings of more than 100 Internet Radio shows at your fingertips. The MP3 teaches you what it takes to be the kind of guest hosts invite back again and again. [Click here](#)

Street Smarts Marketing and Promotions Affiliate Opportunities

Would you like to join my team of affiliates? You can pick and choose which products and services you promote. All are of the highest quality and designed to make you money. Commissions vary based on what you promote to your market. [Click here](#)

Kathleen Gage Mentoring

One-on-one and group mentoring programs available for those who are ready to launch their online marketing campaigns. My Street Smarts Marketing and Promotions training courses are designed for those who are serious about their online success. [Click here](#)

Street Smarts Marketing™ Membership Program: A Step-By-Step, Training Program For Starting And Running A Successful Online Business!



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**About Kathleen Gage**

Kathleen Gage is an internationally recognized *Internet Marketing advisor* who works with spirituality speakers, authors, coaches and consultants who are ready to turn their knowledge into money-making products and services. She does this by teaching them eProduct development, Internet marketing, multimedia program development, self-publishing skills, teleseminar development and how to develop mentoring courses that they can offer their clients.

She is known for her unique and creative approach to helping others understand the power of beliefs, thoughts and actions that promote the marketing mindset and create a successful life.

As a bestselling success author, Kathleen Gage is a highly sought-after expert guest on radio programs and teleseminars. In addition to her Internet marketing business, Kathleen has been a keynote presenter for conferences and conventions for more than 15 years.

Over the past 25 years, Kathleen Gage has received numerous business awards including the 1995-1996 and 1999-2000 National Speakers Association Utah Chapter Speaker of the Year, 1999-2000 Salt Lake Chamber of Commerce Business Women's Forum Achievement Award for Business Innovation, The Leadership and Communications 2000 Award for Toastmasters International, and the Giant Step Award for 2004 from the Utah Department of Workforce Services for business innovation and success.

Kathleen has contributed marketing, promotions and sales articles to hundreds of online and offline business publications.

Kathleen has hundreds of teleseminars, interviews, books, and eProducts to her credit. Her four hardcopy books are *101 Ways to Get Your Foot in the Door*; *Message of Hope, Inspirational Thoughts for Uncertain Times*; and *Workplace Miracles, Inspiring Stories and Thoughts of Possibility* and her bestselling book, *The Law of Achievement*. She is also the author of her signature series - *Street Smarts Marketing and Promotion*

Catch up with Kathleen - Click on the name of locations to access

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