

Internet Marketing News

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The Ostrich

by Ogden Nash

The ostrich roams the great Sahara.
Its mouth is wide, its neck is narra.
It has such long and lofty legs,
I'm glad it sits to lay its eggs.

**** **Article I** ****

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The 8 Steps of Search Engine Optimization

You have a beautiful web site but no sales. What's the problem?

Usually the problem lies with the lack of advertising. Many web owners feel that just because they have paid for a domain name and created a site that that's enough. They feel that people will flock to it just because it's there. Nothing could be further from the truth.

Any web site needs traffic in order to be effective. Among the various methods of advertising a web site, at the top is search engine optimization. SEO, as it's sometimes called, offers a higher return on investment (ROI) than most, if not all other forms of online advertising. Countless studies show that search engine placement ranks at the top of the "most effective" lists.

Nothing can be more targeted than a person who types in the product or service he or she wants? This is not rocket science nor is it passive advertising as most other forms are. The prospect is being proactive and seeking you out... will you be there?

So what do you do to get your site with respectable rankings with search engines? Generate free traffic for your web site is the logical answer.

Key Word Selection - Perhaps the most overlooked yet most important part of SEO because people search for key words according to their needs. Key word selection can be a daunting task however because many key words are already used by others with the same product or service. So what's the solution? Making a list of relevant key words and then balancing them for popularity and competition will provide a good foundation for your efforts.

Measuring rankings - Before you can begin to measure your ranking position, you must know where you rank for the key words that best describe your product or service. If your Key Word Selection was done properly, you should have a long list of highly relevant words and phrases that people are searching for.

Page Creation and Optimization - This is the heart of SEO. If you have chosen the best key words in the world and have bad or no page optimization you won't be able to compete effectively.

Web page optimization is giving the search engine what it wants to see. The best method I know of is to study the pages that rank in the top 10 and to emulate key aspects of those pages on your site. And, no, this is not plagiarizing, to the contrary, it means that you are replicating the basic concepts or formats or statistical elements of the page such as keyword counts, link popularity, word counts and other criteria.

Obviously this can be a monumental task that will give a skilled mathematician a headache. Books, articles and [web sites](#) may be helpful in this task.

Uploading your pages - For many, this step is obvious, for the novice it's important to remember that anytime changes are made to your web pages they must be uploaded to your web site. This is done in accordance with your web development client such as Dreamweaver, Front Page etc.

Submitting - Perhaps the best-known and most used of submission partly because there are so many ads for bulk submission to hundreds, even thousands of web sites. These services stay in business because they attract people who don't know any better. They use a one-click method of submission and unfortunately submission is only one part of the process. and a minor one at that. Most of these types of services are not search engines but simply scripts intended to gather email names to resell. To add insult to injury only a handful of search engines command enough traffic to be worth promoting to.

Third Party links - A very important yet least known is third party links which point to your site. Search engines today and especially Google have done away with meta tags and some other criteria that was popular in the past in favor of such things as links. The more third party links you have pointing to your site the better the chances of obtaining higher listings. Once third party links have been established, Google will re-spider your pages regularly without the need to re-submit.

Traffic and revenue tracking - This is the pay off. Once your investment in search engine optimization has been accomplished sales will follow. It is important to note however that the product/service must be a desirable one, priced right and promoted correctly on the web site in a smart marketing manner.

Fine tuning - Some of your efforts will bear more fruit than others, by that I mean that some pages will get more visits than others so they will require refinement. Some pages will need to be retired in favor of new ones with more defined meaning.

Remember to measure your rankings frequently at [Alex](#) or [Google](#). Constant review is not only a good idea, it's a must. For more information visit [Your](#)

[Place On the Web](#)

****** Article II******

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"Increase Sales with Price Negotiation"

by Rod Purnell

<http://www.PriceNegotiator.com>

As you probably already know, on the Internet, eBay is king. Even if you've never bought or sold anything on eBay by now, chances are you've at least browsed the pages, and probably been amazed at some of the deals people are getting. The truth is, a lot of these eBay sellers are making very good money running auctions. Why? Because the people who bid on their goods feel empowered--like they have some control over the price. And that's good for business...any business.

When customers have the ability to negotiate their own price, they feel important. That feeling of control contributes to their feelings about the deal they are getting. Even if the price isn't the lowest around, the fact that they can negotiate that price is extremely appealing, lending heavily to the perceived value of the item. And as you know, it's all about perception.

Price negotiation is an emerging trend online--and not just on eBay. Every day, more and more people are beginning to negotiate

prices with their customers, rather than offering the traditional rigid price tag. And, they're finding that they're generating more sales and more profits in the meantime.

Many online retailers of goods and services feel that price negotiation actually helps maintain the value of the products they sell, inspiring a feeling of fairness and value on the part of customers. In fact, many customers end up paying a little more than they have to, because that perception of fairness, value, and price control makes it more appealing than paying an off-the-shelf price.

Perhaps you would consider price negotiation as a better way of doing business and a fast way to better sales, but are wary of the time and effort involved in coordinating the negotiations. Rest easy; there are ways to streamline and even automate the entire process. Software programs do exist for the specific purpose of price negotiations, some having the ability to negotiate, record statistics, take payments, and deliver the products automatically.

So, if your business could use a boost, consider price negotiation as a means to better sales and higher profits. If it works for eBay sellers, it can work for you, too.

Author Rod Purnell is founder and creator of PriceNegotiator, a cutting-edge program that automates the process of price negotiations, payments, statistics, and delivery. Price negotiation is a simple way to instantly boost profits. For more information, visit <http://www.PriceNegotiator.com> today! Reach Rod at <mailto:rod@pricenegotiator.com>

******ARTICLE III******

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Why Internet Business Will Stay Strong Even If the Economy Goes

Bad...and What You Can Do to Make Sure You Come Out on Top

by Dr. Kevin Nunley

<http://www.DrNunley.com>

Day after day news media warns us the world's economy may be in serious trouble. Storm clouds are on our economic horizon. Japan, once the most profitable nation in the world, is having deep money troubles. Experts say Japan is now where the United States was at the start of our Great Depression back in the 1930s.

Russia, Latin America, and Southeast Asia are also having serious economic problems. Hunker down, a world depression could be on the way.

Does this gloom and doom apply to the Internet? Will thousands of small Internet business be forced to close down? I don't think so. Here's why.

Internet business is still brand new. Even the old-timers have only been on-line for three or four years. In many ways, we're just now figuring out how Internet business works. And guess what? It appears to be very different from regular business.

Small and versatile is a big advantage. Big businesses dominate the traditional business world. The Walmart's and MicroSoft's have steadily forced smaller, family-owned businesses out of the way. Not so on the Internet. Three out of four Internet businesses are very small, often only one person working from home. Some of the most successful web sites are run by a single person still working a regular job. They take care of the business before work, during lunch, and late into the evening.

Small businesses are versatile. They can change directions at a moment's notice. That's a big advantage when times are hard. A big company has specialized employees and materials stockpiled to fill a particular need. If the economy changes and that need dries up, the big biz is stuck. Meanwhile, the one-person Internet business can change its direction in an afternoon. You can take down your big web site offering investment advice and put up an equally impressive web site showing people how to get out of debt. No employees to retrain. No leases to get out of.

Internet business can personalize. Every indicator of how the future will be points to a much greater demand for personalized services. Instead of buying a one-size-fits-all service from

suppliers, you will enjoy services and products that are closely tailored to exactly what you want and need. Internet leaders, including Bill Gates, have said they believe the future of the Internet lies in personalized services supplied by small companies and individuals.

The Internet may be at odds with the Market. This idea is a tad complicated, but I think it's important to understanding why the Internet probably won't feel the pinch of a bad economy. Market economics, the basic principles that govern business, doesn't seem to fit the Internet. Market economics generally encourage big companies to get bigger, buying up and out-maneuvering smaller companies. The biggest companies dominate their industry. Sometimes they grab a huge percentage of all sales in their particular field. This is very hard to do on the Internet. It may be impossible to build an Internet-based monopoly. I may raise millions of dollars and create the biggest, coolest web site business in history. That doesn't keep you and 1,000 other aggressive folks from doing the same thing tomorrow and taking my advantage away.

What can you do to profit from coming hard times? Economic downturns can be scary times. It's hard to know if you should start or expand a business or keep your money in the bank. Don't spend money you don't have to. Yet economic hard times can pose a terrific opportunity for people working in a new area like the Internet.

While traditional business models stall, Internet business surges ahead on the shoulders of a very different way of doing business.

Make your Internet presence BIG. Expand your web site. Jazz up the look. Add lots of helpful articles, add links to useful sites, and create alliances with other entrepreneurs. Keep your web site as focused as you can. Let people know you specialize in an area or line of products. When customers need a particular thing, they'll know you're the specialist that can give them personalized help.

Finally, remember the wise old saying: When business is bad, advertise. The Internet shows little honor to those who come in with lots of start-up money. Instead, the Net rewards those who are popular. The more visitors your web site and email box have, the more power you have on the Internet. Publicize your web site, your business, and your name. Distill your name and main benefits down to a short, easy sentence and put that sentence everywhere

you can without spamming. Advertise in email newsletters. Put banners on sites like your own. Send out press releases to media. Participate in newsgroups.

Paint your promotional efforts with big broad strokes. Spend as much as half your time promoting. By looking big and providing tightly focused products and services to a well defined group of customers, you can ride the Internet wave into the future. It may well be a future that gives the Internet new and greater prominence.

Kevin Nunley provides marketing advice and copy writing for businesses and organizations. Read all his money-saving marketing tips at <http://DrNunley.com/>. Reach him at kevin@drnunley.com or 603-249-9519.

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The Secret Behind Million-Dollar Ads

by David Garfinkel

Want a little secret to turn your advertising into an irresistible magnet for customers?

Dale Carnegie knew the secret, and that's one reason his book "How to Win Friends and Influence People" has sold more than 15 million copies. In fact, British Airways recently named it "The Business Book of the 20th Century."

It's a great book. But if Dale had titled it "How to Remember People's Names and Curb Your Incessant Urge to Argue," do you think it would have sold as well? Probably

not. There's great power in good titles.

What you may not realize is the words "How to Win Friends and Influence People" are not only the title of the book. Those words were also the headline of a mail-order ad, which sold the book. The ad ran successfully for many years and sold hundreds of thousands of copies.

So what does this have to do with turning your advertising into an irresistible customer magnet?

Here's what. Behind the title and headline is a "secret code" that makes it powerful. Dale knew it. Great advertising copywriters know it. And now, you're going to know it, too.

The "secret code" is actually a generic formula that gets attention and creates desire in your prospect's mind. Every winning headline has a unique generic formula hidden inside. Here's the formula in Dale Carnegie's book title and headline:

How to _____ and _____.

Let's see the formula at work. Say you are an executive recruiter, and you help companies find new executives. In reality, your biggest problem is finding the executive candidates in the first place. So, to increase your group of candidates, you decide to run an ad in your local business journal. Here's how you could use this formula to write a headline for your ad:

How to Get a Better Job and Make More Money

... and right after reading that headline, anyone who's even a little interested would want to read your ad immediately. Then, if your copy (text) is even halfway decent, you'd get plenty of calls.

Or, let's say you run a martial arts school. Here's how you could apply the formula in an advertising headline to get you new students:

How to Stay Fit and Protect Yourself

Do you see how powerful that is? You've just zeroed-in on

people who are likely to be interested in learning martial arts.

The brutal reality of advertising: An ad with a good headline and even mediocre copy will get you a response and generate sales. But with a poor headline, even the most brilliant copy will get you little or no response. Why? Because without a good headline to get their attention, most people won't read any further.

The good news is, once you have identified a good headline that works in one industry or market, you can adapt it (like we did with the Dale Carnegie headline, above) for your own business. Great headlines work as subject lines in emails, titles on Web pages, and of course as headlines in print ads and sales letters. Great headlines will literally transform your sales.

How does this work in today's economy?

Recently a client asked me to help him introduce a new service to Internet Service Providers. (Note: To understand what you are about to read, you should know that ISPs call their suppliers "backbone providers.") I wrote a direct mail letter and my client sent it out to ISPs. Because my client was revealing new information his prospects hadn't heard before, we used the following "teaser headline" on the front of the envelope:

What Your Backbone Provider Isn't Telling You

Was this an entirely original headline? No. I had seen a similar "teaser headline" on a successful mailing to promote an investment newsletter:

What Your Broker Isn't Telling You About High-Tech Stocks

So I merely identified the "secret code" in the original winning headline, and applied it to my client's market, ISPs.

The response to the mailing was overwhelming! Nearly 10% of the entire ISP industry responded to our letter - and my client has added eight figures of new annual revenues as a result of the business that developed.

I'm telling you this not to brag, but to point out the awesome power of good headlines. While many people spend hours and hours trying to come up with "the perfect headline" for their ads, there is an easier way. Find proven headlines that already work for another business in another industry, and adapt them to your business.

Then prepare for a flood of new customers!

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