

Internet Marketing News

Volume 2, Number 5, Issue #003504, March 5, 2004

*** * * IN THIS ISSUE * * ***

******Smile for the day******

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

"HOW MANY LINKS DO YOU HAVE?"

by J.R. Orsoni

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

"TWO SECRETS OF UNSTOPPABLE GROWTH"

by Jonathan Gray

******Article III******

"THE ULTIMATE MARKETING SIN"

By Terry Dean

******Article IV******

"5 FREE WAYS TO INCREASE TRAFFIC TO YOUR ONLINE STORE"

by Scott Patterson

******Smile For The Day******

A bar patron was in the habit of ordering three beers each time he went to his neighborhood bar. One day the curious bartender asked him why he ordered three beers.

The man replied, "I order one for my brother in Canada, one for my brother in Australia and one for me."

The next day he walked in and order only two beers. The bartender asked why. He

replied, "One for each of my brothers and none for me. I gave up beer for Lent."

**** Article I****

"HOW MANY LINKS DO YOU HAVE?"

by J.R. Orsoni

One of the most overlooked ingredients to top search engine placement is Linking.

Recently I've found at many sites that didn't meet even the minimal search engine requirements yet were ranked higher than mine. For the life of me, I couldn't figure out why, until today.

All of a sudden it hit me, I realized that the common denominator was that they had many, let me repeat that, they had many links linking TO their site. Some of the highest ranking sites had literally hundreds of links.

It is a known fact that some search engines, and especially Google, rank by a point system part of which is giving points for having links TO your site. These links in return provide Google with a tremendous competitive edge in search engine enhancement value.

Try it for yourself, log on to [Alexa](#), put a web site address into the search window, then go to the section that says "Other sites that link to this site." There you will find a complete listing of the sites that link to your example site.

Further ranking information can be verified if you do a search for various key words in the particular category of the product or service on the site you have chosen to analyze.

You may be wondering how you can get "linked to" with a limited number of resources. After all it would be a daunting task to find hundreds of sites that would like to link to yours.

It is actually easier than you think and it can be done without going through the bother of contacting web site owners.

Here's the good news... there is software out there that is capable of doing this linking for you. In fact it will give you 60,000 links throughout the internet. This will certainly do wonders for your listings.

Here's more details about this amazing software. This software's main focus is actually to post classified ads but in addition the job of linking is accomplished at the same time. All

you need to do is create an ad, you can create as many as you want and post as many times as you want. Be sure to use key words or phrases within your ad and also repeat them in the title of the ad. Multiple ads will be effective if you use other key words and phrases. Don't over do it because less is no only more, it's quite enough in this case... it's a matter of points, points, points.

Go here to download a free demo copy of that software:

<http://www.dodotshop.com>

**** Article II****

"TWO SECRETS OF UNSTOPPABLE GROWTH"

by Jonathan Gray

Let me get to the point... You can borrow someone else's credibility to initially help you to unstoppable growth!

Here are two really simple ways to do it.

1. Find someone else with a list

An ezine owner has say 5,000 people on his list. You send him a complimentary copy of your product. Ask him email a letter of endorsement to his list. Of course, you supply the letter already written. All he has to do is send it out from his email address.

The results of such an endorsed mail-out to his list can be powerful, because he has credibility. Immediate sales. You could request a solo mail-out that contains ONLY your offer. And to encourage the ezine owner to do it quickly, you might offer him an extra incentive, perhaps a higher commission.

But be sure to pay quickly, say 15 days after sales. You can be sure he'll be on side for any future deals you may suggest!

Later, you could ask him if he knows someone else with a list. Tell him he can get, say \$5 extra for everyone on his friends' list that buys.

How can I find people with lists?

Go to Google, Whois, or any other search engine. Type in "opt-in lists". There you will find businesses that will send email to their opt-in lists.

However, you should deal only with businesses that have double opt-in lists – where people are required to respond to an email to confirm their subscription.

2. Your own customers

Turn your existing network of clients and newsletter subscribers into a giant word-of-mouth referral machine!

Ask them, Did the information benefit you in some way Could it benefit your friends or family members? Did it give you more confidence? Did it help you save time? Did it make you laugh? Do you want to share it?

If you have a quality product or service, consumers are more than willing to spread the good word among their friends and family.

Such referrals can have a snowball effect on your business.

People who learn about your business via a third party are more likely to trust you.

If you want people to spread the word about your product or service, you must create benefit for them.

Show them how they can gain. Here are some ideas you may find useful:

- Send them free demo software.
- Send them a free demo ebook that contains valuable information, and make it easy for them to forward it to friends and family.
- Make sure they understand clearly that they get paid each time they send you a paying customer.
- Give people who refer new customers a free article containing valuable information.
- Run a contest, in which if they refer friends they themselves get entered again.

All this need not cost you a cent, because your clients do the selling for you.

Try these two methods, and just watch your list explode!

Jonathan Gray has been helping people succeed in small business for three years. Join his free “Help For Beginners” Course now – free tips on HOW to do it;

****ARTICLE III****

THE ULTIMATE MARKETING SIN

By Terry Dean

You've made a few mistakes if you've been in business for any length of time.

Luckily, your customers will forgive you for a lot of the mistakes you make. As long as you make up for the mistakes to them, they'll stay your customers.

There is one major mistake which is unforgivable... because you'll never get a chance to fix it.

The problem is that this is one of the biggest mistakes being made in online business!

If you do it, you'll never have a chance to apologize and make up for it. Your customers simply won't listen to anything else you have to say! This one, ultimate, unforgivable marketing sin is to be boring. If you're boring, your customers simply stop paying attention to you.

You're competing with a thousand other ads, TV, radio, billboards, pop-ups, etc. Everyone gets bombarded constantly with advertising messages.

Your emails are competing with two hundred other emails for attention. The average surfer only looks at your site for a few seconds if it doesn't immediately grab their attention.

You have to stand out in a crowded marketplace. If you're content to be "normal" or to simply be a "me-too" business, then you don't stand a chance in today's environment.

You have to do three things to keep from boring your customers...

1. Be Unique.

You absolutely can't be the same as everyone else. Come up with something different about you and your product that no one else is doing.

Have the most insane guarantee.

Include the most bonuses. Include no bonuses. If everyone else is selling an ebook, do a video. If everyone else is selling videos, do an ebook. Find a book written by a blind golfer.

Search other niche markets outside your own and see how they're doing things. Is there anything being done in another type of business that isn't done in your marketplace yet? If so...there's an idea!

Just because it has to be unique as your niche market doesn't mean it has to be created from scratch. Look for ideas already working in other areas.

2. Be Outrageous.

Sure. You could have a headline that says, "Make \$5,000 in the next 30 Days." But it would be better to say, "Bankrupt New Jersey Truck Driver Makes \$17,499 in 30 Days...and You can do it too."

Find a "hook" in your product or service. Is there a human interest story in it? Are one of your customers totally weird? Is there some intriguing way to look at the offer?

Everybody's selling a product or service. Your job is to sell an exciting "story."

Take a look at the Enquirer and the other tabloids for ideas on headline writing. Those are some of the highest paid writers in the country...and they spend the majority of their time coming up with the headlines!

3. Wow Them.

You're unique and outrageous. That's good, but it's only the first part. The biggest percentage (70% or more) of any marketer's profits will come from backend sales.

You have to Wow your customers. If you're outrageous, they expect you not to be able to fulfill all your promises. Surprise them and give them MORE than they expect. Have outrageous surprise bonuses sent to them by email after they order.

Don't just give them what they paid for. Give them more than they paid for and they'll love you. Then they'll gladly jump past all the other ads out there and buy all your other products and services.

=====

Terry Dean's Brand New Fr-e eBook, "10 Quick and Easy Ways to Increase Profits to ANY Web Site Overnight!" Reveals More Time Tested Proven Internet Marketing Secrets Than 99% of the Paid Products Available...Showing You Step-By-Step How to Increase Your Traffic, Drop Your Expenses, and Drive Your Profits Through the Roof:
<http://www.bizpromo.com>

****ARTICLE IV****

"5 FREE WAYS TO INCREASE TRAFFIC TO YOUR ONLINE STORE"

by Scott Patterson

So you've finally created a website for your small online store! Now you think, "How do I get people to visit my site?" If you're like most new website owners, you wonder how to bring potential customers to your site without spending lots of money on expensive advertising. In order to help you, I've compiled a small list of five methods that I have used to drastically increase traffic to my own site. I've also listed two websites under each tip that will help you get started implementing these suggestions.

1. Offer a freebie or a contest for your items: One of main reasons that people use the Internet is to find free (or cheaper) stuff. If you offer a freebie or contest for one of your items, then you are likely to attract potential customers. To get maximum exposure for your freebie or contest, you should register with as many "free stuff sites" as possible. Here are a couple of sites which would be a good starting point: <http://www.thefreesite.com> and <http://www.realfreesite.com>.
2. [Link to similar websites](#): A popular method used by webmasters to increase web traffic is to swap links with comparable websites. However, the trick to maximizing the effectiveness of linking is to find sites with a minimum Google PageRank, which is a system which Google uses to judge the importance of each webpage, of 3 or 4. To find out more information about PageRank, click here: <http://toolbar.google.com/>. To find good linking partners, check out these two link partner directories: <http://www.links-pal.com/> and <http://www.gotop.com/>.
3. Join an internet discussion group: People also frequently use the Internet to find places where they share common interests with other individuals, which has led to the creation of Internet discussion groups. You can use discussion groups to introduce yourself and your product. Find a group that is related to your store or personal interest, and make sure any topic that you post is tied into a current discussion. Don't SPAM any discussion group with an obvious sales pitch. Simply write comments applicable to both the group and your product; people will naturally want to know more about you! Two great listings of potential starting points for discussion groups are: <http://groups.yahoo.com/> and <http://topica.com/>.
4. [Post your product or service](#) on a free [classified ad page](#): Although many websites only have paid inclusion into their classified ads, many offer a free place

where you are allowed to advertise your merchandise. If you spend time developing an interesting headline or ad, you can bring in a steady amount of traffic from these sites. To get started on free classifieds, you can use my own free service <http://www.mizambar.com/classified.html> . In addition, the following link has a directory of tons of free classified services: <http://www.ecki.com/links/>.

5. Write an article related to your website and submit it to ezines: By writing an article about your service or a topic related to your website, you instantly become an authority on your issue. Although you might have some apprehension about writing, if you have a website, then you probably have something to talk about. Two great directories on ezines are: <http://freezineweb.com/> and <http://www.ezinelocater.com>

By following these steps, you should see a dramatic increase in your web traffic. The key is to always think about website promotion--if you spend a little time each day following one of these steps, you will be rewarded with more visitors and hopefully more customers. Good luck, and happy advertising!

P.S. Stay tuned for more free ways to increase traffic to your website!

Scott Patterson is the owner and webmaster of <http://www.mizambar.com>, a retail site of Evil Eye Jewelry, and <http://www.onlinestoreexchange.com> , a directory of tips and advice to help you with website design and website promotion for your online store. For more information, email him at scott@mizambar.com

Patronize our advertisers they make this publication free to all.

Copyright 2004 Jmar Marketing Concepts, all rights reserved.