

WEBMASTER'S TOOLBOX

**Volume #8:
Website Promotion Exposed!**

LEGAL NOTICE:

[The Publisher](#) has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading

You Have Giveaway Rights To This Report

“The Only Membership You Need”



[Click Here To Visit](#)

Website Promotion Exposed!

Well, we've made it this far. You've put your site together and now it's time to unleash it to the world. Only one problem.

- How?

I have made the last 3 years of my life an almost full dedication to learning the art of advertising online. There are more ways to promote your site online than Carter has liver pills. Some methods work well, some not so well. The problem is, when we first start out, we don't know which is which. The only way we find out is through trial and error.

So let me jump in at this point and get this out of the way. What is going to follow in this series on advertising is simply my personal feelings on each method. I will give you a technical explanation on how each method works, which probably won't get much criticism, and then I will give my evaluation of each method, which will probably get a TON of criticism.

So be it. If you feel I am unjustly picking on a method of advertising, then by all means post your comments [here](#).

I am in no way suggesting that my opinions are right, wrong or anything other than **just** my opinions. So take them with a grain of salt. I will try to back up my opinions with some facts and pieces of logic. But ultimately, you're going to have to try out each method and see what works for you.

Here is a short list of the methods of advertising that I will be covering in this report...

- Article Writing
- Auto Surfs
- Banner Exchanges
- Blogs
- Buying Leads
- Classified Ads
- E-Zine Ads
- FFA Hosting
- FFA Posting
- Forums
- Joint Ventures/Freebies
- Link Exchanges
- List Builders
- Manual Surfs

Message Boards
Pay Per Click
Safelists
Search Engines

You'll notice that they are in alphabetical order. I think this will be the best way to cover this subject so that you can easily find what you're looking for.

This will probably be the most extensive part of this whole series of reports in the [Webmaster's Toolbox](#).

Why?

Because I don't care how great your site is or how great your product is. If you don't promote it and promote it effectively, you're not going to get people to your site.

A brief explanation why.

In the real offline world, you can open up a store on the corner to sell donuts and even without advertising, you can get lots of people to come to your store, just because they are driving by. When the Dunkin Donuts opened up down the street from us, I didn't see any advertisements. I drove down the street, saw the Dunkin Donuts and said "Wow, a Dunkin Donuts!"

"Online is a different story. There are no streets. You put up a web site and unless you tell people it exists, nobody will see it -- not even the search engines"

So in the online world, advertising is 90% of the game. The rest is having a good product. And even at that, you can sell junk too and make money. Look at the "Pet Rock" and "Box Of Air" from the 70s. Those ad campaigns were dynamite.

In this report I will rate each form of advertising with 3 ratings.

1. How many people you'll get to your site
2. The quality of traffic to the site.
3. How fast you'll get this traffic.

Again, these are ONLY my opinions and rebuttals are more than welcome. I

encourage it. If you feel I have wrongfully maligned a method of advertising, [post a ticket](#) with your comments and explain why.

Show me how it can be effective. This way we all learn something. I may even learn something as I certainly don't claim to know it all. I am just speaking from experience.

Article Marketing

Introduction

Okay, this is going to be the first in what is going to be a long series on specific advertising methods. The reason this series is going to be so long is because in my opinion, even above product and web site, advertising is the most important thing when it comes to making your business successful. So going in alphabetical order, we're going to start with article marketing.

Unlike most other forms of advertising that are pretty much defined by what they actually are, article marketing is a little different. Why? Because unlike say, safelists where you basically just cue up your ad and let it run, article marketing is not so cut and dried. There are many ways to go about this.

But first, let's define exactly what article marketing is.

Article marketing is the practice of writing an article for the purpose of using it to get visitors to your web site, thus being a form of advertising, though not directly.

Let me explain.

The purpose of an article is to give somebody information. For example. There have been many times when I needed info on a particular topic because I wanted to learn something about it. Now, I could have just typed in the topic name into a search engine by itself but in so doing, I would have no idea what to expect as far as results.

So, if I wanted specific info about a topic I would type in "Topic Name" + "Articles" and then see what comes up. Hopefully, I will find a list of articles on that topic. Why do I want articles? Because I know that articles are going to be informative. At least I hope so, as not everybody is a great article writer.

However, most published articles are usually pretty decent if you go to an established and well known article directory. But we'll get into that later. The point is, these article directories are very popular with people and you can usually find a good article on the info you need in them.

So how does this actually lead to advertising, especially if you are writing an article on "Natural Acne Treatments?"

When you write an article, and now I am getting into one of the ways to use article marketing for the purpose of promotion, you can include with your submission to these article directories, what is called a resource box. In this

resource box is where you put your author's name and a little blurb about your site.

Now, the trick is go get people to read beyond the article and actually read your resource box. I'll be showing you some tricks on how to do that later. Anyway, by doing this, the person reading the article that you've submitted, will read your resource box and, if they find it interesting enough, go to your site, where you can do a number of things. We'll get into them later as well.

In the next section of this chapter, we'll go over another way to use articles for advertising purposes.

An Alternate Approach to Article Marketing

In the previous section of this chapter, we talked about one way of using article writing to promote your website, by submitting them to article directories and getting visitors from your link in the resource box for the article.

In this installment, we're going to go over another form of article marketing that doesn't involve submitting your articles to article directories. It can work very well but is going to take other forms of advertising along with it to make it work.

You probably know by now that blogs are a big thing on the Internet, and people have turned blogging into an art form. There are real blogs all over the place. Many of them are really well done and interesting reading. And therein lies the key. If you can set up a blog and really put some good article content on it, you'll eventually see that people will come to your blog to read those articles.

Once you have them there and have captured them with your words of wisdom, you can pretty much do anything...

I kind of look at it as your blog being the capture point and then from there you can send people anywhere you like. Maybe you have another website you want them to check out that is in the same niche as your blog. Maybe you sell an affiliate product that you want them to check out. You can do any of these things from your blog. Just include a link at the end of the article, or middle.

Middle?

Why not? Blogs are not bound by the same rules as article directories where you can only have a link in your signature or resource box. It's **Your** blog. So you can do anything you want with it. So for example, you can be talking about this great new game that just came out and start to review it.

In the middle you can say, "Here, check it out at..." and then just give them your Amazon.com affiliate link for that product or wherever the product is being sold.

Think they won't go check it out?

The flexibility of blogs is mind-blowing. You are limited only by your imagination. If you're a creative writer, and that's why I so stress that writing is one of the most critical parts of online promotion, then there is no reason why you can't make a few sales off your blog each day.

So now, the \$64,000 question is simply,

“How do we get people to our blogs?”

And therein lies the rub, because blogs are no different from any other web page. If people don't know they exist, then they won't know to go there.

That's why we have this report on Website Promotion.

One method that we should talk about here, however, since this article is basically about putting articles on blogs, is the method of blog directory pingging.

Basically what you do, after you actually update your blog, is to go to one of these services and let them know that your blog has been updated. You simply type in your blog name and URL and then hit the ping button. What will happen is that this service will then ping all the blog directories in its listing letting them know that your blog has been updated.

Here are 2 services that I use to do this.

kping.com

pingomatic.com

They're very easy to use and you should have no problems with them.

What's Bum Marketing?

I was debating about whether or not to even cover this topic yet simply because it gets more into a method geared for a specific type of business. But I think for people who want to do something like this, you might want to read this.

I was eventually going to include it in the more advanced report anyway. But since this is such a big thing today, I figured I'd share it now.

By now, you may or may not have heard about something called "Bum Marketing" If not, I'll give you the 20 cent tour. The whole concept is a little more involved than what I'll be sharing here, but this will give you the basics.

Anyway, here's bum marketing in a nutshell.

Remember I talked about finding niches and what to look for as far as how many searches are done for a keyword each month and how many competing sites you have. Well, Bum Marketing takes this one step further to the point of specializing in niches that have so little competition, but enough monthly searches to actually make it so that you might make a few sales out of the deal. Let me say, you will NOT get rich off of this unless you do a TON of writing.

What you want to do, and this is the hard part, is find a niche where there is no more than 1,000 competing sites for that keyword or keyword phrase, but at least 3,000 to 5,000 searches a month. This will ultimately give you a wide open field to break into this niche.

Let's do a real time example, as of this writing, to show you what I am talking about.

Let's go to our search engine and look for a keyword phrase that has very few competing sites on Google.

I decided to start with "movies." Yes, it's a broad phrase, but this tool...

<http://freekeywords.wordtracker.com>

...will give you a number of alternatives. So when typing in "movies" I came up with a pretty long list. I finally got down to one phrase...

"List Of Christmas Movies"

Wordtracker came back with 361 searches. Now, you have to multiply that by 4 to get the rough total number of Google searches. That's about 1400 searches a month. Not bad.

But, the key is, how many competing sites for that keyword?

I then went to Google and typed in “List Of Christmas Movies” and came up with only 249 competing sites.

Wow! We’ve struck gold. How?

Simple. Write an article on “List Of My Favorite Christmas Movies”

Submit it to Ezine Articles **after** you have a site set up with:

1. In depth reviews of a number of Christmas movies.
2. Links to be able to purchase these movies online from your Amazon account or whatever place you want to deal with.
3. You can have other movie related items at the site, but the key is to narrow in on your target market.

The Bum Marketing theory is, for every article you write, you’ll make 1 sale per month. Want to make 30 sales a month? Write 30 articles.

Over time, more and more people will see these articles and your income will increase.

Just repeat the process for any niche you want. Yes, the research takes time, but once you find a gold mine, you **will** profit from it because very few people are doing this.

Try it if you have some time.

Auto Surf Sites

If you know about [TrafficSwarm](#) then you grew up on traffic exchanges, or what I call “manual surfs” The reason I call them manual surfs is because in order to get from one site to the next, you have to actually view the site and click the next button when the timer reaches zero. This at least assures that people are actually viewing these sites.

But auto surfs are a whole different ballgame.

Auto surfs have actually been around a lot longer than most people realize. The reason for this is because when they first came out, back in the late 90s, they weren't tied to these insane HYIP programs that seem to be popping up everyday.

Anyway, back in the 90s, the first auto surfs were relatively harmless surf bars that you installed on your PC and they ran a little ticker tape along the top or bottom of your PC screen. They provided incentive to do this by paying you for the number of hours that you had this thing running each day.

My supervisor at work, who had his running everyday from 9 to 5 actually made about \$30 by the end of the month. Not bad considering he had to be on the computer anyway.

The original concept and basic reason for these sites to do this was simple. Having these sites running on your PC made it so that **maybe** you might actually see one of the ads running across and be interested enough to check out the ad and **maybe** even buy something from the advertising site. Honestly, I don't know if this concept worked or not. I know my supervisor never bought anything.

Over time, these sites began to get into bigger money. They started to combine auto surfs with HYIPs. In other words, you invested your money into the HYIP, which they disguised as “advertising expense” and every so many days or weeks, you got a return on that money.

The returns started getting more and more insane. 12DailyPro was giving 12% every 12 days. They were eventually shut down.

Did anybody actually ever view these sites? Maybe. But I haven't heard any great stories about auto surfs to personally recommend using them. If you do decide to give them a try, please stay away from the ones that require you to invest any money, because history **does** show that the majority of people who use auto surfs lose their investment.

Banner Exchange Advertising

In this installment of our report on website promotion, we're going to briefly go over banner exchanges.

The one good thing you can say about banner exchanges is that they're a legit form of advertising. Lets face it, all over the Internet on just about every site you see, there's a banner. For those who don't know what a banner is, here's an example of what a banner looks like.

Just click on the link below.

<http://www.cheaphosting-1.com/lifetime-468-60.gif>

That's a banner. And if you click on it, you'll be taken to the person's web site.

And therein lies the first problem with banners.

“Unless the banner actually says the words *CLICK HERE* or something like that, not everybody is going to know that this banner is anything more than a picture”

Again, you have to put yourself into the shoes of the average Internet surfer. Not everybody is computer savvy. Not everyone knows that a banner is meant to be clicked on. Some people will absolutely look at the above banner and think it is nothing more than decoration.

So, if you are going to do a banner exchange with another site, the first thing you want to do is create a banner that clearly tells people that they have to click on it in order to get the great offer that the banner has for them.

Another thing you have to understand about banners is that they are like newspaper headlines. They have to attract somebody's attention RIGHT AWAY. Take the above banner. It clearly says "Lifetime Hosting" - this is an EXCELLENT banner if somebody is looking to get a great hosting deal.

Not only do you want your banners to get right to the point, but you want to make sure that they appear on sites where people are going to see it and have a pretty good chance of being interested in it. This means you want to do your banner exchanges with sites that are similar to yours.

And therein lies the problem -- It's called human greed.

Conquering the problem of appealing to the site's visitor is one thing and not that hard. But conquering the problem of the greedy site owner who **only** wants to do a banner exchange with somebody who can "do something for him" is a monumental task.

If you're first starting out, most likely your site doesn't have a very high ranking with the search engines. If that's the case, then getting a site that is higher ranked to do a banner exchange with you is quite unlikely. Think about it. What is in it for **Him / Her**?

On the other side of the coin, doing a banner exchange with a site lower ranked than yours isn't going to do **You** much good.

So what you need to do is find sites that are closely ranked to yours. And this takes a lot of doing. If it's a large niche market then you might actually find quite a few. But if you're marketing something that isn't that popular, finding sites in general is going to be tough. Finding any that are in the same league as yours is close to impossible.

However, if you're fortunate enough to get yourself a banner exchange, what you want to do is agree to what they call a rotating exchange.

Let me explain.

You want to link to a number of sites. But the problem with doing this is that banners are big, not like links. Just a few banners can easily fill up a web page. So what you want to do is plug in a little JavaScript into your site that will rotate all the banners that you've done exchanges with.

Please make sure you tell the site that you're using a rotating exchange. Also tell them that it's okay if they do the same. In most cases they probably won't bother and your banner will be displayed on their banners page round the clock. Of course the problem with this is that most people don't go to banner pages.

So the chances of your banner being seen, even if it is up all the time, is less than the chances of the banner you're rotating on your main page being seen. Kind of ironic, wouldn't you say?

Just goes to show you. Sometimes, less is more.

Banner exchanges back in the good old days used to be very effective because they were new and the banners were actually quite interesting. But, as with everything else, over time banners have become something that most people pay no attention to unless they come out screaming at them.

However, as marketers have gotten smarter, so has banner placement.

Back in those good old days, banners were always placed at the top or bottom of a web page. But now, marketers are getting smart. They're starting to place their banners in the middle of articles. This way, a reader has to see the banner. They still may not click on it, but they'll see it and it will be in their mind at least for a while. Plus, today, banners are coming in all shapes and sizes.

Yes, we are getting smarter. But overall, banner advertising still isn't going to get you a ton of traffic. You may get a few hits here and there, but it's not something to be counted on. Again, this is just my opinion and you may want to test banner exchanges out for yourself and see how well you do.

Blog Advertising

Okay, let me start off by saying that blogs by themselves are not really advertising. You need to combine them with some other form to make them effective. But blogs as a tool to get people to either another site, or just to buy something right there and then, are excellent resources.

Today, blogs are quite sophisticated. You have many blog services such as blogger.com, offering you some really nice looking templates. Or you can go with something like Wordpress. Point is, blogs are now popular, and with the pinging services like pingomatic and king ping, you can let the entire Internet population know about your blog in an instant.

The key is to make the most of it.

How?

Well, for starters, you can place articles on your blog about various subjects. At the end of each article you can maybe recommend a product or service that relates to the article itself.

For example, let's say you wrote an article on web design. You can then suggest good authoring tools that maybe have an affiliate program where you can get a commission for each sale you make.

Or, you can use your blog to simple post announcements of when content on another one of your sites has been updated. I do this with my blog here:

<http://money-and-adsense.blogspot.com>

I don't give them the full story here. I make it so that they have to go to the main site to see it. That way, they have to see all the other things at the site as well.

Buying Leads

This could very well be the shortest chapter you ever read if I simply just said...

”NEVER, NEVER, NEVER, BUY LEADS!!!!”

But I think you deserve better than that, so at the very least I should explain why you should never buy leads.

1. The first thing has to do with using a little bit of logic and thinking the process through. Let's say you have a site that sells DVDs. Maybe you're an Amazon affiliate. Okay, great. Now you see some ad for a company that reads "100,000 leads only \$99."

You think to yourself. "Wow, that's not bad for 100,000 leads." But before you jump into actually buying these leads, which normally come in the form of a file of names, addresses, phone numbers and email addresses, stop for just one second and ask yourself this one question.

"What are these people looking for?"

Do you really know? They could have filled out a survey about dog food for all you know. Sure, there may be some people on that list who buy DVDs, but the point is, this isn't a targeted list. And if you email them about your great DVD site, they may not take too kindly to it.

And that brings us to point number 2.

2. Because of all the people on the Internet screaming SPAM these days any time they get an email that they don't recognize, the ISPs have really had to tighten up on email delivery. So we see spam filters all over the place. As a result, a lot of email doesn't get delivered.

This ultimately means that your money could very well just be wasted. And even if you made it through to some people, you're still opening yourself up to spam complaints. If you get enough of these, guess what? You can have your business literally shut down.

If these two reasons alone are not enough to convince you that buying leads is just a bad idea, then I guess you may just have to find out the hard way.

Now, having said that, there are a few lead companies that actually have

excellent leads and will even email them for you, at a price. A hefty one too. And while these companies save you the hassle on the front end of spam complaints because the emails are coming from them, there is still another problem that most people don't realize.

It isn't just the email address of where the email came from that's the problem. If you include a link to your site in the email and people start screaming spam, the site itself can be targeted.

Email marketing itself is dangerous, unless you're doing it through an autoresponder service, like aweber.com. Adding to that danger by purchasing leads is just suicide.

So like I said up top...

NEVER, NEVER, NEVER BUY LEADS!

Classified Ads

In this chapter I'm going to briefly go over classified ads.

Classified ads get a bad rap. Don't get me wrong, they're not the best way to advertise on the Internet, but if used correctly, they can actually bring some decent results. The key is to know where to advertise and **what** to advertise.

Believe it or not, and this is no knock on Internet marketers, there is more out there on the Internet than just Internet marketing. In other words, there are more people to sell to than just those looking to make money online.

So let me say this right from the get go. If you are thinking of using classified ads to promote money making opportunities, you are going to have an uphill battle.

However, if you have a product that somebody needs and go to a classified site that will get you in front of the audience who wants and needs that product, you have a decent chance of making a few sales.

Let's start with the product.

Remember when the PSPs came out? Quite a stir they made. Can you imagine the shrewd businessman who bought a bunch of these in bulk, most likely getting a huge discount in return, and then went to a classified and advertised them for sale for 25% off, or for whatever he could afford to sell them at and still make a profit. All it takes is a little bit of foresight.

And that's just one product. There are new things coming out all the time that if you just jump on them and buy them up in bulk, you can make a nice little profit.

Think about it. Why would somebody pay retail for something when they can get it for less? Smart businessmen are doing this everyday, and it is perfectly legal. Once you buy something, it's yours to do with as you please. You can give it away, if that's what you want. Just look at all the garage sales of old stuff that people are selling.

Okay, so you've got some product ideas and all you need now is a classified site to sell them. The problem is, you don't know any. Now, I could give you a list here, but quite honestly, you'll learn more if you figure this out on your own. And it's really very simple to find the best sites out there.

How?

Think about how search engines work. They display the most relevant sites for any search.

So, if you were to go to a search engine and search on classifieds, you'd quickly see who the top classified sites are online. Of course you can narrow your search some. Maybe try something like "games classifieds" if you wanted to sell a game. You'll now get a completely different list.

All it takes is a little bit of thought and you can narrow in on the classified site that is just right for **Your** product and will get you the greatest number of visitors to your site.

eZine Advertising

eZines are dead. Long live eZines.

Okay, maybe that's an exaggeration, but eZine advertising isn't what it was in the good old days of marketing when eZines had massive lists of people who actually got their emails when they were sent.

And therein lies the problem.

But first, for those who don't know what an eZine is, a brief description.

An eZine is a newsletter, sort of. Most are sent to subscribers of a particular eZine through email. Some eZines are online web sites, though the majority are still basically email ads.

eZines cover a variety of topics. Look up just about any niche on the Internet from Internet marketing to health to games and you'll see an eZine for it. The content of the eZines ranges from articles to ads to both. The publication frequency can be anywhere from once a month to every day. There are really no hard and fast rules.

eZine ads, are ads that people like us usually pay for. The costs of these ads depend mostly on the membership of the eZine. If you want to send a solo ad to an eZine of 100,000 subscribers, expect to pay a nice little fee for the privilege. Conversely, an eZine of 1000 subscribers won't cost you much at all.

Years ago, eZines were great resources for advertising and making sales. Email deliverability was great, the word spam wasn't even known and all was good with the world.

But then something funny happened on the way to the forum, or the eZine if you will.

Spammers started hitting the Internet hard. Emails from these spammers were being sent by the millions. People's inboxes were being overrun with junk and they were getting really angry, to say the least.

Enter the anti spam laws and the can spam act of 2003.

That's when everything changed. ISPs started putting spam filters on email accounts and decided for people what emails would be delivered and what emails would not be delivered.

As a result, a lot of the eZine ads did not get delivered. Subscribers stopped getting their emails and as a result, advertisers weren't making as many sales. The popularity of eZines starting dropping like bricks.

Don't get me wrong. eZines still exist and there are still many out there with large subscriber bases. But the problem is, as an advertiser, you don't know what the deliverability rate of these eZines is. As a result, it's kind of a crap shoot as to whether or not you're going to get a good response.

For example. Just recently, I ran an ad to an eZine of 2000 subscribers. I made 10 sales from that ad. Not too bad. But then shortly after that, I ran an ad to an eZine of 4000 subscribers and only had about 400 clicks and no sales. So it's really hit and miss.

My suggestion is to start out with relatively small eZines that won't cost you a lot of money. This way you can test the waters to see what kind of results you get. If you get through and your ad is targeted well to that group, you can make sales in a hurry.

FFA Hosting

Back in the early days, when the primary method of advertising was using traffic exchanges, there was one section called FFA Hosting. I remember the first FFA site I joined was TrafficWave.net.

Here we are two years later and I'm still a member of TrafficWave. But I didn't stop there. Since joining TrafficWave I have joined a number of other FFA sites. While FFA hosting isn't as effective as it was in the good old days, it is still a viable form of promotion which brings me a sizable check each month.

For those who don't know what FFA Hosting is, I will try to explain it in simple terms. But first, a little history.

Back in the good old days of Internet marketing, a site by the name of FFA Net came up with an idea. The idea was simple. Put up a site where people could come to post their **free** ads, regardless of what they were for. FFA Net set up a number of categories too including business, computers, education, entertainment, etc.

And people would post their ad to the appropriate category. Then, other people who came to the site would see the ads and possibly go to the advertiser's web site. It was a great system. The only way to go to these sites was to actually physically go there.

How did FFA Net pay for the site since the ads posted were free? They did this in two ways.

The first way was in the form of outside advertising. Outside vendors began to see this as a viable form of advertising. So what FFA Net did was to start to rent out advertising space on their site. The advertisers would usually put up large banners, when banner advertising was the cool thing to do. This is one way the site itself made money.

But there was another way, and this is what ultimately exploded the FFA Hosting industry.

One of the requirements of people being able to post their free ads to the FFA Net site was that they had to agree to get **one** email from each site they posted the ad to. Now, in the beginning, this was no big deal. FFA Net had only one main page so each person got only one email.

But then FFA Net came up with what they thought was an ingenious idea. Why not offer memberships to people so that **they** can have their own FFA page and

send their **own** emails to each person who posted to the site. They could then email them **their** opportunity. Well, that's exactly what they did and the signups couldn't come fast enough.

Well, when other businessmen saw what was going on they saw the potential in it and started putting up their **own** FFA sites, also offering membership at a small monthly fee to anyone who wants to send their emails to all posters at the site.

To make a long story short, the number of FFA sites on the Internet literally **exploded**. The posters could no longer go to each site in order to post their link.

That's when some genius got the idea to create software that would post the ads for them. All they had to do was start up the software, type in their ad and link and hit the submit button.

Instantly, millions of ads were placed all over the Internet. These people were now looking at the possibility of having millions of Internet users see their links.

The reality was much different.

Because of the software that was created, people actually stopped going to these sites. They didn't have to. With one click, their ads were posted. As a result, because nobody had to go to the sites any longer, no ads were being seen. The whole posting process was destroyed.

In the meantime, the guy who created the blasting software and all the imitators since him, were cleaning up charging as much as \$49 or more for this worthless software. To this day, Ad Blaster, which goes for about \$29.95, is still one of Clickbank's top selling products. People just don't get that FFA posting is worthless.

- But wait. What about the FFA Hosters?

We forgot about them didn't we? They're still out there, still hosting these sites. And with people still foolishly posting to these sites, that means plenty of email messages are going out from all the hosters to all the posters. That means the potential for some significant sales at a very reasonable cost.

You can host an FFA site for as little as \$5 a month. The premium sites go for about \$20 to \$45 a month, and even that is a drop in the bucket considering how many people you can reach daily.

Of course, the problem with FFA Hosting, like eZine advertising, is that it involves email advertising. So you still have the problem of poor email delivery and spam complaints. Even if you use an FFA site that has a web based mailer, meaning they email the ads for you, you still have to hope that your ads get delivered.

Having said all that, if you write compelling subject lines and ad copy and spam check your ad copy, you can make a decent number of sales per month, provided you host a number of FFA sites. Because they are not too expensive, you can host about 10 or 12 sites for under \$200.

FFA Posting

If you read the section on FFA Hosting, then you already know how bad FFA Posting is. If not, read the section on FFA Hosting.

Read it? Good.

Guess what?

"FFA Posting isn't all that bad, not anymore"

Okay, if you think I've lost my mind, I haven't. Yes, I know what I just said in the previous section. The majority of FFA posters think that the ads that they are going to post are going to be read. Well, a lot has happened in 6 years. The average marketer isn't quite as uninformed as they were. This is part of the reason for the 70% drop in FFA Hosting response.

What some marketers are doing, and this is actually not a bad idea, is setting up their return email as an auto responder. This way, when the FFA Hoster sends you **their** auto response email, what happens is they get **your** auto response email in return. Now, while this may sound like the battle of the auto responders, it's not.

Why?

Because today, marketers have ways of battling back against the FFA Hosters. Not a lot of people know about this so the FFA Hosters are still winning this war. However, armed with the information I'm about to give you, FFA Posting can actually bring you some results.

There are sites on the Internet that actually offer both options. They will give you an FFA site to host but also give you access to an ad blaster and an autoresponder service. TrafficWave.net is one of those sites.

How does the system work?

Simple.

Step 1 - You set up your autoresponder reply with the site. You can put any message in this that you like. I suggest **not** making it a sales message. Instead, offer them a free gift. Maybe a book or report on advertising – like this one, which has giveaway rights.

Make them aware that there are other forms of advertising out there besides FFA Hosting and they are just as effective if not more so. Give them the link for the book/report but make it so that they have to opt into your list to get it.

Step 2 – Now go to the ad blaster portion of the site and blast your ad making sure that you use the email address of your autoresponder. Most places will not allow you to do this, but the companies that specialize in this will. They are taking all the responsibilities because the autoresponder will be coming from their domain. So don't worry about it.

Besides, if you want to be technical, since these FFA Hosters emailed you first, you are well within your right to email them in return. They started the process so you are certainly allowed to continue it. Heck, many of these hosters will even ask you to write to them. I do this in my own FFA hosted autoresponders.

So I expect people to contact me. And then when they do, I give them a counter offer. I have actually started Joint Ventures doing this.

Step 3 - After you have blasted your ad, just wait for your autoresponder to kick in once the FFA hosted emails start getting back to you.

This is what is going to happen.

The successful FFA Hosters will probably ignore your email. But the ones who are struggling, because it's hard today, may read it. If you give them something without it costing them any money, they are likely to take you up on your offer. From there, anything can happen.

FFA Hosting and Posting is a war zone. No doubt about it. But if you know how to play the game on both ends, you can win the war.

Having said all this, FFA Posting is still rough, especially if you don't get in with a good service. But if you're prepared to go the extra mile, you can make it work a little. Therefore, my ratings on FFA Posting are based on using the "expert's" approach to FFA Posting.

Using Forums For Advertising?

Well, yes and no. This is probably the greatest form of non advertising, advertising that you will ever find. If that sounds like a lot of double talk, it's not.

Forums, especially the very popular ones, can bring you more sales, if done right, than any other form of advertising on the Internet. But you have to be patient because this isn't something that you can just dive right into.

What exactly are forums?

Well, they're places where lots of people hang out. There are forums for just about every niche in existence. If you were to just type in the word "Forum" in a Google search box you'd get over 1 billion results. You heard me correctly, 1 billion. Think there isn't going to be a forum for your niche? Trust me, there will be unless your niche is underwater pole-vaulting.

Most forums are members only. Meaning, in order to participate in the forum discussion, you have to sign up. They'll ask you for your name and email and some other info and then most will send you a confirmation email that you have to either reply to or click some link in to verify that you're a real live person. After that, you're in. But, here is where most people make their mistake and quickly get themselves booted out of the forum, usually for good.

Many people, when they join a forum, will immediately **start blasting their business opportunity** all over the place. This is the best way to get yourself thrown out. Almost all forums, unlike message boards, have a strict "no advertising" policy. That means, no ads, period.

You can ask about certain programs or products and engage in discussion, but no "hey guys, check out this cool web site and don't forget to sign up under me." That kind of behavior will NOT go over well in a forum.

Okay, you're probably scratching your head and wondering, if you can't advertise in a forum, then how can you advertise in a forum? Anders, have you totally lost your marbles? Maybe you've just been working too hard. Yes, I have been working very hard, but I haven't lost my marbles. Forums are absolutely the **best** place to advertise your business.

Let me explain.

Most forums, though not all, will allow you a signature. You can usually put anything you like in this signature, but check the particular forum rules for just what you can do. What I do is simple. I put my name and then under it I put a

brief description of what I want to promote, usually one line, and then under that, the URL of the site I am promoting. And that's it.

Now, the key is to get people to actually look at your signature because most people don't. How do you do that? By building credibility. How?

This is what you do:

After you join the forum, don't start your own thread. Look at other threads, particular ones that ask a question, like "How do I respond to a JV request?" Read the post and if you know the answer, respond to it.

Make it a fairly lengthy response so that the answer is really helpful. Do this for as many posts as you can find that you know the answer to. Eventually, people will start to recognize you.

But don't do what I do and answer 80 posts in one day unless you **really** have the smarts to back them up. I sometimes charge into a forum like a bull in a China shop. I can get away with it now, but if I tried this when I was just starting, a lot of eyebrows would have been raised.

Anyway, keep doing this. After people get to know you, then you can start your own posts, but no ads. I usually will make a post with some suggestions about how to do something. I will usually get a lot of thank you's for those. Or sometimes I will even ask a question myself. Nothing wrong with that, especially if you're really stumped on something. Shows you're human.

You do this long enough at enough forums and you will start seeing sales come in by the bucket full. Two forums in particular that I am a member of are responsible for a big chunk of my product sales. So take my advice. Hang out in forums. If you contribute, the rewards will come.

And you won't have to advertise a thing.

Joint Ventures & Freebies

Let me start off by saying, this is the best and the worst thing that you can do. If you're first starting out and don't even have your own product, there is very little chance that you can even attempt this. Anybody who is anybody isn't even going to listen to anything you have to say until you have something substantial to offer them.

On the other side of the coin, if you **do** have something substantial to offer, you're going to get joint venture offers coming to you out of the woodwork. You're going to be tempted to take on a lot of them.

Don't.

This is one area where you have to be **very** careful. Why? Because the truth of the Internet is this...

"People will get as much as they can out of you and give back as little as possible"

Deal with it.

With this knowledge, you can still make a joint venture work if you have something to offer. So unless you have created your own product, don't even attempt this step yet.

The first thing you have to do is to find the people you want to pitch your JV to. This alone is a very time consuming process and there's no easy way to go about this.

Check out some of the hottest sites on the Internet in your field of expertise, whatever it is. When you find the sites, check to see if there is an email address you can write to.

If you find an email address, send a very professional email to the person asking them if they'd look over your product. Tell them that you're offering rebranding rights for it so they can insert their **own** links. Make the offer as attractive as you can without giving everything away.

The key to initiating a joint venture is to think of the person you're approaching first. That's why giving them a freebie that they can sell and make money with all on their own is a great way to start.

One of two things is going to happen. They're either going to be very interested in your offer as well as your generosity, or they're going to tell you that they're not interested.

You will probably get 99 not interested before you get 1 yes.

So why bother doing this?

Because that **one** yes could turn into a 6 figure income if you hook out with the right person.

The key to this is not to give up. If you give up, you have no chance. As long as you keep trying, there's always hope.

Freebies?

Now, freebies are a different story. But in order to make freebies work, there has to be something in the freebie that brings you some income.

The way most people do this is give away a short ebook/report on a topic and inside the ebook they include a product or two that goes along with the topic.

For example. Let's say you give away a free ebook or report on article writing. Inside the book you teach people how to write articles. Then after you do that, you show them how to submit their articles to directories. In that part of the book you tell them about a certain software that will automate the process for them. Of course the link you include to the software is your affiliate link.

Believe it or not, you can make a few sales this way.

Promoting freebies is easy because they're free. Remember the forums I told you about? Well, you can give away things at forums. You just can't advertise products that are sold. So, simply go to a forum and find the area for free downloads and place your free download ad. Trust me, if you have something that is of value, they'll be downloaded quickly.

Joint Ventures and Freebies are a little tricky to get working correctly. But with a little imagination and a solid work ethic, both can turn out to be very lucrative.

Link Exchanges

Before I decided to write this chapter, I did a little research to see what the general population thought about Link exchanges. So I read some ebooks and reports on the subject, just to make sure that my own theories on the subject matched everybody else's. Well, I can happily say that most people seem to be in agreement with me as far as how to go about link exchanges.

For those who don't know, a link exchange is just what it sounds like. I assume if you have a web site, you have a link to it, otherwise nobody is going to be able to find it.

Of course if you just have a domain and no hosting yet, well, that's another story. But we'll assume that you have a functioning web page. A link exchange is where you offer to put another site's link on your web page in exchange for them putting your link on their page. In theory, this sounds simple. In practice, not so.

As with banner exchanges, people want to know what is in it for them. So if you've got a site that's Alexa ranked around 1 million, don't expect a site in the top 1000, or even top 10,000 to be interested in a link exchange. Let's face it. What's in it for them? So when you start out, you want to look for sites that are in the same niche as yours that have relatively the same popularity.

Now, if you're thinking this isn't going to help you, you're wrong. See, search engines base a certain portion of your site popularity in how many incoming links you have from other sites. So even if these sites are not that popular themselves, all the incoming links you get from them will raise your site's popularity. Then, over time, you can do link exchanges with more popular sites. Yes, this is a slow process, but over time, very effective.

When you go to a site, you want to make sure that it's a quality site. Exchanging links with a crappy site isn't going to do you any good. Also, you want to manually visit the site and contact the owner through the site contact page.

You have to do this manually and one link at a time. I suggest trying to get at least one link a week, but, you don't want to get more than 10% of the total links to your site through this method. So find other ways of getting incoming links, like through article writing.

Link exchanges aren't going to get you tons of traffic overnight. This is a day to day process. But, if you keep at it, over time, you will start to notice a decent increase in traffic.

List Building

List building is actually a rather round about way of promoting. The reason is that you actually have to do some promoting **first**, in order to get people to join your list. But once you've done that part, advertising to people in your list is one of the most **powerful** forms of promotion that there is.

Because list building is so complex, there is no way I can possibly go into every aspect of list building in this report, but I will at least give you the basics so that you can get started.

Ultimately, this is what you want to happen. You want to offer something to somebody absolutely **free** for joining your list. You have to make the offer so enticing that they'd be a fool to pass it up. After you have done this, the rest is simply gaining their trust.

How do you do that?

Simple. You earn it.

How?

By **not** selling to them.

No, that's **not** a typo -- when you get somebody into your list the only thing you want to do for a long time is give them information. It doesn't matter what your product or service is. You're the expert on it. So send them some ebook or report that they can read.

Don't inundate them with emails everyday but send them maybe 1 or 2 a week. Keep in contact with them. Keep providing them with info. Eventually they will have a lot of trust in your word.

Once you've gotten their trust, you can slowly begin to offer them things. Make sure you point out how these things can help them. Always show the people in your list that you're looking out for **their** wellbeing.

Does it take time to build this kind of trust? Yes. Today, most people on the Internet are very skeptical about everything and everyone. So you have to work very hard to gain their trust.

Getting them into your list is the first step.

So, just how do you go about doing this?

Well, it will help if you have your own site. If you do, and you get somebody to visit it through the other forms of advertising mentioned in this book, what you want to do is have a lead capture page where people can sign up for your list.

You're probably thinking, why?

"If they're already at my site, why do I need them to join my list?"

The answer is this. Most people need to see a site 7 times before they buy. But if you offer them something at your site for **free** simply just for joining your list, they're quite likely to do this, even if they're not ready to buy. This way, you have plenty of time to convert them into a buyer by offering them freebies and a lot of information.

Okay, now we get to the logistics of actually **keeping** a list.

At first, this isn't hard when you only have a few people to email. Removal requests are pretty easy to handle. But what happens when you've got a few hundred people in your list? I have several lists at the moment. One has 1077 people and other one has 813 people. Think I want to handle emailing these people myself?

Not a chance in heck.

The autoresponder to the rescue.

Autoresponders are another one of those things that I could give you a whole course on, but we'll just keep this very basic:

"An auto responder is an email service that will opt people into your list and handle unsubscribe requests when they ask for them"

That is the simple explanation to what an auto responder is and what it does.

Having said that, there are a ton of autoresponder services out there. On of the most popular, and for good reason, is this one.

[AWEBER](#)

If you get it for a whole year, which I recommend, you get \$60 off the yearly total, which comes out to about \$14.95 a month. It's probably one of the best values on the Internet. You don't have to worry about spam complaints and you don't have to worry about your emails **not** being delivered. Aweber takes care of everything.

All you do is put in your message, set it for when you want it to go out and they mail it for you.

Like it or not, you can't effectively build your list without an autoresponder.

Having said that, because list building is really an indirect way of promoting your products and services, it's hard to give it a rating that's fair. You're relying on other methods to even **get** a list built. Then you have to hope that the people on your list are receptive to your offers after they've gotten all the free stuff.

Manual Surfs (Traffic Exchanges)

Manual surfs are more commonly referred to as traffic or hit exchanges. These have been popular for some time now. The problem with these manual surfs is that most people just don't know how to use them.

Used properly, you can get some results from them. No, they are not knock 'em out of the park and they are very time consuming as well. But with the right approach, and the right sites, you can make a few sales a month. Yeah, I know, it's not much.

Okay, what exactly are manual surfs and how do they work?

A manual surf is a site where you sign up, tell them the URL of **your** website and then after you're activated, they give you a surf URL for you to use in order to do your "surfing". This is no different from when you go to any other web site on your own to check it out. But there are advantages to this over simply going to sites on your own.

The main advantage is this. For every site you visit, you get **one** credit or a part of a credit towards **your** site. This depends on how that particular exchange works. They are all different.

Anyway, when you earn credits towards your site, those credits are then removed from your account every time another member of the exchange views **your** site. That's right. Those credits make it so that others get to see your site.

Why is this important? Well, obviously, every time a person sees your site, in theory, there is a chance that they will like what they see and buy your product or sign up with your service. Yes, in theory this is wonderful.

The reality, unless you know how to use these sites, is much different.

The sad truth is, 99% of people who use manual surfs are only interested in **one** thing and that's to build up enough credits for **you** to see **their** site. They couldn't care less about your site so don't even expect them to.

Plus, there is another problem with manual surf sites.

All these sites have timers on them. In other words each site you see only has to be viewed for so many seconds. Some are 10, some 30, some maybe a little more. But in almost all cases, there is just not enough time for your site to even fully load before the timer runs out. Certainly if you have a large sales page there

is very little chance that the person on the other end is going to stick around to view it.

Why?

Remember? They only care about getting credits, **not** viewing your site.

It would seem from all I have said that manual surfs are a **total** waste of time. Well, there are certainly better ways to spend your day, but if you know a few tricks, you can make a few sales per month if you're willing to put in many hours of surfing.

The first thing you have to know is which are the best surfs. By best surfs, we mean the ones with the most traffic so at least a large number of people will see your site.

To find out what the most active manual surf sites are you'll have to subscribe to the site below.

[TrafficHoopla](#)

This will give you the top 10 or top 20 every week. I have to admit, I don't really keep up with it anymore because the lists don't really change that much from week to week. The best sites pretty much stay the best sites.

After you have done this, the next step before you even sign up with any of the surfs, is create what we call a splash page.

A splash page is a very short page with a catchy headline that will get people to want to click through to your main site.

Here is mine.

[Splash Page](#)

Short and to the point. That's it. That's all people will be able to handle when they're using manual surfs. It's easily readable in about 5 seconds. If it catches their eye, they'll click through to your site.

I've made a few sales with this page. I just don't have the time to surf anymore running 6 different businesses. Like I said, it's time consuming. But done properly, you can get some results.

Now, obviously, setting up a splash page means you have to have your own web hosting to direct people to your main site from the splash page, especially if the site you're promoting is not your own but an affiliate program.

Because this splash page doesn't have to be anything fancy, there is no need to get paid hosting. Any free web hosting service will be fine because you're not going to get enough traffic to cause any problems like exceeding bandwidth. And if it ever **does** get to that point, it means your splash page is doing a heck of a job and you're making quite a few sales.

As you can see, manual surfs are not the greatest thing going. They take a lot of work and produce little results. But if you have the time and are happy with a few sales a month from them, you might want to give this method of promotion a shot.

Message Boards

Remember how we talked about forums being so great even though you can't post an ad there? Well, message boards **do** allow you to post ads and yet while they're essentially the same as forums with the addition of the ad posting option, they're not nearly as effective.

I can see you scratching your head again wondering why.

It all goes back to the mindset.

A person who goes to a forum is looking for information. Yes, they're also looking for an opportunity or a way to make the one they have work, but for the most part, they're lost and confused and they need help. So they go to forums looking for help. They ask questions and hope to get answers.

Message boards are a whole different mindset.

Because you **can** post ads at a message board, even though most of them do contain a forum section, most people that go to these message boards are of the mindset that they are there for one reason and one reason only.

To post an ad.

The majority of people who go to message boards, especially work at home message boards, are there to post ads, **not** to look for opportunities. That is why message board posting is not as good as forums once you've established yourself as an expert.

But, you can still make message boards work.

Here's how.

Know that forum you're such an expert in? Well, what do you think would happen if you posted an ad at a message board that had a subject like "**Read What OTHERS Have To Say**"?

And then, inside the ad you direct people to the forum where people have posted testimonials to **your** site. Don't you think you're going to get at least a few people curious about what it is these people are raving about and what they're saying?

It's kind of a sneaky way to promote on message boards but it does bring results. A good message board campaign can bring you about 5 to 10 sales a month. That's not too bad.

Okay, so what's the first step? The first step is to find the most responsive message boards around. Well, here's a whole list of them:

<http://www.voy.com/84987/>

<http://pub17.bravenet.com/forum/1409047603>

<http://forums.forbes.com/forbes/board?board.id=fdbiz>

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

<http://forums.workfromhomespot.com/index.php>

<http://www.workfromhome-at.com/>

<http://athomeresources.com/Message Board/index.php>

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

<http://freeadvertising.forumwise.com/>

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

http://www.wahm.com/forum/forum_topics.asp?FID=5

<http://www.homewiththekids.com/phpBB2/viewforum.php?f=13>

<http://www.2work-at-home.com/>

<http://successfulmom.proboards21.com/index.cgi?board=work>

<http://members.boardhost.com/freeclassifieds/index.html>

Message board posting is also time consuming as there are no auto post services. Plus, you can't just go there and post an ad. You have to first register with the site and hope your ISP delivers your activation email.

Yes, there are easier ways to promote your business, but if you can spare an hour a day, message board posting can actually work for you with the right kind of ad.

Pay Per Click

Pay per click advertising. When this first came out, the prices were insane. Then the prices dropped like a rock and Google was just the best place to advertise.

Then, Google got too big for its own shoes and we're back to where we started. Keywords that used to cost 7 cents per click are now going for 40 cents to \$1 or more.

Okay, maybe for those of you who don't know what pay per click advertising is, I should give a brief, but by no means a complete definition as pay per click can get very complicated.

Pay per click advertising is the method by which advertisers pay a particular search engine, such as Google, Yahoo, etc., a certain amount of money for each visitor that is sent to the advertiser's website.

Please believe me, this is a **very** complicated process and the above "definition" doesn't even scratch the surface.

The truth is, pay per click advertising is so involved that books have been written on the subject. Some of them are best selling books too. Unfortunately, all of those books are worthless when it comes to trying to explain how to use pay per click advertising. And trust me, if this report tried to do the same, it would be **just** as worthless.

Pay per click advertising rules change so often that there is just no way to keep up with the changes. A book written tomorrow is outdated in a month.

So, we're going to take a different approach to pay per click advertising. Instead of trying to teach you every little thing about it, we're going to give you a guideline of rules to follow that must **never** be broken.

If you do **just** this much, then the rest of it won't matter. Why? Because regardless of what anyone tells you, pay per click advertising is very hard to make profitable these days. There are too many problems with it. Here are the main problems.

1. Cost per click costs are unpredictable from one day to the next
2. Because of the problem of click fraud, too much of your costs are basically thrown in the trash.

3. Each search engine has a different setup which makes trying to teach you **how** to set up a campaign totally futile.
4. Most search engines have very little control options as far as **who** you want your ad to be seen by, such as **only** English speaking people.
5. Most search engines require you to pay up front even before you get the clicks, at least for the first month or for so many clicks. For example, Miva makes you deposit \$50 up front, so you better make sure you get enough clicks to use it up or the money is thrown away. There are **no** refunds.

These are the main problems. Believe me, there are more. My point is this. If you see any book teaching you **how** to beat pay per click, run for the hills because ultimately, very little of what's in those books is going to make much difference...Not today.

But like I said, there are certain things you need to know that will at the very least save you money.

The most important thing is to take the selling price of your product, whatever it is, and figure out how much it is going to cost you to make **one** sale.

How do you do that? Simple.

If you're selling a tested affiliate product (not your own product) then the industry average is 1 sale for every 100 clicks.

So, if your product sells for \$49 and you get a 50% commission on that \$49 sale, then your earning per sale is \$24.50.

If it costs you 10 cents per click and you make 1 sale for every 100 clicks, then 100 clicks will cost you \$10.00. That means your profit is \$14.50.

However, if it costs you 30 cents per click to sell your product, then 100 clicks will cost you \$30 and you'll actually **lose** \$5.50 for every sale. So in that case, pay per click advertising doesn't pay well enough to use it to promote your product.

So, the key to all this is to figure out what it's going to cost you per click to advertise your product.

That is where this gets **very** involved.

Here are the basic things you need to know.

When selling **any** product using pay per click advertising, your results are all going to be based on the keywords you use. All bidding for position (where you land on the search engine page) is done by keywords.

For example -- let's say you are selling a natural cure for acne. If it's a product being sold that is made by another company in which you are an affiliate for, email the company and ask them what keywords you should be bidding on to sell their product. If you can't get a hold of the company, don't panic.

The keywords will be listed in the source code of their HTML on their sales page. Just view this source code and see what keywords they're using. These are the keywords you want to use when setting up your pay per click campaign.

To find out how much these keywords are going to cost you, you first want to decide what positions you want to land in on the search engine results page. And no, you do **not** want to be in position one.

Why? - Because the freebie seekers will eat you alive. You want to fall between positions 7 and 12. Those are the **best** positions to fall in between to make the most sales for the least amount of money.

After you decide on the positions you want to fall in, you then have to figure out how much you're going to have to spend per click to achieve those positions. This is trial and error.

What you do is go to the pay per click site's cost estimator, if they have one, and start putting in some amounts for the keywords you want. Start with 10 cents per click. If 10 cents per click only lands you between positions 12 and 20, then you're going to have to raise it up a bit until you fall between positions 7 and 12.

Let's for argument's sake say it costs you 15 cents per click to get between positions 7 and 12. That means, 100 clicks is going to cost you \$15.00. That means you have to be making at least \$15.01 per sale or it doesn't pay to do this.

But...

Making a penny a sale is a joke. You want to make at least 100% over the cost of the sale. So if it's going to cost you \$15 to make 1 sale, then you need to be paid a commission of at least \$30 for that sale. If you're not, then selling that product using pay per click is not worth it.

There you go. I have just taken the most complicated advertising system in the world and simplified it down to this.

Here are the steps....

1. Pick a product to sell.
2. Pick a pay per click search engine to use.
3. Get the keywords needed for the product.
4. Figure out how much it will cost **per click** to promote that product, shooting for a position of 7 through 12.
5. Figure out how much profit you will make based on 1 sale per 100 clicks.
6. If the profit is less than 100% then do **not** use pay per click to promote this product.

I just saved you about \$49 on useless pay per click books.

If you need a list of pay per click sites, here are the best ones according to their Alexa rank. There are plenty more, but they get such little traffic that it's not worth using them.

The number to the right of the pay per click site name is their current Alexa rank as of this printing. These do change daily, but shouldn't change too much.

LOOKSMART – 3,862

<http://search.looksmart.com/>

ENHANCE – 4,692

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

MIVA – 5,129

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

SEARCHFEED – 6,025

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

7SEARCH – 9,369

<http://7search.com/>

EPILOT – 11,377

<http://www.epilot.com/ePilot4/AdvertiseWithUs/landing.asp>

KANOODLE – 16,769

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

GOCLICK – 18,187

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

Sadly, pay per click advertising has taken a beating as of this printing of my report.

Can it change? - Probably.

Will it change? - Who knows?

This is the most unpredictable form of advertising on the Internet. And please understand, this is in **no** way meant to be a **complete** tutorial on pay per click advertising. There would be no point to it. Each search engine has a help section on setting up your ads so there is no need to cover that here, especially since each one is different.

Generalizing about how to word ads and what keywords to choose is also useless because these things change as well. Besides, an ad that you ran yesterday may not work today, depending on changes in the Internet environment.

Yes, you want your ads to stand out. Rich Jerk did a great job on this but now that so many people are using his "method" customers are becoming immune to his theatrics and all the copy cats he's spawned.

So here is the best advice I can give you as far as pay per click. If you get to step 6 and the product is worth selling, come up with a good 3 line ad (that's all you get) and test it out for 100 clicks.

If it doesn't get you 1 sale by click 200, chuck it and take the loss. You don't want to throw good money after bad. There's a chance that product will never sell because the sales page is garbage. Don't let anybody tell you it's the ad because if they liked the ad enough to go to the site then there's nothing wrong with it.

If the ad stunk, people would have never clicked on it. There's only so much you can do with 3 lines, so don't get sucked into the "It's your ad" argument. A lousy ad doesn't get clicked on. A lousy sales page, that's different. It won't convert. So what do I think of pay per click advertising today?

Safelists

Safelists are organized lists of members belonging to each list who agree to get email messages from other members of the list.

Did you get that?

In other words, John, Joe and Jane are all members of this list. John agrees to allow Joe and Jane to send him **their** business offers in return for him being able to send them **his** business offer.

Does it work?

Well, yes and no.

Years ago when safelists first hit the scene, they were actually very effective. There weren't a lot of them and people didn't get a whole lot of emails, so they were able to actually go through them. But then, like everything else, other businessmen saw how profitable safelists were to the people who owned them, and as a result, safelists started popping up all over the place. When this happened the number of emails people started getting increased dramatically.

Why?

Because **nobody** joined just one safelist. I mean, this was the thing to do. Join as many safelists as you could. After all, they were **free**. Yes, safelists are free to join even though there are paid options and even some paid only safelists, or at least safelists that don't pay to join for free, like Herculist.

But I digress.

When people started joining all these safelists, the number of emails they started getting grew to astronomical proportions. It got to the point where they couldn't even read them all. Even worse, their email boxes started to fill up to the point where the emails could no longer be delivered to the person and they ended up getting bounced from the list.

It was a real mess.

And then it got even worse.

Just like they came out with the FFA Blasters to post to FFA sites, some brain surgeon came out with the safelist submitter. This was a piece of software or a

service that could submit to thousands of safelists with one click. Not only that, with these submitters you could **join** thousands of safelists with one click.

It was **totally** out of control.

And then it got even more worse.

Because of all the emails people were getting and all the email boxes that were getting filled and all the accounts that were getting bounced, somebody came up with the idea to create a special email account **just** for people who belong to all these safelists.

The email service would have a box big enough to handle all the emails that were delivered **plus**, as if that wasn't good enough, offer an option so that every night at a designated hour your email box would be "cleaned".

In other words, each email would be deleted automatically. This way, nobody would have to check their email each day. Or, in other words, none of these emails would have to be read.

And they weren't.

And with that, safelists were effectively **dead**.

Almost.

Yeah, I know. You're thinking "how can there be **any** value at all to joining a safelist?"

One word. iPostAd.

iPostAd is called the black tie of safelist submitters.

Let me explain why.

Even though a good number of people join multiple safelists, relatively very few join iPostAd. Why does this matter? Because iPostAd submits to more safelists than any other safelist submitter service. The number of people they reach are literally in the millions.

Now, not **all** of these people belong to multiple safelists, or at least not to a large multiple of safelists. Therefore, their email boxes are still manageable. They actually **do** read some of their emails, especially the new people to Internet marketing.

These are the people you have a chance of reaching, and with over 2.9 million people (at last count) receiving **your** emails from iPostAd, you have a decent chance of making a few safelist sales each month.

No, you're not going to get rich off of safelists, but with proper management and joining the right ones, you can pop a few here and there.

Before we get into the best safelists to join, we're going to cover another aspect of safelist advertising. It's not free, but it is **very** effective. Each person who joins a safelist has to provide two email addresses when they sign up, a list address and a contact address.

The list address is the email address where your emails from other members are delivered.

The contact address is the email address where the admin of the safelist sends his messages to you in case there is something of importance that he has to tell you regarding the list you belong to.

- And this is the address that can be gold for the smart marketer.

Safelist owners realized that with all the people who join their safelists, there are sure to be those who would love nothing more than to be able to advertise to these people. So they started offering solo ads. These are ads that get sent to the **contact** email addresses of each member.

Why the contact addresses?

Because **these** are the addresses that **don't** get bombarded with tons of emails. These are the main addresses of each member where they are expecting their **important** email, or the email that they **want** to get.

I did a solo ad to a safelists' contact address list and made 10 sales from it. The ad cost me \$20 but I made over \$300, so it was more than worth it. Okay, so now we want to know what the best safelists are to join and advertise with. There aren't many.

Here is my very brief list (not kidding – you only need this one)

[iPostAd](#)

Safelists are by no means the greatest forms of advertising on the Internet, not with auto cleaned email accounts and the relatively few people who read ads. But with the proper approach and also with utilizing the solo ads feature, you can actually do quite well if you spend a few bucks.

Search Engines

People have been trying to win the search engine wars since the beginning of time. To that, I have just one thing to say.

“GOOD LUCK!”

Sadly, if you can make it up to the top of the search engines with **your** business, then you pretty much have it made. The problem is actually getting there.

One thing before we continue on this so that you're not wasting your time with this section. Search engine advertising, or getting yourself on them, only works if you have **Your Own Website**.

If you are an affiliate marketer who is promoting somebody else's product, then don't even bother reading this section until you're actually ready to create your **own** website.

The reason should be obvious, but I'll explain with an example.

Let's say you're promoting the ebook, Google Cash. The main sales page for the book itself is already probably at the top of the search engines for keyword searches relating to that topic. But search engines don't list affiliate links, which is essentially what you're using to promote the book. So even submitting your link to the search engines is a waste of time because they are just going to ignore it.

So unless you have your own website that promotes that product, or some other affiliate product or better yet, your own product, search engine advertising isn't going to do a thing for you.

Okay, now that we have that out of the way, let's just get down to the nitty-gritty of **how** to get to the top of the search engines.

Ironically, if you have your own site, a lot of what we already talked about will help in getting your site up the search engine rankings. It ultimately comes down to two things.

1. How many links you have from **other** pages to your site.
2. How much traffic you're currently getting from your current promotional activities.

#1 is the key. That's where we get to things like link exchanges, forum and message board posts, blogs, and any other place on the Internet where you can get a link to your site placed.

Obviously, nobody is going to place your link for you out of the kindness of their heart. We already went over link exchanges and you know how hard that is. If you skipped that section, read it now.

So for the most part, you are on your own as far as getting your link around the web. And unfortunately, this is a very time consuming process. No, don't even bother with these blasters that post your link to these FFA pages. They're ignored by the search engines and will actually hurt your search engine ranking. Many a site has self destructed from this procedure. Don't do it!

Because the search engine wars are so hard to win, we're not going to go into a complete tutorial on how to go about waging those wars. But I am going to give you some basic tips to get you started in the right direction. There are plenty of tutorials and articles on the Internet to fill in all the blanks. What follows is pretty much just an outline.

1. The first thing you have to do is get your site search engine ready. This means optimizing it as much as possible. This is **not** open for discussion or debate. Without an optimized web site you have **no** chance to even get into the game. This means making sure the HTML of your website contains the proper keywords and description for the product or service that you're promoting.

You don't necessarily have to get all the content on your website at this point. Actually, you'll be adding content to your website on a continual basis. But you do have to make sure that you have enough content on your website so the search engine spiders will be sufficiently "impressed" by what's on your site.

Maybe I should take a moment to just go over what a search engine spider is. A search engine spider is a piece of complicated software that goes all over the Internet checking websites and links. When they find your site, the more content they find and the more links they find pointing to your site, the higher up in the rankings you get. This is of course a simplified explanation, but it will suffice for our purposes.

2. After you have your site optimized for the search engines, the next thing you want to do is submit the link to your site to each of the major search engines. Again, don't use a blaster to do this. Do each submission manually. It will bring you better results, though by no means will this step guarantee you'll hit the top of the engines or even get listed for that matter. If you want to "almost" guarantee a listing, you have to pay the search

engines, and this service is not cheap. And even with this service, there are no guarantees. I told you it was a war out there.

So the next thing you're going to need is a list of the major search engines. This list, believe it or not, is compiled from a survey of users. If you've been listening to all the hype, you may be surprised at the order in which these sites fall or even at some of the sites themselves.

[Google](#)

[Vivisimo](#)

[Yahoo](#)

[About](#)

[Ask](#)

[Dogpile](#)

[MSN](#)

[Kartoo](#)

[Alltheweb](#)

[DMOZ](#)

There you have it. The top 10. Probably not at all what you expected. I know there were a couple of these that I never even heard of until I did the research on them.

I'm not going to try to include instructions for submitting to each of these search engines because they all have different procedures. The only thing I will say is **don't** submit your link to them more than once a month. Submitting it more will be taken as spamming and you'll only end up getting your site banned.

3. After you have submitted your site to all the search engines the first time, the next thing to do is work on getting those inbound links. The best way to do this is with link exchanges, article writing and posting to forums and message boards. Do these things as much as you can. Yes, it's time consuming, but it's what it is. There is no shortcut to doing this, regardless of what all those "gurus" try to tell you and then ultimately sell you with their "guaranteed search engine placement" software. Trust me. It's just money thrown away.

I guess what I am trying to get across in this section, as much as nobody wants to hear it, is there is no magical way to get to the top of the search engines. It's hard work and it's time consuming work. And if that isn't enough, it takes forever, if at all.

Now, here are some tips to help speed up the process a little bit more.

If you haven't already decided on the kind of site you want, write down your hobbies and interests. Take each one of them and do a lookup using the Wordtracker search tool.

Here is the URL:

<http://freekeywords.wordtracker.com/>

Normally, I tell people that you want a search result of at least 100,000 searches for that topic for a month. That means there is considerable interest in the topic. I'm now going to lower that requirement to 50,000.

Here's why.

50,000 searches is still a decent amount for a topic in a month, while at the same time it means that there isn't a lot of demand. That will probably also mean that there aren't as many sites in that area. With fewer sites to compete against, you have a better chance of getting to the top of the search engines.

So if you have a hobby or interest that falls in this range, you may want to seriously think about building your website around that interest. Think of ways to make it profitable, either by creating your own product or selling affiliate products that relate to that interest.

You'll find that you'll have a much easier time of it as opposed to deciding that you want to get into "Internet Marketing Schemes" and the like. There is so much competition in this area that the chances of your site even being seen are slim to none at best.

In conclusion, winning the search engine wars is pretty much the top prize. Getting there, well, that's a whole different story.

Webmaster's Resources

Recommended Resources

[Cheap Web Hosting](#) – Why are you paying high monthly fees when you can get an unmetered traffic, cPanel web Hosting account with 10 addon domains and unlimited sub-domains from only \$12 - a year! Unmetered space account are available as well.

[Make Money Online](#) – The only make money online membership site that based on The Magical Formula delivers incredible value to it's subscribers. The benefits are worth way more than the membership fee -- and I mean WAY more.

[Datorsam Domains](#) – eliminate the middle man. Get your income generating domain name for less than the cost of a fast food lunch.

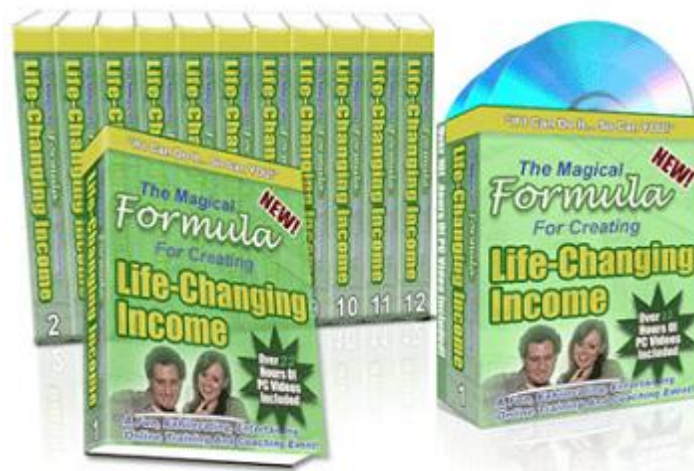
[Webmaster's Toolbox Series](#) – Get all reports on the Webmaster's Toolbox Series here -- **at no cost.**

Recommended Payment Processors

[PayPal](#) – start accepting credit card payments from customers from several parts of the world!

Congratulations!

**“Your Purchase of this Book
Entitles You to a FREE Lifetime
Membership Privileged Access to
The Magical Formula ... Worth
\$197.00!”**



Dear Valued Reader,

I would like to invite you to join my online internet marketing course, The Magical Formula, as a privileged **Subscriber!** Your enrollment benefits entitle you to:

- **Receive offers to incredible, never before seen products** you can sell and pocket all the sales from,
- **Adding an infinite arsenal of wisdom** that you can put to good use, when creating your online empire,
- **And much, much more!**

This private access is valued at **\$197.00** but as a gesture of thanks for joining me in this short, fast but thrilling adventure through the pages of this book, this privilege is yours ~~\$197.00~~ **FREE of CHARGE**. Consider it a bonus, but you'll want to be connected to the Internet right now to take advantage of this bonus...

So get connected to the Internet if you haven't just yet, and click on the link below to sign up – **no catches!**

[Click Here to Sign Up For The Magical Formula For Life Changing Income for FREE](#)

This is my way of saying thanks and I look forward to seeing you on my subscriber list! ☺

P.S. Once you're inside the online material, you'll discover all the possibilities of building your Internet Business on steroids.