

# **Make Money Doing What You Love!**



**“Niche Marketing Tactics”**

# What Do I Use For My Research?

These are some of the tools I use in my niche marketing business. While these aren't mandatory to have, they can sure make your job a lot easier!

**Niche Software-** I use this software for the bulk of my niche research [Click Here](#)

**Seo Software-** The only software I use to get my niche sites ranked in Google, Yahoo and MSN [Click Here](#)

**Ebay Course-** If you're not generating leads and sales from eBay, you're missing some of the easiest money on the net. If you are serious about making money on eBay, these are the only two courses that deliver the goods. (I have them both.)

**Ebay Course #1**  
[Click Here](#)

**Ebay Course #2**  
[Click Here](#)

**HIGHLY RECOMMENDED!!!**

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# Introduction

## Niche Marketing: “Idiot Proof Niche Marketing!”

I’m going to make this short and sweet. You want to make money on the Internet, right? Well, while there may be many effective ways to do this, the fastest route to financial freedom on the web is to **have your own product**. Let me explain...

## Why Niche Marketing?

Niche marketing is one of the easiest ways to cut your teeth in the world of internet marketing (IM). It’s very easy to dominate a small niche, because by definition there’s less competition. In this e-book, you’re going to discover how and where to locate a niche, how to create your own product and website, and then how to advertise your niche to make real money on the Internet, just like I have done...

## What is Niche Marketing?

**Definition:** “The process of finding and serving small but potentially profitable market segments and designing custom-made products or services for them” .

In other words, niche marketing is when you focus in on a smaller part of a bigger market. Instead of marketing “golf”, for example, you may choose to market “golf balls” or “Top Flite golf balls”. The further you dig into a niche, the less competition there is and the easier it is to become a recognized “expert”.

## The Advantages of Niche Marketing:

- Make money faster
- Easy for a beginner
- Dominate a market quickly
- Less competition
- Easier to get free search traffic

Easier to create a product  
Less expensive to market

The great thing about niche marketing is that there are new niches being created almost everyday and you don't have to be an expert to find them! It's all about supply and demand. During this course I'm going to show you exactly how to properly research this field so that you know exactly where to find hungry markets that are in need of a product that nobody is giving them.

Imagine being the first person to deliver a product to people who are begging for it! What do you think is going to happen when YOU are one of the few people selling the product and you have very little competition? You will make big money!

### **Examples of Big Money Niche Sites**

“Teach Your Parrot How To Talk”  
“How To Advertise Your Carpet Cleaning Business Online”  
“Acne Free In 3 Days”  
“12 Hour Cure For Yeast Infection”  
“Tattoo Me Now”  
“Learn How To Speed Read”  
“Pregnancy Without Pounds”

Once you discover the art of niche marketing, you will be able to create new products and websites at will! This will multiply your profits and give you the freedom that you've always dreamed of. So, are you ready to create your own niche empire?  
Ok then, let's get started!

## Part 1: Niche Hunting

The first and most important step when starting your own online niche business is to locate a profitable niche. But, how do you decide which niche is going to be profitable for you? As boring as it may sound, the most vital step in making your online business successful is RESEARCH.

**This has to be done or you'll literally be throwing money down the drain.** You can't simply guess that a niche will be profitable and then go for it! You have to research the market first in order to give yourself a fighting chance. On the surface, this may sound like hard work, but it really doesn't take long...PLUS... it will be more than worth it in the long-run... Trust me on this!

### Researching Ideas For Your Niche

For Part 1, I'm going to reveal several sources to give you some great ideas for your first niche. (You'll want to grab a notepad and pen for this!)

**1) Amazon** – To begin with, Amazon is a great tool for locating that first niche of yours. If you type in <http://www.amazon.com> you will notice a list of categories on the left hand side of the page. There is a big reason why they have chosen those specific groups of products: they are huge sellers. What a great start... Amazon has already done part of your research for you!

Basically, you just need to select a random category or a category that you have an interest in. For this example we're going to use "pet supplies" as our category (although you can choose any market that you want).

### **Consumer Electronics**

[Audio & Video](#)

[Camera & Photo](#)

[Cell Phones & Service](#)

[Musical Instruments](#)

[Video Games](#)

[All Consumer Electronics](#)

### **Food & Household**

[Gourmet Food](#)

[Grocery](#)

[Pet Supplies](#)

Pet supplies can be found under the “Food & Household” section of the Amazon website. Once you click on “pet supplies” you will see a list of categories related to pet supplies. What you want to do is make a list of all the categories under dogs:

### **Dogs**

[Apparel](#)

[Beds & Accessories](#)

[Collars, Harnesses &](#)

[Leashes](#)

[Feeding & Watering](#)

[Supplies](#)

[Food](#)

[Grooming Aids](#)

[Health Care Supplies](#)

[Kennels, Carriers &](#)

[Travel Accessories](#)

[Toys](#)

[Training Aids](#)

[Treats](#)

Your list will look something like this: Dog apparel, dog beds, dog accessories, dog collars, dog harnesses, dog leashes, dog feeders, dog watering, dog food, dog grooming accessories, etc... You can repeat this process for the other categories as well. Cats, reptiles, fish, etc...

For now you can just stick with the small list that we made for dogs. Once you get an idea from this example, you can then explore these different niches to build yourself a list of other niches and sub-niches.

Once you have a decent list of products relating to different niches, you'll want to use some free keyword software to find out how competitive a particular niche or sub-niche happens to be.

First of all, take a look at <http://www.goodkeywords.com> and download their free software tool. This will enable you to find out how many searches are being performed on your chosen keywords, and consequently which ones are going to be profitable.

**Note:** Make sure that your software has been downloaded and installed. If it hasn't, go ahead and do it now... It's ok, I'll wait!

Ok great, now click on your good keywords icon to activate and bring up the tool menu. It should look like this:



From here, click on the “keyword suggestions” button. This will bring up the search bar where you can input the desired search term. Once you have that screen up, type in “dog beds” in the search bar... as it's written in the example on the following page:





As you can see, the term “dog beds” was searched more than 42,000 times in the past month! Now, if you double click on the keyword “dog beds” it will show you all the sub-niches under the main niche “dog beds”. This will allow you to dig even deeper into the niche, which will mean less competition for you.

I typically like my niches to have between 2,000 to 40,000 searches per month. This is not a rule of thumb, just my personal preference. You can still be successful and make money in niches smaller and larger than these numbers, so it’s entirely up to you.

However, if you want to dig a little deeper under the term “dog beds”, I recommend using the Adwords analyzer tool. This isn’t free, but it’s relatively inexpensive and it’s always been a great help to me when I’ve been looking for new niches to sell products in. However, if you’d rather not spend any money on this, there are some free tools available as well.

Here are two free keyword research tools that I use myself and highly recommend:

<https://adwords.google.com/select/KeywordToolExternal>

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

So, what we're looking for is a sub-niche under the term "dog beds" that would be good for us to create a website and a product for. The great thing about Adwords analyzer is that it shows you how many ads people are running for a particular keyword. There's also a function where you can arrange the keywords to show the ads running from lowest to highest...

Keyword	Searches	Results	P/D	Google Ads	Overture Ads
addie bauer dog bed	100	0	N/A	0	0
1 liner dog bed	99	0	N/A	0	2
oasis dog bed	320	0	N/A	0	3
how to make a dog bed	277	0	N/A	0	3
bed dog dog extra for large	112	0	N/A	0	3
bed for giant dog	92	0	N/A	0	4

What we've found here is a potential niche... And here's why:

Under the main search term "dog beds" we found a great sub-niche called "how to make a dog bed". We can also see that this term has only three ads running at the moment, which tells us that there's not much competition.

Now the searches for this term seem rather low, but keep in mind that this is Yahoo search results. Google searches tend to be much higher since it's the most used search engine. So even though there are only 277 searches on Yahoo search, there could easily be 1,000 searches or more on Google!

So far the data we've collected looks promising for the term "how to make a dog bed". Now we need to find out how much people are paying to advertise the term...

Go to [www.spyfu.com](http://www.spyfu.com) and type in the term "dog beds". This will give you the average cost that people are paying to advertise on that term.

<b>dog beds</b> <a href="#">Add to My Terms</a>		
<b>Cost/Click:</b> <b>\$0.72 +\$0.14 (23.51 %)</b>	Clicks/Day: 63.2 +24.49 (63.27 %)	Advertisers: 10 -38 (-79.17 %)
	Cost/Day: \$45.22 +\$22.79 (101.65 %)	Search Results: 8,060,000 -5,140,000 (-38.94 %)

You'll notice that the average cost per click for the term "dog beds" ranges from \$0.14 to \$0.72 which tells us that the term "how to make a dog bed" is probably only going to be around \$0.05 or \$0.10 as it's a sub-niche of the term "dog beds". That's great news!

Now there's no guarantee that you will be able to make money writing an e-book about how to make a dog bed, but the clicks would be so cheap that it wouldn't cost you much money to find out. If nothing else, you could write a free report on "How To Make An Amazing Dog Bed In Minutes!"

### **But why would you want to give this report away for nothing?**

Well, this would be an easy and super cheap way for you to start building a list in the dog niche. At only \$0.05 to \$0.10 you could build yourself a VERY targeted list of people interested in dog related products.

This would then give you an opportunity to email your subscribers with other affiliate offers or products you might be selling that are related to the dog niche - which in turn will start making you even more money! The larger your subscriber list, the bigger the profits – in ANY niche!

**2. eBay** - This site is another fantastic tool for researching an almost endless amount of niches! Much like Amazon, eBay has already done all the research for you so there's not much work for you to do. There are so many resources on eBay that you could literally spend the rest of your life uncovering niches and creating new products to sell... but don't! Here's how you should use it to make money the AJM way:

Conduct your eBay research in the same manner that you did with Amazon. However, there is one method that will greatly help your efforts in determining whether the niche you pick will be profitable or not...

If you have an eBay account, login and go to "My eBay". If you don't you will need to create an account through the link below (I have shortened the link for you to make this easier): "link goes here"

Once there, you should see the search bar on the right-hand side of the screen. Type in the keyword for the niche you're researching. It will now show you the current auctions running on that particular keyword.

**If you look at the left-hand side of the screen, you'll notice a yellow menu:**

1. Scroll down this menu until you see a tab that says "search options"
2. Under "search options" you should see a row of boxes
3. Look down the row of boxes until you see one that says "completed listings"
4. Check that box and then click on the "show items" button
5. This will bring back a list of items for auctions that are finished.

**This is really useful data because it actually shows you what products have been sold, and for how much!**

List View   <a href="#">Picture Gallery</a>		Sort by: <a href="#">End Date: recent first</a>			
	Bids	Price*	Shipping to 75169, USA	End Date	Actions
	12	<b>\$400.00</b>	\$7.50	Mar-07 10:20	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>
		<b>=Buy It Now \$179.99</b>	\$11.00	Mar-07 10:15	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>
	17	<b>\$122.50</b>	Not specified	Mar-07 10:15	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>
		<b>Best Offer \$150.00</b>	\$14.30	Mar-07 10:11	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>
		<b>=Buy It Now \$48.00</b>	\$2.50	Mar-07 10:03	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>
	4	<b>\$23.50</b>	\$6.00	Mar-07 10:02	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>
		<b>=Buy It Now \$270.00</b>	\$22.15	Mar-07 10:02	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>

And this is great because it eliminates practically all of the guesswork for you, especially if you happen to find a similar item that you were thinking about selling!

**Note:** If you get stuck and lose your way while on eBay, you can always click on the “help” link. eBay now has live instant messaging operators to help you with your problems!

**3. Magazines/Books** – Another good source of information is the magazine section at your local store or on the Internet. Basically, if you can find a magazine on any particular niche, it means there are buyers for it! A company won’t waste time on making a publication unless the market is viable, so bear this in mind.

### Places To Find Magazines:

News Stands, Grocery Stores, Convenience Stores, Local Bookstores, Online Bookstores, Amazon, eBay, Magazines.com, etc...

### Examples of Niche Magazines:



### Quick Offline Magazine Research:

1. Go to your local bookstore or department store
2. Thumb through the magazines for topics you are interested in. I find that you’re much more likely to want to complete a project if you’re interested in it... although if you just want to make money that’s fine too!

3. Look inside the front and back covers for publication information
4. How long has the magazine been in publication?
5. How many readers/circulation does it have?
6. Are there similar magazines on the stand?

### **Quick Online Magazine Research:**

1. Go to [magazines.com](http://magazines.com) or your favorite online bookstore
2. Enter keywords in the search bar. Use single phrase words to bring back more results. (eg. Knitting, trains, bicycles, etc...)
3. Make a list of 10 to 20 magazines that are of interest to you
4. Use your favorite keyword tool (from above) to see how many searches there are for keywords related to the magazine topic
5. List all the ones between 2,000 and 40,000 searches
6. Repeat the process until you have at least 20-40 niches
7. Use this list to get ideas for your niche.

## **4. Clickbank**

Clickbank is the world's largest site for digital products... and I simply couldn't leave this out of my *FAST ACTION Guide*. They have hundreds of thousands of books, videos and audios on many topics.

### **Why so many digital products?**

Selling digital products is hands down the highest profiting business on the Internet. There's no printing or paper expenses and the whole process can be easily automated. (Set it and forget it!)

Here's how to get some good ideas from Clickbank's database of products:

1. Go to [www.clickbank.com](http://www.clickbank.com)
2. Click on the "marketplace" link on the top right hand side of the screen
3. You should see a menu that looks like this:



A screenshot of the ClickBank Marketplace search interface. At the top, it says "Search the ClickBank Marketplace". Below this, there are four main input areas: "Category:" with a dropdown menu showing "All Categories"; "Subcat:" with a dropdown menu showing "All Sub-Categories"; "Keywords:" with a text input field; and "Sort by:" with a dropdown menu showing "Popularity". At the bottom left, it says "Show: 50 results per page" with a small dropdown for the number 50. At the bottom right, there are two buttons: "Go" and "Reset".

From this menu you can choose your category from the drop down menu or enter a specific keyword to find a product...

4. Select the option that shows 50 results per page
5. Sort by popularity and also by gravity
6. Look for related sites that you might be interested in
7. How high is the gravity for the site in question? (The higher the better.) This means that this site's product is selling well. Anything with a gravity of 50 or higher is worth taking note of
8. Make a list of any sites that fit this criteria and compare them to see what type of products are being sold, the prices of the products and what type of package they are selling. (eg. videos, books, audio, etc...)

## **Some More Ideas:**

### **5. Your Own Interests**

If you are brand new to niche marketing, it's always a good idea to research markets based on your own personal interests. Start with your hobbies first. Chances are if you like bowling, there are probably a lot more people out there with exactly the same interest.

Make a list of all your interests and dig deeper into the niche to see if there might be a sub-niche that is not being catered for? In other words, something that you can make money from that other people aren't yet doing. Remember, don't give up because you think the niche is too small. There are a lot of "micro-niches" that make lots of money, so make sure that you do all of your research before you dismiss it as trash!

## 6. Your Existing Business

Ask yourself this question: “Can I take my existing business online?” This doesn’t have to be your personal business, it could be a company that you work for. The point is, you know the business because you do it everyday! And many people have used their own business field to create their own profitable niche website.

My business is a good example of this. I had been running my carpet cleaning company for 14 years, then one day, out of the blue, I started to wonder if other business owners like myself were having problems generating new leads for their cleaning business?

I did some research and found that virtually nobody was offering a course to show carpet cleaning owners how to advertise their business online! I jumped all over it and within a matter of weeks, I was sitting on an absolute goldmine!

Because I already knew about the industry, it was very easy for me to create a website and a product that everybody needed and wanted. I simply gave the other business owners exactly what they were asking for! Yes, it was that simple!

**Confession time:** My carpet cleaning website continues to generate thousands of dollars per month in revenue, and this money is all mine. Plus, I haven’t done any maintenance to the site in over 6 months!

These methods will help you greatly when searching for that goldmine of a niche! Remember, research is the key to your site’s sustainability, and therefore its profitability - so don’t take any short cuts and jump into a market without doing the groundwork first. You’ll regret it. Trust me!

Once you’ve chosen a niche and discovered how much money there is to be made, you can then move onto Part 2. This is where I’ll show you how to get more familiar with your niche so you’ll know exactly how to create a product and a website so that it will appeal to your future buyers...



## Part 2

### Becoming Familiar With Your Niche

Right then, on with the next stage...You've learned how to research various niches to find a good market and then build a suitable product around it. Now you need to get familiar with your niche to understand your prospects' buying habits and what makes them tick. You want to try and become as much of an expert on the subject as you possibly can.

This will enable you to truly understand your niche and what it is they need and want. As I've mentioned previously, the quickest route to success is to create a product that **solves people's problems**. Sure, a comprehensive guide can be a great read (and very useful), but it won't have your potential customers knocking down your door to buy it. This will only happen if your product can solve a pressing problem or address a specific need. Therefore, you want something that people are genuinely interested in... **a product or service that they simply can't live without.**

And when this happens... when you identify and focus on the right market from the start... you'll soon find that visitors to your website will come flocking – mouse in one hand and wallet in the other!

I'm now going to give you an example, and I want you to put yourself in the other person's shoes. I want you to imagine that you have the following problem and live with it everyday of your life...

Let's say you have rheumatoid arthritis (a crippling and debilitating form of arthritis that limits your mobility and severely affects your quality of life). You wake up every morning with intense discomfort in almost every joint. All the movements that other people take for granted are incredibly painful for you...

While searching online, you come across two books:

**Book #1** - "The Definitive Guide To Rheumatoid Arthritis: Coping With Your Illness."

## **Book #2 - “Relieve Your Rheumatoid Arthritis Pain In Just 15 Minutes a Day.”**

Which book will you be more likely to buy?

The first book would obviously be useful in helping you to understand and deal with your illness, but the second book goes one step further by addressing the source of the problem...PAIN! People who live with this illness have, in all likelihood, already found a way to cope with their problem, but eliminating the pain and discomfort is what they're really after.

Consequently, the second book has addressed a problem (pain) that exists within this particular niche (Rheumatoid Arthritis), and is attempting to solve it (relieve your Rheumatoid Arthritis pain in just 15 minutes a day). For anyone who suffers from this condition (and there are millions), such a book would be an absolute god-send.

If you think in these terms and try to solve people's problems, you'll soon be on to a winner...

## **How To Become An Expert**

In order for you to get truly familiar with your niche and become an expert in the field, you'll need to find some good resources to learn more about the desired subject. Here are some useful resources for you to look into:

### **1) Search Automator Pro**

I came across this piece of software two months ago and it helped me a great deal. It will cost you a little bit of money but the results have been fantastic for me so you should save bucket loads in the long-run!

It allows you to search according to the type of document; PDF, html, xls, etc... So if you wanted to, you could do a search for “relieving arthritis pain” and only bring back searches for PDF documents! This will give you a big head-start in becoming an expert in your niche.

Here is a screenshot of the software after installation:



The top left arrow is the section where you type in your desired keywords to perform the search. The bottom left arrow is where you can choose what type of document the search results bring back, and the right arrow shows how many results were brought back for the search term. In this case, there were 95,000 searches returned for the keywords “relieving arthritis pain” in PDF format. You can also use any of the desired search engines to run your query. As you can see at the top, there are many options and functions that you can perform using this software.

To be completely honest, I still don’t know how to use all of the functions! However, what I do know seems to be more than enough, and bringing back results in PDF format is probably the best way to learn about your niche and become an expert in the shortest amount of time.

PDF documents are very useful as they tend to be e-books, which will give you the best content and weed out other documents that are

unrelated to the information that you're trying to obtain. And for just \$37.00, I would highly recommend that you pick up a copy of this software. You can get it at: <http://www.searchautomator.com>. For a free alternative, you can go to <http://www.google.com> and use their free advanced search option.



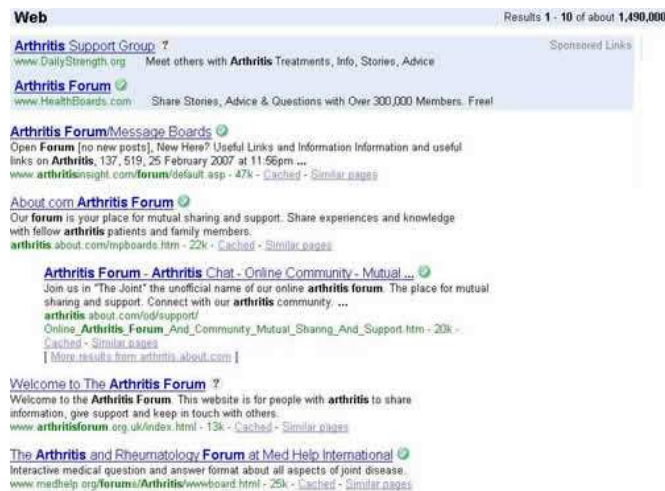
Once you click on the advanced search, it allows you do conduct your search and bring back results for various types of documents, including .pdf.

Another great resource is <http://www.scribd.com>. It's a free online library that has lots of incredible information that you never have to pay a single dime for!

## 2) Forums

Forums are an extremely useful method for collecting data related to a specific niche. So, in order to find a forum relevant to our example, just type in the keywords; “arthritis forum”.

As you can see below, when we entered this term into the Google search engine, it brought back 1,490,000 searches. Many of these results are actual forums that you can go and participate in.



**Tip:** I recommend that you dedicate the next few days to signing up to forums, reading posts and taking down notes from those posts. While this may seem quite boring and repetitive, it will give you valuable information that you will need to properly develop your product and website. As I'm sure you can appreciate, it's much easier to develop a product if you already know lots about it. If you're not connected to your niche in any way, you will most certainly fail.

It's also important that you find out what the most popular room inside the forums is. In the example of arthritis, the most visited room is "Rheumatoid Arthritis." This will help you decide what the hot topics are and where your focus should be within your niche.

Depending on what your niche is, some forums may have a trading post where they buy, sell and trade merchandise. It's a good idea to see what the most traded items are. You may decide to create a different type of product after visiting a few of the forums.

Getting to know your niche with these methods will help you greatly when forming ideas for product development. But don't take any shortcuts while doing this, even though you might be very tempted. If you take your time to do things properly, you will reap the rewards.

### **3) Surveys and Polls**

Taking surveys is one of the best ways to become familiar with your niche, as it will provide you with very important data that you can use when creating your product. The idea of a survey is very simple: you basically ask the person what they're looking for (or what would make their life easier) in order to determine what you should be selling. You can then set-up one of these polls on Google Adwords as well as all the forums that you've found for your niche.

Using the forums first will probably make the most sense. Simply set-up an html page with the survey or poll included and place that URL in your signature file. Therefore, when you post, people will see it. You can get a good feel for what people are looking for this way, and the information you receive will help you greatly when you start using paid surveys with Google Adwords.

Once you collect enough data from the surveys, simply go over the data to see what these prospects want in your particular niche. Once you find this out, you can start creating your product based on the majority response. In a nutshell, you are literally giving people what they ask for, so there shouldn't be a problem selling it to them.

## Setting up surveys and polls

A free service that I use for several polls is [www.surveypopups.com](http://www.surveypopups.com). It's very useful because there's no complex coding to learn. Instead, all you need to do is paste the html code into your website page... and you're done!

However, before you set-up a poll, make sure you've done enough research in your niche and you know which questions to ask. Asking the right questions is going to have a huge impact on the data you get back. So if you've spent enough time in the forums, reading posts and taking notes, then you should have no problem setting up your survey with all the right questions.

Here's the form that you'll need to fill out to create your survey:

[illegible]

And here's an example of what some finished polls would look like on your web page:

Make your selection for the Best Teacher at Rosa Parks Junior High School:

☐ Mrs. Catherine Seda

☐ Mr. Matt Cutts

☐ Mr. Brett Tabke

☐ Mrs. Karen Post

☐ Mrs. Jill Whalen

☐ Mr. Seth Godin

**Vote**

What feature does our competitors's software have that you wish our product also provided but does not?

☐ Immediate notification

☐ Detailed tutorials

☐ Live support

☐ Upgrade rebates

☐ Other?

**Vote**

Which of the following foods will NOT raise cholesterol?

☐ Salmon and Sardines

☐ Avocados

☐ Bran Muffin

☐ T-Bone Steak

☐ Low Fat Cottage Cheese

☐ Pizza

**Vote**

Vote to see the correct answer!

If you notice the poll in the middle, there's a section for "other" so the person taking the poll can list an answer not displayed in the block. You definitely want to give them that option when making your own surveys because if people don't see the answer they're looking for they might simply leave the survey altogether and you'll be left with no data from that particular person. (This can be extremely expensive if you are using pay per click to conduct your poll.)

**Tip:** You might have noticed in the examples that the surveys have short questions and answers. Take this approach when creating your own polls. The less complicated your survey is for the end user, the more likely it is that they'll fill it out.

Here are some guidelines to keep in mind when creating your survey. This article is from Martin Day of [www.surveymalaxy.com](http://www.surveymalaxy.com)

## 20 Top Tips For Writing Effective Surveys

Writing surveys is easy; or is it? The truth is that writing surveys *is* easy but writing *effective* surveys is more difficult. Here are 20 tips to help you get it right:

### 1. What is the purpose of the survey?



Surveys are conducted for many reasons. By phrasing the questions and structuring the answers, surveys can be used in a multitude of ways and for a variety of reasons. When compiling a survey don't lose sight of its purpose.

## **2. Title the survey**

The survey title is a golden opportunity to instantly summarize a survey's objective and grab the attention of invited respondents. Respondents are going to invest time in completing the survey so make them feel that their investment is worthwhile.

## **3. Do not make the survey any longer than it needs to be**

Every question that is asked should be asked for a reason. Focus on 'need to know' questions and minimize 'nice to know' information.

## **4. Use plain English, avoid jargon and acronyms, maintain consistency and don't ask questions that may result in ambiguous answers**

Care must be taken in wording a question. If a question is not clear then there is every chance that respondents may interpret the question differently to that intended by the publisher, making any analysis of the data meaningless, or at the very least misleading.

## **5. Avoid long questions**

Try to use short sentences wherever possible. Long questions tend to cause respondents discomfort and can lead to a higher level of incidents where respondents abandon a survey.

## **6. Ask one question at a time**

Avoid confusing the respondent with a question like 'Do you like football and tennis?'

## **7. Avoid influencing the answer**



It is important not to load the question. ‘Should irresponsible shop keepers who sell tobacco to children be prosecuted?’ is unlikely to have any value.

### **8. Ensure that the answer format used allows the respondent to answer the question being asked**

Allow the respondent to answer how they really feel, or they may be less inclined to complete the survey. As a last resort consider the benefit of including a “Don’t know”, “Can’t say” or similar response option.

### **9. At the same time that you compile the survey, consider how the compiled data is going be analyzed when the survey is completed**

If a question is asked that allows a free text, open ended response, appreciate that such information is likely to be difficult to score and/or summarize. Consider grouping answers. For example “How long have you worked here?” - ‘less than 1 year’, ‘between 1 and 3 years’ and ‘more than 3’.

### **10. Ensure that the questionnaire flows**

When asking questions group the questions into clear categories as this makes the task of completing the survey easier for the participants.

### **11. Target your respondents**

In some cases you will want to target a specific group, in others a cross section. If you can’t easily control the respondents, consider including questions and answers that will allow you to filter out respondents who don’t fit your target profile.

### **12. Allow the respondent to expand or make comments**

Allowing the respondent to make additional comments will increase their satisfaction level and will also give valuable feedback on the

specific questions and/or the survey as a whole. Remember though, for a large sample collection it may be difficult to analyze free text, open ended responses.

**13. If the survey you are conducting is to be confidential, ensure that your pledge is upheld**

If you have assured the respondents that the survey is confidential, ensure that the individual data is not to be shared with anyone and the information is not going to be used for any other purpose. Confidentiality must be maintained at all times and any identifying information destroyed after the survey is complete.

**14. Weigh up the benefits of allowing respondents to be anonymous or identifiable**

If your respondents are to be anonymous you need to appreciate that you will be unable to follow up or match “pre” or “post” surveys. However, in some cases, allowing people to remain anonymous will allow people to respond more freely.

**15. Give careful consideration to the best response format**

It is good practice to maintain consistency in the format used for responses. Keep in mind that when analyzing the data, radio buttons are easier to analyze than check boxes that offer the respondent multiple responses. Do not use a check box if a radio response would do.

**16. Give the respondent an idea of how much time the survey will take**

Respondent drop-out can occur if the survey appears to be a stream of never ending questions. It is good practice to give an indication as to how long the survey is likely to take so the respondents can choose the best time to complete the survey.

**17. Inform the respondents of the survey end date**

Encourage respondents to complete the survey as soon as possible but advise respondents as to the survey's end date so that they have the opportunity to schedule the necessary time.

### **18. Pilot the survey**

Before publishing a live survey, publish a small pilot survey to check for questions that are ambiguous or confusing and to ensure that the survey is aesthetically pleasing.

### **19. Before publishing the survey, proofread it several times**

Check and check again that the survey is grammatically correct and makes sense. If possible, get someone else to proofread the survey before you publish. If no one else is available then take a break before checking again.

### **20. Remember to say thank you**

To complete surveys respondents need to invest their time and should be thanked either in a covering letter, at the end of the survey or in a follow up letter. You may even want to consider incentives such as a prize draw or reward.

For more information please visit <http://www.SurveyGalaxy.com>

Using these techniques will help you become more familiar with your niche and make your product of greater value to your potential customers. Remember, everything you do should be geared towards finding out what people want (and need), and then creating a product or a service that satisfies that demand. Do this, and you WILL make money.

## **Part 3**

### **Creating Your Niche Product**

By now you should have enough knowledge of your niche and what products or services are most in demand. Now it's time to get down to the business of actually creating that product! In this section I will be detailing exactly how you can use all of your research and experience to turn your product into a format that can be sold for profit.

#### **1) PDF e-book**

This is my favorite way to create an information product as it's arguably the cheapest and easiest method available. Most people are familiar with this format and like the fact that no physical product is involved, so they don't even need to get up from their chair to receive it! An e-book costs very little (if anything at all) to create, and almost anybody can do it. All you really need is a PDF creator and Microsoft Word and you can create your own information product in no time at all.

An excellent free PDF converter is [www.primopdf.com](http://www.primopdf.com), which I use for my own projects. Here's a step-by-step guide on how to use it:

#### **Installation:**

1. Download the PrimoPDF installer from <http://www.primopdf.com>
2. When prompted for a destination, navigate to your desktop and click "OK".
3. On the desktop, double-click the file named PrimoSetup.exe.
4. Follow the instructions on the screen to complete the installation.

#### **Uninstalling:**

1. Click Start, then click Programs > activePDF > PrimoPDF > Uninstall PrimoPDF.
2. Follow the instructions on the screen to uninstall PrimoPDF.

## Creating a PDF:

PrimoPDF installs as a PDF printer. This means you can use PrimoPDF to print your documents to PDF format from any program on your computer.

### To create a PDF:

1. In the document-authoring program, select File>Print.
2. Select the PrimoPDF printer from the list of available printers and click “OK”.
3. The “Create PDF” window appears. Enter a name and select a location for the PDF file.

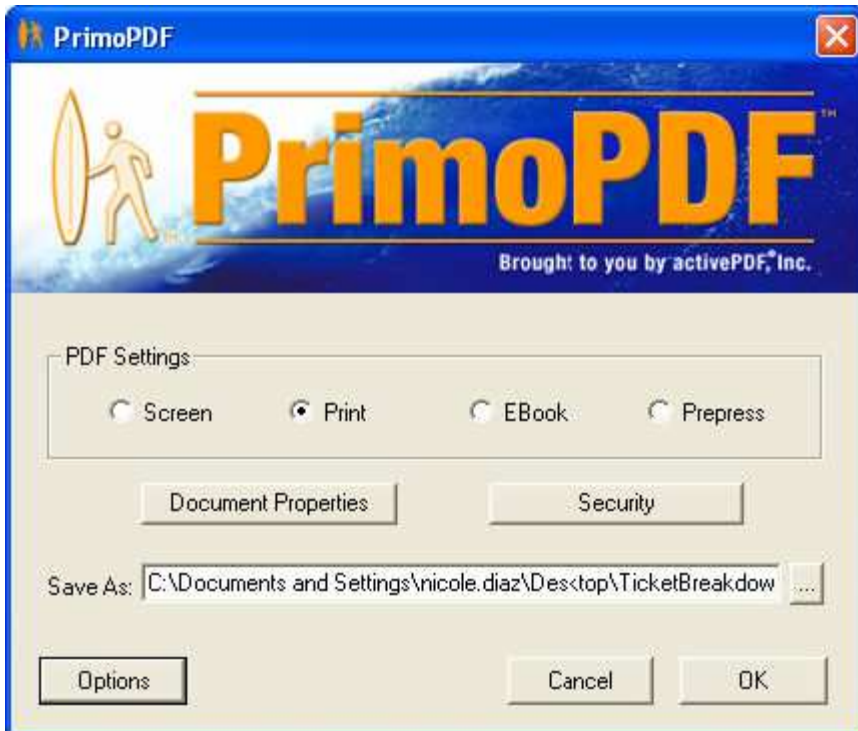


Fig 1. ‘Create PDF’ window

4. Select whether the PDF will be used for Screen, Print, e-Book or Pre-press. (Note: Pre-press embeds all fonts.)
5. Click “Security” to access the security settings window. (Note: Security settings are optional. See the Security section for details.)

6. Click “Document Properties” to enter a brief description of the PDF. (Note: Document Properties are optional. See the Document Properties section for details.)

7. Click “Save”. (Note: By default, the PDF will be opened in your default PDF viewer upon completion. You can change this behavior in the PrimoPDF program options. Refer to PrimoPDF Program Options for additional details.)

## **Security and Encryption:**

PrimoPDF enables you to set security for your PDF document, so that you can control what types of actions users can perform on the file (see Fig 2 below).



Fig 2. ‘Document Security’ Window

You can choose from either 40-bit (used for Acrobat Reader® 4.0 and below) or 128-bit encryption (used for Reader 5.0 and above).

**Security Settings:** These settings will restrict a user’s ability to change the PDF document. If the “Password to Change Security” option is set, users must provide the specified password in order to change security

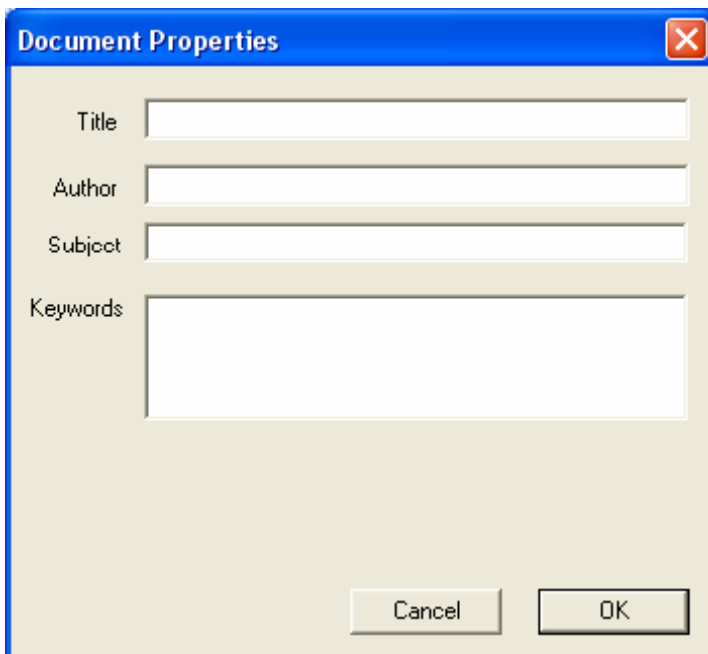
settings for the PDF. If the “Password to Open” option is set, users must enter the password to view the PDF.

The following security settings can also be selected:

- ☐ Allow users to print my PDF
- ☐ Allow users to copy text and graphics from my PDF
- ☐ Allow users to add comments
- ☐ Allow users to change my PDF, including editing text and adding or removing pages. (Note: The Security Setting options remain dimmed until you specify an owner password.)

### **Document Properties:**

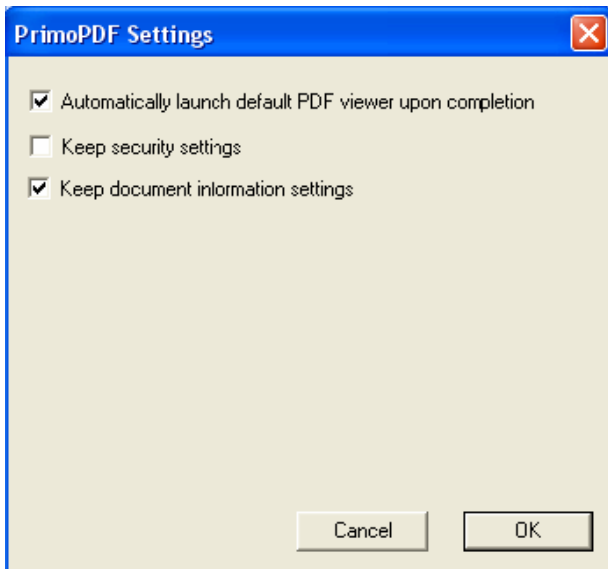
You can use Document Properties to record information about your document to help organize your PDFs. This will enable you to find them more easily later on.

A screenshot of the 'Document Properties' dialog box. The dialog has a blue title bar with the text 'Document Properties' and a red close button. The main area is light beige and contains four labels on the left: 'Title', 'Author', 'Subject', and 'Keywords'. Each label is followed by a text input field. The 'Keywords' field is larger than the others. At the bottom right, there are two buttons: 'Cancel' and 'OK'.

The Title, Author, Subject and Keywords boxes can be filled in to provide the user with additional information about the document.

## PrimoPDF Program Options:

You can access the PrimoPDF program options by clicking the “Options” button on the main PrimoPDF window. These settings allow you to control how the program operates.



Automatically launch default viewer upon completion: If checked, PrimoPDF will automatically open the output PDF in your computer's default PDF viewer.

Keep security settings: If checked, PrimoPDF will save your security settings so you can easily apply them to subsequent PDF files created with PrimoPDF.

Keep document information settings: If checked, PrimoPDF will save your document information settings so you can easily apply them to subsequent PDF files created with PrimoPDF.

Another fantastic PDF creation tool is <http://www.createpdf.com>. You can get a free trial that allows you to convert 5 documents with it!

## 2) Camtasia Video

Camtasia video is probably the most powerful video software on the market and I've used it on many of my own websites. If you don't



have Camtasia, you can grab a copy from [www.techsmith.com](http://www.techsmith.com). They also give you a fully functional 30-day trial, so you can actually record video projects and save them on your desktop before purchasing. Camtasia costs \$299 and is well worth it! Here are a few examples of videos we've made: <http://www.nicheblogaffiliateprofits.com>  
<http://www.carpetcleaningbluprint.com>  
<http://www.rhinocopywriting.com/video.html>

If you've never recorded yourself on video before, the best thing to do is try to speak and act naturally (it's difficult I know!). The last thing you want to do is sound like you're reading from a script. Although you may prefer to concentrate purely on e-books, it's important that you know how powerful a video can be. There's no doubt that videos now possess a higher perceived value than e-books or audio, while they can also be used in conjunction with both.

The type of video you want to record is called "screen capture video". Basically, you press record and Camtasia follows every movement you make on the screen with your mouse pointer. It's a very powerful tool that has many uses...

For example, let's say you want to give your customers a "behind the scenes" look at a new e-book you've just produced. You can use Camtasia video to show your potential customers one of the chapters in the e-book or you could perform a simple review of your product to let people know what they will be getting when they purchase it.

Here's how I used Camtasia video for my carpet cleaning niche website:

1. I created a 12 minute pre-sell video that takes the customer behind the scenes to the members-only area.
2. I incorporated the video in my direct response sales letter to boost sales conversions.

Here's a shot of the 12 minute pre-sell video that I incorporated into my website:



As Seen In **Cleanfax** February 2007 Issue

**"Are You Ready To Discover The Secrets To Making More Money With Your Carpet Cleaning Business?"**

"Watch the 12 minute video below to find out exactly how to do it!"



(Note: This is a screenshot. This video will not work by clicking on it).

Camtasia lets you select what format you want the video to record in. I selected the .wmv or Windows format which assures me that anyone with a PC will be able to view the video with no problems. Alternatively, you could use a Quick Time format for Mac users.

By doing research on my niche, I know that there are very few Mac users, so I decided to stick with the Windows format to reach the majority of the users without technical difficulties. The video also starts playing automatically when you enter the site (this was achieved via selections that I made on Camtasia prior to formatting the video for final production).

This is just a small sample of the ways in which Camtasia video can be used to improve and sell your products, but in truth, there are so many more things you can do with this software that you'll probably never use all the features. Below are some of the other features of Camtasia Studio:

### **Record Anything**

You can easily create training videos, demonstrations, presentations and online courses... the possibilities are endless. You can connect with your audience by including screen recordings, audio, voice narration, PowerPoint, Picture-in-Picture and webcam videos.

### **Edit and Enhance**

You can edit and enhance your video with callouts, titles, credits, zooming, panning, quizzes and additional audio tracks. Camtasia Studio's extensive editing options are at your fingertips.

### **Share**

You can publish in Flash, QuickTime and a variety of video formats, then share on the Web, CD or DVD. You can use the Production Wizard to assist you in choosing the best format and settings for sharing with your audience, or you can have complete control over audio and video codecs and quality, frame rate, color depth, and inclusion or exclusion of special effects.

**Tip:** Don't settle for a piece of video software just because it's cheaper. One of the biggest problems I encountered with budget versions was trying to synchronize my voice with the video. I found that the cheaper software got out of sync with my screen movements, especially if I needed to pause the video and start again. Unfortunately, you won't know this has happened until you play the video back and discover that your voice is ahead of your screen movement. Then you have to record the video all over again!

As I alluded to earlier, a technique that's becoming increasingly popular is to include both an e-book and screen capture videos within one product package. This is advantageous to both seller and buyer. Sellers are able to teach their customers with greater success, as the combination of these two forms of learning will aid the buyer's

understanding of the content. Therefore, the likelihood of the buyer asking for further assistance is reduced, as is the potential for dissatisfaction and subsequent refund requests. Consequently, the use of these two teaching methods in tandem is becoming more and more popular amongst both product creators and customers.

### **3) Mp3 Audio**

Basing a product around audio clips is also a very useful way of speaking to your audience. In order to do this, you need a good microphone as well as audio software to format the recording.

Again, I would opt for Camtasia since you can record both audio and video with this software. If you think about it, it really doesn't make sense to buy multiple pieces of software when you can buy one that does all of the necessary jobs.

If you need a cheaper alternative, try <http://www.mywebsitetalks.com> They have a very easy to use format that let's you record mp3 audio and also embeds the play, pause and stop buttons for you. All you need to do is go through the easy steps and then paste the code into your website. Keep in mind though that it doesn't record video; it's strictly audio file software.

Recording audio does require you to be comfortable in front of a microphone in order to sound professional, so it's probably advisable that you print out some notes to help you out first time around. It's very easy to lose your train of thought and forget what you're talking about, and without some notes to assist you, you could be there all day trying to get the recording just right!

Another option would be to out-source your audio project to a professional who does voice-over projects (one of those guys on movie trailers!). Although this might be expensive, it would make your product incredibly professional.

Finally, you could out-source your project to <http://www.elance.com> or <http://www.agentsofvalue.com> who can produce audio clips for you at very reasonable prices.

## Part 4

### 1) Choosing a Domain Name For Your Project

There is really not a lot to buying a domain name, but there are a few rules I always follow when finding the right domain for my niche site.

1. **Try to find a domain that includes a quality keyword for your niche.** If my niche is hoodia weight loss, then I might try to implement the word “hoodia” somewhere in my domain name. (ex. hoodiadiet.com or purehoodia.com)
2. **Use a .com name.** Dot com names carry more weight with the search engines and they are also more valuable if you decide to sell your site. If a .com is not available, here is the order I would select in: .net, .org, .info, .biz.
3. **Register your domain for at least 5 years.** This may sound silly, but you will get your site ranked faster if your domain is registered years in advance. Google’s sophisticated system knows this information and becomes suspicious of sites that only have a one year registration. Google wants to know you are not some fly by night site trying to scam people. They like to see owners who are in it for the long haul.
4. **Keep your whois details public.** Google may recognize this and sandbox your website because of it. I know you are trying to keep spying eyes away from your domain, but honestly, if they want to find your information, they will!
5. **Buy your domain as cheap as possible.** Why pay \$30 for a domain name when you can get one for \$10 or less. I recommend (affiliate link) they have been a great source for my domain needs.

**These are just a few basics you can follow that will allow you to register a quality domain for your niche and have success with your marketing.**

### 2) Building Your Website

Building your own website can be incredibly rewarding and a real money saver too. If the truth be told, the best converting websites aren’t usually the best looking ones. When you start talking about niche websites, you want a site that is simple, clean and functional.

Don't waste your time with flashy graphics or things that will distract the visitor from your product and a potential sale. You may be tempted to have the best looking website on the net, but honestly, these are newbie mistakes and you want to avoid them at all costs.

There are many different types of web editing software available to assist you, including <http://www.adobe.com/products/dreamweaver> which I definitely recommend. You can find further software at <http://www.coffeecup.com> if you don't mind spending a few bucks.

If you can't afford either of these, you can download some free editing software at <http://www.evrsoft.com> while other alternatives can be found at <http://www.allprofitallfree.com/free-html-editor.html> and <http://www.coffeecup.com/freestuff/>

### **3) Creating Your Web Page**

As I've stated, the most important thing to bear in mind is that your niche web page should be clean and simple. You want to get your message across to visitors without distracting them from the main purpose of your site; to make a sale and/or to build your list of prospects and customers.

Naturally, your first inclination might be to build a site complete with custom graphics, lots of images and a multitude of colors etc, and although these websites may look good (in the eyes of the designer), they often compromise on functionality. Ultimately, if your site is too busy, difficult to read and hard to navigate around, your potential customers won't hang around very long and this will adversely affect your sales.

On top of this, having all the bells and whistles on your site comes at a price as it will often take too long to load as a result. Nine times out of 10, you've lost the visitor before they've even had a chance to view your page or even read your headline!

Therefore, keep your images down to a minimum and use text in your web page as much as possible. You can obviously use some images in

your website, just be very selective and use them where you think they'll compliment the sales copy.

**Tip:** My rule of thumb when designing a web page is this: **it should load in 10 seconds or less on a 56K connection.** Yes, I know this is a dial up connection, but you'd be extremely surprised at how many computer users still use it! Don't take it for granted that your visitor has DSL or a Broadband connection just because you do.

This isn't a strict law that should never be broken, but more of a general guide to use when designing your site. The most important point to bear in mind is not to use any large images above the fold, as this will slow down the initial loading of the site where your visitor will first be looking.

If you're not familiar with the term "above the fold" it's simply the area of your website that you can see without scrolling down the page. Your website content here should have the biggest impact on your reader. This is the space where you suck in your reader and get them interested in what you have to sell. In my opinion, this area should be mostly text and it should be designed in a clean and simple manner, so keep this space free of clutter.

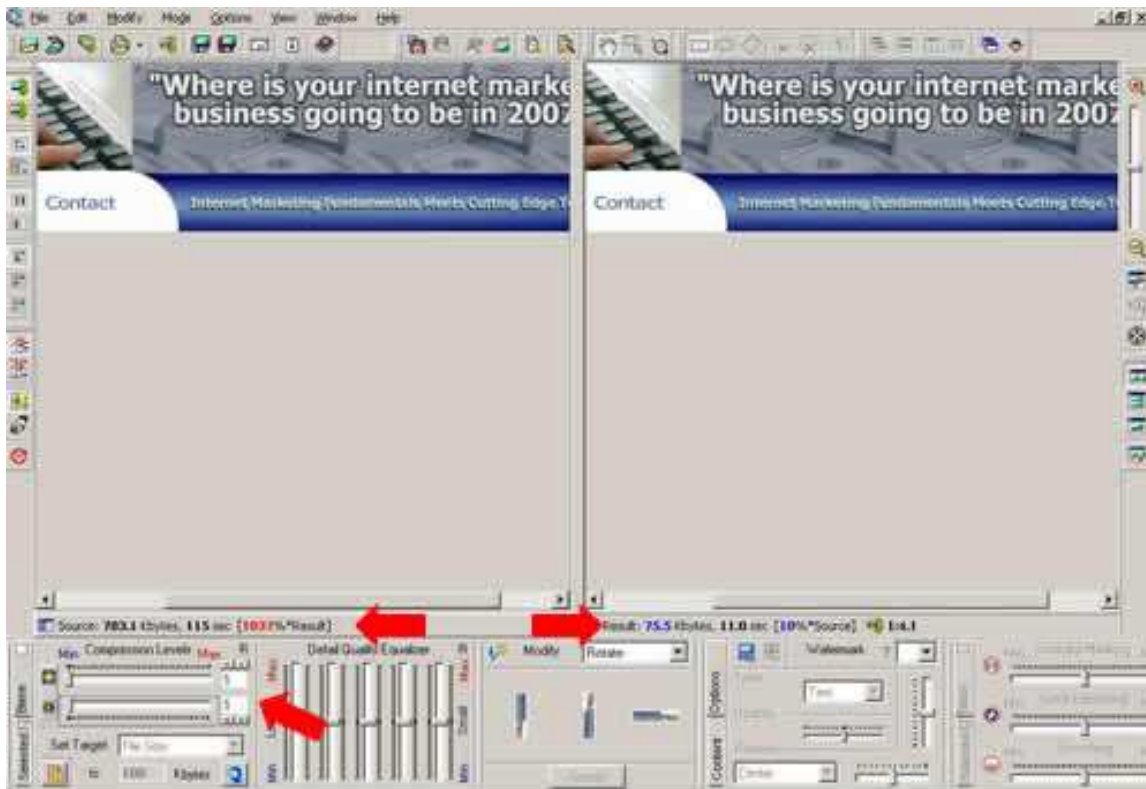
A good resource to test the speed of your web page can be found here: <http://www.websiteoptimization.com/services/analyze>

Simply enter the web address of the page you want to test and it will give you all the data related to that page. Scroll down a little and you will see a box that says "download times", along with the connection speeds and load times for your site.

#### **4) Compressing your images**

In order to save space on your web page it's a good idea to compress your images as much as possible, without losing the picture clarity. This will also make your website load much faster. There are many free jpeg compressors available, but I'm going to show you an example of the one I use, and it only costs around \$25. You can grab it here: <http://www.winsoftmagic.com>





It's hard to see, but the bottom left arrow shows the image compression using the minimum of 1. On that setting, the file size went from 783 kb to 75 kb for a difference of 1037% without losing any image clarity!

At the top, you should be able to see the “before” and “after” shots of the image, so you can tweak it until you get the smallest file size, while also maintaining the clarity. Once you see it distorting the file, just back it off a little and save your file. Then it's ready to insert into your website!

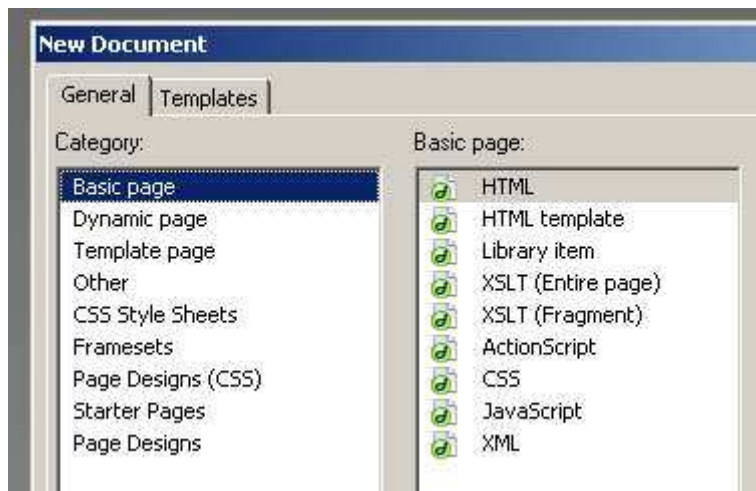
Right, now it's time to show you how to make a web page with my very own tutorial. This example uses Macromedia Dreamweaver 8.

Select “file” and then “new”

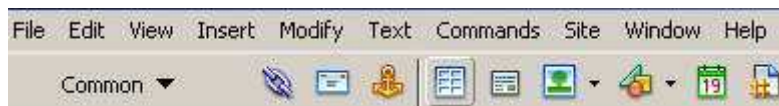




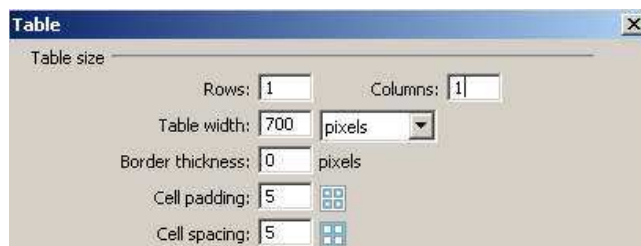
Once you have done that, it should bring up this screen:



Select “basic page” from the menu



Select the “table” icon and you will see this screen:



Make the same selections as you see here: 1 row, 1 column

700 table width, cell padding 5 and cell spacing 5. (You can change these parameters to meet your specific taste, but these particular selections will be a good starting point for you.)

After these selections have been made, click inside the box to activate your cursor and insert your text:



You can change the font's style, size and color with the toolbar below, which can also be used to bold, slant and center your font. You'll also notice that at the bottom right hand side of the toolbar there are two boxes; one that has "Bg" beside it and the other that has "Brdr". This changes the color of your web page inside where you see the text.

Typically, you want to make both of these selections "white" or #FFFFFF. Having a white website with black letters is easiest for your visitor to read and in my opinion, looks the most professional. Use other font colors sparingly and only to emphasize the key points of your site.



Once you have made these changes to suit your taste, your headline might look something like this:



From here, just press enter to move to the next line. Now you can start entering your body copy and create your niche web page. Below is an example of a niche website that teaches parrots how to talk!

---

*Be careful 'who' hears what you say from now on, because...*

**"Who Else Wants To Know Why Everything You've Ever Heard About Teaching Your Parrot To Talk, Is So Off Base That You Might As Well Wrap His Beak Shut With Duct Tape?"**

**"Also works to teach big or smaller species, older birds or birds with difficult personalities, and even teaches tough, stubborn, 'Non-Talkers' to speak clearly, sing beautifully and whistle a happy tune.**

**"Using this 'Real Speech' system for only 15 minutes a day, teaches your parrot how to speak more words, phrases and songs than you can ever imagine. Even species that can't talk whistle your favorite tunes.**

***"Here's why..."***

---

Dear Parrot Lover,

If you think your parrot is already a good talker, think again. This "Teach Your Parrot How To Talk" dynamic, 'Real Speech' program is not just some

You've probably already noticed that this example is not particularly fancy and contains mostly text. Further down the page there were some testimonials with pictures (not included here), but it was kept to a minimum which meant the page loaded very quickly when I tested it. Always a good start!

This person obviously knows what he's doing when it comes to building an effective, direct response sales site. You can use this and other examples for your niche website.

## **Some important key points to look at are:**

1. His headline asks the visitor a question and immediately establishes him as the authority for teaching your parrot how to talk.
2. His sub-heading lets the visitor know that his program works for any type of bird. This keeps the visitor interested because it gives them hope that their bird will learn how to talk even though it may be a difficult bird to teach.
3. The third heading shows the reader that not only will their bird learn how to talk, but he has a proven system that will only take 15 minutes per day. This is a huge selling point because humans are lazy by nature and will always take the path of least resistance! Having a quick and easy program is a key point for the visitor and is immediately mentioned in the copy to keep the reader glued to the website.

## **5) Direct Response Copywriting**

I have some good news for you: even if you've never written copy in your life... don't worry! As long as you know the basics, your sales letter should still be good enough for your niche. I don't think of myself as a good copywriter and my carpet cleaning niche sales letter is average at best. So why does it convert so well?

Easy... my visitors have never seen a textbook direct response sales letter! The truth is, you only need to know a few basic rules and then make sure you stick to them every time you write your copy. Pretty soon, it will become second nature and you'll be writing great sales copy without even thinking about it!

Here are some of the basics that you need to bear in mind when writing your sales letter:

**1.) Paint a picture for the visitor:** Construct your copy so that your visitor can actually visualize their life being made easier or their problem being solved by purchasing your product. That's exactly what

they are looking for. Making a connection with your visitor is very important. Once they can see themselves benefiting from your product, that's when they're most likely to take action and buy your product. Here is an excerpt from one of my sales letters that demonstrates this point:

**“What I’ve found is that on average, I schedule around 19 jobs per week using the methods in this course. I have scheduled as many as 37 jobs in one week. There are other companies out there that know the same secrets I’ve learned, but the problem is, they want to charge you an arm and a leg to let you in on them. Actually, they call it “lead generation” and they charge you every month for it! So you are always paying them to bring you new customers.”**

**“To me it makes a lot more sense to pay a one-time investment and keep 100% of all the profits! And the great thing is, once you know the secrets, you can apply them to any business. So if you get tired of cleaning carpets, you can use these methods to work from home and make a great living online.”**

Like I said before, it's just an Average Joe piece of copy, but that's all you really need as long as you can get your point across, relate to your reader and help them visualize the benefits of your product. In fact, on the first promotion we ran with this sales letter it converted 9% of our visitors into paying customers!

**2.) Instill Fear:** Ok, when I talk about instilling fear, I'm not talking about actually making the visitor feel uncomfortable when they're looking at your website! I'm talking about letting the visitor know that if they don't buy your product, they will be missing out on the one thing that could turn their life around or improve it dramatically. You need to make the customer feel that they simply can't live without your product or service.

One very effective way of instilling fear is to have a time limit on your product. For example, you could offer your product at an introductory price of \$49.95 for the first 100 copies, then after that, your potential customer will have to pay the regular price of \$99.95. In essence, they will be losing out on a \$50 saving by not taking action straight away and ordering your product.

**Tip:** Use a clock counter on your sales page. They create urgency and have the effect of kick-starting customers into taking action as they'll fear losing out on what you have to offer.

Here are 2 examples of instilling fear:

**Fear tactic #1:** “Guys, I have something very serious to talk to you about. The world is changing around us every day. Whether you know it or not, you are losing carpet cleaning customers if you don't have a website and aren't advertising online. Phone books are collecting dust and coupon mailers are being thrown in the trash. America is turning to the Internet for goods, services and information about anything and everything...

Read the rest of this page and I will show you what I've learned over the past 2 years that will have your carpet cleaning business making big bucks in no time. This is information that you need to discover now before it's too late and your business can't keep up with the changing times. Waiting or not taking action could be devastating to your carpet cleaning business.”

In this example, I'm letting them know what will happen to them if they don't read this sales letter and order my course. Basically, I'm telling them that I have secrets that they must know or their carpet cleaning business will fail.

**Fear tactic #2:** “This course is normally ~~\$399~~ but during this special promotion you can grab the *Carpet Cleaning Blueprint for Success* for only \$129.95. But you need to hurry, I will only be selling 200 copies of this course! So if you are serious about adding an additional \$20,000 - \$60,000 or more to your carpet cleaning business, take action and reserve your membership today.

**Important:** The price of the membership will go up as videos are added to the course. Secure your membership now and lock in today's price for life! Our next price increase will be (insert date), 2007 when it will rise to \$159.95.”



This one takes the limited time offer approach. I have a limited number of memberships available for the course and I'm also raising the price of the course as well. So if they don't get the course now, they will not only risk losing out on membership, but they'll also have to pay more for the course. I think when you read the two examples above, you can see how effective they can be in influencing a customer's decision.

### **3) Use emotional and hypnotic triggers**

Using "triggers" in your copy has a very powerful effect of putting your visitor in a particular state of mind. The kind of mind-set that makes them pull their credit cards out! It helps bring their defenses down, so they will be more open and susceptible to your offer. It also makes for exciting and very readable copy that draws the customer in and encourages them to read more and more of your sales letter.

Here is a paragraph that I wrote especially for this book, as I believe it demonstrates the use of both emotional and hypnotic triggers:

**Stop!** *Before you even think about clicking your mouse one more time, **you must read this amazing report** that tells you the **exact secrets** that can have you making millions of dollars before your next birthday!*

**The secrets being revealed are so startling and shocking...** *that this report is in danger of being taken off the Internet as we speak! Now, **sit down and read every little scrumptious detail before it's too late!***

Didn't that copy make you feel just a little bit excited about what I had to offer?! This is the power of using trigger words in your copy. If you think this style of copy doesn't have any affect on people, have one of your friends read this paragraph, then monitor their heart rate before and after they read the copy. You'll be blown away by the results!

Here is a list of words that have been proven to produce sales when used in web copy:

Cash	Revealed	Sex
New	Secret	Love
Power	Ultimate	Shocking
You	Hidden	Inside
Results	Breakthrough	Profits
Proven	Shocked	Incredible
Scientific	Private	Discover
Free	Guaranteed	Money
Easy	Uncovered	Master

Try to include some of these buzz words in your ad copy. You'll be amazed at how powerful they can be.

#### **4) Creating Captivating Headlines**

This is arguably the most important part of your sales letter. You only have a few seconds to grab your reader's attention so you need to make sure that this time isn't wasted. Your headline has to be intriguing, enticing and powerful, and it **MUST** make your prospect want to read further down the page in order to find out more about what's on offer...

One really effective method I've found of capturing your visitor's attention is to ask a question within your headline:

- 1. "Do You Suffer From Erectile Dysfunction?"**
- 2. "Are You Making At Least \$500 Per Week Using Online Advertising?"**
- 3. "Do You Want To Teach Your Parrot How To Talk In 30 Days?"**

Now let's try to implement some trigger words while asking a question, to increase our response rate (I've highlighted the trigger words for you).

**"Are You Ready To Discover The Amazing Secrets That Can Have Your Carpet Cleaning Business Making Big Bucks In No Time?"**



Or

**What If You Uncovered A Secret Breakthrough That You Could Use In Any Market To Dominate Your Competition? Would You Tell Anyone? Well I Have! So Stop What You're Doing And Read This Amazing Report Before Your Competition Does!"**

Do you see the pattern here? Remember, this is your only chance to capture your visitors' attention. Put yourself in their shoes. What would make you stop what you're doing and start reading the sales letter?

### **5) Negative Words You SHOULD NEVER Use**

Next up I'm going to reveal exactly what kind of words you shouldn't be using (this is just important as what you should!). You see, there are some words that illicit a negative response from customers and it's vital that you steer clear of these if you want to make lots of sales.

#### **Negative Words**

Buy  
Purchase  
Learn  
Order

#### **Positive Alternatives**

Invest  
Grab  
Discover  
Secure

Firstly, it's better not to mention anything about money while you're trying to convince a visitor to purchase your product. The words "buy" and "purchase" for example, are far too literal and potential customers may be put off if your sales copy is too pushy. Always remember, visitors don't want to "pay" for anything. They would rather "invest" their money, as this denotes a positive step in terms of their future, and not a one-off impulse buy. Similarly, they would rather "secure" their membership than "order" it.

Also, the word "learn" has certain negative connotations. People looking for instant answers on the internet don't want to have to "learn" anything, because that requires work! They want their problem to be solved instantly, so the path of least resistance would

be to “discover” how to make money instead of “learn” how to make money. Avoid negative trigger words whenever possible.

**Here is of short list of other negative trigger words:**

Failure	Fail	Taxes
Difficult	Decision	Worry
Death	Bad	Loss
Obligation	Deal	Hard
Wrong	Cost	Contract
Owe	Sell	Deny
Worse	Negative	Regret
Deny	Loser	Liability

## **6) The Power Of The Testimonial**

Testimonials are a great way to prove to your visitors that your product truly works. When buying a product, people often look for a second opinion because they want to be sure of its worth. I know that when I’m about to buy a book or a DVD, I nearly always take a look at the reviews on Amazon to see what other people have said. I want assurance that the book or DVD is worth the money.

Therefore, a positive review in the form of a testimonial will give your product credibility, which will in turn encourage the customer to buy it. This sales technique is also referred to as “social proof”. You simply can’t write a sales letter without using testimonials anymore. So many people now utilize this sales method, so if you choose to ignore it, it will look like no one else has any faith in your product!

So what’s the best way to get testimonials for your product?

In my experience, the best way is to simply give someone a free copy of your product for review. My favorite place to do this is in a forum. One forum in particular that I like to spend time in is “The Warrior Forum” or <http://www.warriorforum.com> (It’s one of the oldest forums on the net for internet marketing related subjects). It’s also the place where we made a \$2000 profit in

just 48 hours! Here's how:

<http://www.rhinocopywriting.com/video.html>

Simply sign up for a free account and go to the general discussion area. Don't jump in and try to pitch your product straight away though, that's not what the forum is about and you could get kicked out before you even get started! You need to build one or two positive relationships first.

Your testimonial can take a variety of shapes and sizes, from high-tech, fancy designs to the plain and simple style. I've found that a simple testimonial along with the name of the person and their phone number or website have been very powerful for my niche sites. Here is a testimonial from one of my sites that's proven to be responsible for 1 sale every week since I launched the product:

"Bobby this is unreal."  
"I have used Google ads before but didn't know what I was doing and as a result I rang up a bill of close to \$1000.00 in no time.  
Now after watching only 7 of your videos my two businesses are at the TOP!"  
  
"At the top in less than half a day."  
  
"thanks so much, I'm sure I'll have some questions for you soon."  
  
**Ken Jacobs**  
**President**  
**Cleaning Equipment.ca**  
**<http://www.cleaningequipment.ca/store/>**

As you can see, this particular testimonial is VERY plain and simple, but it does the job it's intended to do (offer credibility and increase confidence in the product), and that's the most important thing.

**Tip:** Through experience, I've found that people don't really care about an audio testimonial with the picture of the person that's giving it. Actually, you need to be wary of getting too many testimonials with all the bells and whistles, especially if it happens to be a bunch of big-name people in your industry. Forum members have told me they are very suspicious of sites that have too many big names on them.

Testimonials are supposed to increase your sales, not have a negative impact on them, so be cautious and keep it simple (and truthful) to ensure you boost your sales.

## **7) Guarantee**

Including a guarantee on your website is very necessary as no payment processing company (like Clickbank) will accept your product without one. Thankfully, composing one is very simple.

A clear guarantee shows the customer that you care and that you're willing to go the extra mile should something go wrong with your product. Basically, you're displaying complete faith in your product, which should give your customers the confidence and encouragement to buy from you.

It's very much like waving a red flag and saying, "shop here, it's safe!" "If you don't like it... don't worry about it, I'll refund your money!" Once the customer is convinced that it's safe to proceed with the purchase, they can start thinking about how your product is going to make their life easier, instead of worrying about whether the payment is secure or whether they will actually receive the product or not.

Having a solid guarantee is worth its weight in gold, and the good news is that most people will never actually use your guarantee to request a refund anyway. They just appreciate the peace of mind that it gives them. Be aware that if you are listing your product on Clickbank, they have an 8-week guarantee only, so make sure you stick to this time limit if you're going to use Clickbank for your first product.

Here's an example of what a simple guarantee should say:

#### Free Private Membership Enrollment Bonus!

We know you may have many questions along the way after investing in our course. That's why everyone who grabs a copy of the "Carpet Cleaning Blueprint For Success" will be automatically enrolled in our private membership coaching program (**\$47 Month Value!**)

You will receive lifetime updates on this course as well as ongoing support to help you with any problems or questions you may have. We want to make sure you become successful at advertising your carpet cleaning business online.



#### 100% Money Back Guarantee

Try my Carpet Cleaning Blueprint for 60 days, if it doesn't help you increase your carpet cleaning business, call me so I can help you out. If that doesn't help you, I will give you a full refund of your purchase price. No Questions Asked.

It's not a long or complicated guarantee, but it does what it's supposed to, which is to **“put the customer at ease.”** There is a huge trust factor involved with a solid guarantee, so make sure you are offering one on your website.

## 8) A Direct Call To Action

A “Call to Action” is a very powerful technique that's often used in sales letters to convince the customer that they need a certain product. You have to almost construct the customer's response for them when writing your sales copy. So, as funny as it may sound, you're literally putting thoughts into people's heads!

This style of copy will normally be used towards the end of the sales letter when you're trying to convince an interested visitor to take the plunge and click on your order button. Basically, you need to think for them, tell them what their answer is, and make their decision... so they don't have to.

Believe it or not, that's what customers want! They don't want the chore of having to make a decision. They want you to tell them exactly WHAT they need, WHEN they need it and WHY they need it. Be very straight and to the point and don't be afraid to coerce your customers into a sale. After all, if they don't want the product, all they have to do is click off your website. Here's an example of a “call to action” from one of my sites:



**■ YES Bobby, Let Me In Right Now!**  
**I Want To Secure My Lifetime Membership To**  
**"The Carpet Cleaning Blueprint For Success"**  
**Immediately!**



I understand that I will have access to the members only website where I can watch **17 videos on how to make more money with my carpet cleaning business using online advertising.** I also get complete access to the "Traffic Blueprint" system with an additional 11 videos on Search Engine Optimization and a downloadable step by step guide as a bonus!

I also understand that this is a **lifetime membership** and I have no further obligation or monthly fees to gain access to new and updated videos.

Yes, I agree! I want my lifetime membership for a one-time low investment of only ~~\$399.00~~ **\$129.95!** I understand that I'll never have to pay one cent more, no matter how many times the site is updated or how many new videos are added.

**All of these videos are online,** you will be taken to the members page after payment where you can view the videos. **You will not be receiving anything in the mail regarding this course.**



**Order Now**

You will be taken directly to the members only page immediately after payment where you can view all of the videos. You will also be given a password to access the bonus videos. **Please don't close your window before it takes you to that page.**

As you can see, this particular style of copy gives the visitor a direct call to action... capped off with a big “ORDER NOW” button. It’s also written as if the customer is speaking to the seller, pleading with them to let them have the product. This is a very effective technique that works on a sub-conscious level, and convinces the reader to follow through with the purchase.

Remember, any doubt left in the customers mind could result in them closing the page... never to return! So be sure that your copy does its very best to eliminate all potential doubt. Finally, make sure that at the end of your sales letter, you always have an order button so the customer can purchase your product immediately. Why? Because, if you don’t ask, you don’t get!

**Let’s do a quick recap to give you a clear focus on your mission:**

1. Choose a great domain for your site
2. Use dependable and functional web editing software to build a quality site.
3. Develop a clean, simple and functional website that loads fast and captures your customers’ attention quickly.
4. Use persuasive copy that includes trigger words and stresses the benefits of your product.
5. Give your website “social proof” by adding testimonials that make your product real and credible to the visitor.
6. Make sure you have a solid guarantee that encourages trust and gives customers the confidence to buy from you.
7. Let your visitor know that you want them to buy your product with a strong call to action.

Developing a high quality niche site takes dedication and commitment, so don’t be afraid to put in the hours to make your website profitable. If you do the hard work at the beginning and make

sure that everything has been done correctly, you'll soon discover that making money online will become easier and easier in the long run. Using the tactics and techniques above will help you achieve great success with your niche marketing business.

## **Chapter 5**

### **Advertising Your Website**

There are so many ways to advertise your website, it can be very confusing trying to decide which way you should. The answer in my experience is: "Try Them All!" It's good to have a mixture of traffic generation techniques to take up the slack for the others that might not be performing as well.

The best comparison I can make would be a mutual fund. The whole idea behind a mutual fund is to invest in a group of stocks rather than putting all your money into one thing. If one or two of the stocks in the mutual fund are not doing so well, the other stocks make up for it and create a nice balance of positive cash flow.

Your advertising should work the same way. Give yourself a nice balance of techniques to ensure your success as a niche marketer. However, the tricky part is learning how to advertise effectively. Let's be honest here, there is no magic pill to advertising success and the only way to do it properly is through trial and error.

The real secrets in advertising are the data you collect from running your campaign. How other people respond to your advertising lets you know that what you are doing is not working and you need to change some things and try something new. Eventually, you will start to find things that work for you. Take those things and build on them slowly but surely. Before you know it, you'll have your first successful advertising campaign.

What I want to do for you in this chapter is cut out all the fluff and get to the meat of the tactics and techniques that have been successful for



me. It's ok to theorize about marketing techniques, but wouldn't you rather learn how to do what really works out in the real world?

Most of the following traffic generation sources aren't some new secret. The reality is all the advertising methods don't really change that much, it's what you do with them that make the difference in your success as a niche marketer. So let's go over some of my methods for advertising. **Please don't scan through these. They can really help your business, so take some time on them.**

## **Pay Per Click Advertising**

I'm sure by now you know what pay per click advertising is. If you are new to the Internet then you may not be 100% sure, so I'll give you a brief explanation: Pay per click advertising is when you create an ad, enter the keywords you want your ad to show up under and then publish it online. When a potential customer types in one of the keywords you have in your list, your ad shows up in front of them on a search page. If the person clicks on your ad, you pay a fee determined by what niche you are advertising in and how competitive the keyword is. The more competitive, the higher your cost per click. The lower your competition is, the lower your cost per click. **The trick is to make more money than you spend.**

## **Choosing a Pay Per Click Company**

There are a lot of pay per click companies on the Internet, so which companies should you choose? Here is my list of PPC companies that I use personally. They are listed in order of importance.

1. **Google Adwords**- Google has the highest quality traffic and the least amount of click fraud (as far as we know) Their system is fairly easy to setup and they have great tools to help you set your ad up properly. They also have great tools and data that tell you almost everything you want to know about your advertisements. The only downside is the cost per click. The premium traffic comes with a price! The bottom line is my campaigns with them are still

profitable, so until I see otherwise, they will always be my first choice.

2. **Yahoo Search Marketing**- Formerly Overture, Yahoo Search Marketing is very similar to Google in cost per click. They also have great tools to help you along the way. Their traffic volume is lower than Google's and slightly less targeted.
3. **Microsoft Ad Center**- MSN has made a lot of improvement with it's pay per click business and is slowly becoming my #2! Great tools, good quality targeted traffic and low cost per click. Slightly lower traffic volumes than Yahoo.
4. **7search**- This is more of a basic pay per click company. They don't have all the advanced tools as the other guys. Where 7search really pays off is in the return on investment! I've ran numerous campaigns on 7search that weren't profitable on Google. Their system is very easy to setup and you can have your ad running in a matter of minutes. Their traffic is good quality, but don't expect a high volume of it.

## Writing Your Pay Per Click Ad

This is a very crucial step to the success of your campaign. You can have all of the greatest keywords in the world, but if your ad doesn't get clicked on, then what's the point? In a nutshell here's what you want your ad to do:

1. Get a lot of clicks
2. Get a lot of sales
3. Make you a lot of money

How do you do that? Let's just start at the top and work our way down, shall we?

Typically you want your ad to follow a set of guidelines that increases the performance of the ad. These are:

1. Match the headline with the search term
2. List features on the first line
3. List benefits on the second line
4. Have a url that contains part or all of the search term
5. Capitalize the first letter of each word (not all cases)
6. Use trigger words to suck in your reader

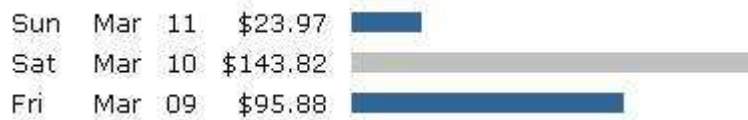
**Here is an example ad that meets all of the above criteria:**



Autopilot Profits  
Hands Free Autopilot System For  
Generating Tons Of Money Fast.  
[www.AutoPilotProfitSite.com](http://www.AutoPilotProfitSite.com)

The search term for this ad was “autopilot profits” You’ll notice that the headline reflects the search term. The main feature of this ad is the **hands free system** and the main benefit is that it **generates tons of money fast**. The domain name has the search term as part of it’s address and all the first letters of each word are in CAPS. Trigger words in this ad that are proven to boost sales response are **tons**, **money** and **fast**. The click through rate for this ad was 7.17%

This ad was an experiment I did for a few days and it made some decent money using these guidelines. Here is a clickbank screenshot for the ad, which I ran for not quite 3 days. My total spend for this ad was \$17.92



Sun	Mar	11	\$23.97	<div></div>
Sat	Mar	10	\$143.82	<div></div>
Fri	Mar	09	\$95.88	<div></div>

Using these guidelines will, for the most part, yield positive results, but there are some instances where you don’t want to follow these rules. I’ll give you a prime example below.

Here is a set of ads from Google, do you see the problem here?

Want **Autopilot Profits**? ?

27\$ one time investment makes  
24/7 **profits** for you on **autopilot**.  
[www.autopilotprofits.net](http://www.autopilotprofits.net)

Buy **Autopilot Profits** \$27 ✓

Ewen Chia's new Program! **Autopilot**  
Learn about 2007 **Autopilot Profits**  
[apilot.com](http://apilot.com)

**Autopilot Profits** ?

Proof: \$549,784.82 On **Autopilot**!  
Simple Turnkey Way To 24/7 **Profits**  
[www.BrianEvans.ws/autopilot-profits](http://www.BrianEvans.ws/autopilot-profits)

\$70,148.31 In 2 Weeks ?

Generate **Autopilot Profits** Online  
With Ewen Chia's Brand New System  
[www.Autopilot-Profit.com](http://www.Autopilot-Profit.com)

You'll notice that the ads look the same and if you write an ad according to the guidelines, it will probably get lost amongst the other ads that will look almost just like your's does. So what do you do? If you'll look at the bottom ad, you see that someone did their homework before writing their ad!

He set himself apart by changing the headline. With all of the same headlines above him, he created a nice contrast by making his headline without the keyword in it. Google will automatically bold any word in the ad that contains the search term, most of the time this is a good thing because it gets the attention of the visitor and shows them the word that they were searching for.

In this instance, not having "autopilot profits" in the headline draws attention to the ad because it looks different than the others. It's very easy to determine if you should do this to your ad. Simply go to the google search at [www.google.com](http://www.google.com) and enter they keyword in question. Then just look at all the ads and see how many of them have the main keyword in the headline. If you see at least 3 consecutive ads with the same headline, you may want to consider changing the headline. Keep in mind that you are trying to draw attention to your ad so people will click on it and buy your product.

**Tip: Adding a colon to the end of your headline can boost response 1% or more! Ex. [Buy Autopilot Profits](#):**

## Building Your Keyword List

The value of building a keyword list cannot be overlooked. You will make or break your campaign with your keyword selection. Your goal here is to build a good foundation with your keywords and then once you have done that, you can start digging deeper in the niche to find the more obscure and less competitive keywords that will make you money. These keywords are also called “long tail keywords.”

A good example of a long tail keyword would be this. Say you wanted to sell affiliate products for hoodia weight loss supplements. Instead of buying the term “hoodia” you could use “buy hoodia gordonii weight loss pill” or buy desert burn hoodia weight loss pill”

These terms will be less competitive and the quality of the click will be high because the visitor using these keywords has already done some research into hoodia weight loss pills and is ready to buy. If you tried to focus on the term “hoodia” you will more than likely get a massive amount of clicks with little to no sales.

When I personally tried this experiment, I spent \$79 in only one day and I was fortunate enough to get one sale which resulted in an \$80 commission. No, you can't make a living on a \$1 profit, but it does allow you to conduct research with no out of pocket expense. (In this instance anyway!)

People that are typing in one and two word keywords are still in the “browse” stage of their research and are not looking to buy. There are three stages to the buying process, which are: (1. browse 2. compare 3. buy) Your focus when selecting your keywords is on the “buy” stage. You can however, get some sales from the “compare” stage, it will just be a lower conversion rate.

Browse keywords- hoodia, hoodia gordonii

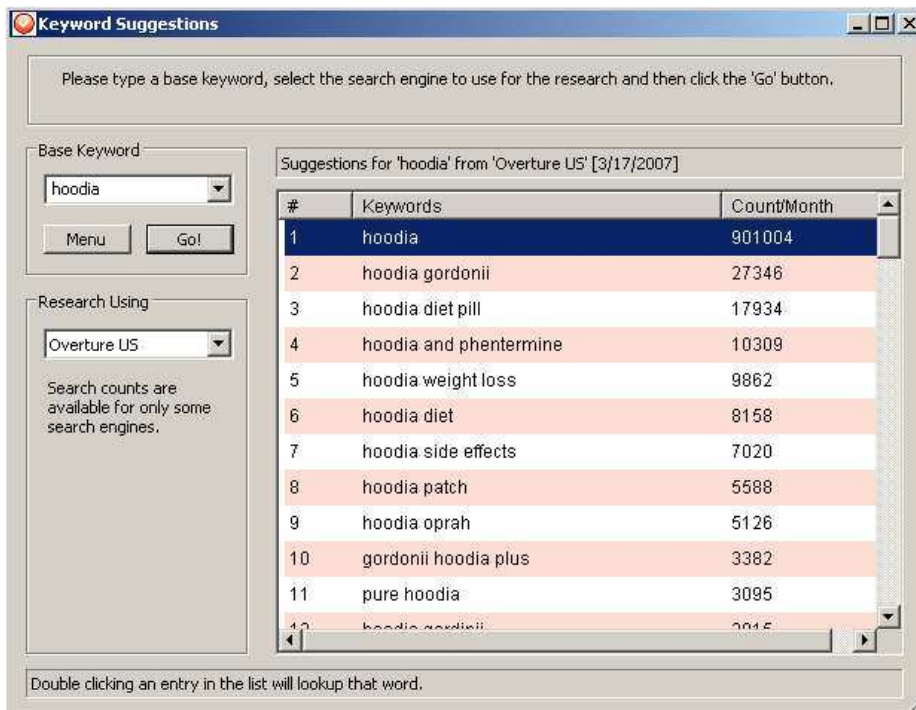
Compare keywords- hoodia weight loss, hoodia gordonii weight loss

Buy keywords- desert burn hoodia, buy hoodia weight loss pills

These are just a small example of what is out there. You can pretty much guarantee that bidding on any name brand will be good conversions as long as the company allows you to do that. You will need to read their affiliate policy to make sure that you are allowed to use their brand name.

Ok, lets build a good foundation for your keyword list and then you can go back and tweak your list with as many “buy” keywords as you can. This is an ongoing process, so don’t think you will be able to do this in one day. Take your time and find all of the winners. The hard work will pay off!

1. Open your Good Keywords Software and type in the keyword related to your niche. You want to use a one or two word combination. Be as vague as possible, so you don’t miss any keywords. If you were going to do hoodia weight loss, you would just type in “hoodia” Then you will get a list of keywords that look like this:



This gives you a list of the top 100 keyword searches related to “hoodia” Go through that list and get rid of the junk keywords. You may notice some keywords that end in “blogspot.com” you won’t need these.

2. After you have the trash sifted out of your keyword list, go down to the next keyword and double click on it. In this case it would be “hoodia gordonii.” This gives you another set of keywords under that term. Go down the list and repeat these steps until there are no keywords under the main keyword. (Keep all of your keywords categorized under their proper parent term.

(Ex. Under the term “hoodia” your next keyword in that category is “hoodia gordonii” and the next is “hoodia diet pill” and so on.) When you double click on “hoodia gordonii” your keywords under that category are: hoodia gordonii plus, hoodia gordonii side effects, hoodia gordonii diet pill, etc...

3. Once you have all of these lists complete, (which will take you a day or two) you want to separate the keywords according to browse, compare and buy. The more times you do this exercise, the easier it will be for you to identify the difference between the “compare” and “buy” keywords. The “browse” keywords are pretty self explanatory...they mostly consist of all the one and two word phrases.

The longer your phrase is, the more likely it is to be a buy keyword. Keep in mind that any specific brand name keyword phrase and any long tail phrase with the word “buy” in it will be a “buy keyword.

4. Cross check your data on the [Wordtracker free keyword tool](#) and also the [Google free keyword tool](#) to see if you can find more “buy” keywords to add to your list.

## **Creating Ad Groups**

Now that we have our keyword list ready, we are going to create separate ad groups for the keywords and load them into our Google Adwords account. What I’m about to share with you is going to be a pain in the ass, but if you want to make this campaign work, you will just grin and bear it :~)

By now you should know how to write an effective ad, if not...refer to the “Writing You Pay Per Click Ad” section of this chapter and come back when your ready. Over the 3 years I have been using pay per



click advertising, I have changed my methods quite a few times as I discover new techniques that work more efficiently.

You're going to create ad groups called "micro ad groups" which is simply writing an ad and using very few keywords for that particular ad. So if you are using name brands, you will create an ad and use only one name brand per ad group. So if you were selling Desert Burn Hoodia your ad would look something like this.

[Desert Burn Hoodia](#)

Melt Pounds Off Instantly!

Look Amazing & Feel Great

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

Here is your keyword list for that ad:

desert burn hoodia

"desert burn hoodia"

[desert burn hoodia]

buy desert burn hoodia

"buy desert burn hoodia"

[buy desert burn hoodia]

You would repeat this technique for each brand name you are planning to promote. Or if you are promoting your own product you would just substitute the name of your product in the ad group. Use this technique for all of your keyword "buy" phrases when you are creating your ad groups. Like this one:

[Buy Hoodia Pills Here](#)

Drop 10 Pounds This Week

And Look Hotter Than Ever!

[www.hoodiaweightloss pills.com](http://www.hoodiaweightloss pills.com)

Here's an example of your keyword list for this ad:

buy hoodia weight loss pills

"buy hoodia weight loss pills"

[buy hoodia weight loss pills]

buy hoodia pills

"buy hoodia pills"

[buy hoodia pills]



Try to create ad groups with no more than 12 keywords per ad. Like I said before, it's a pain in the ass, but your ad will be more closely matched with your keywords and your click through rate as well as your conversion rate will be higher. Continue to create your micro ad groups until you are out of "buy" keywords. You should have quite a few ad groups when finished.

## Tracking Your Ads

This also is a very important step in creating a successful campaign. Tracking your ads takes the guesswork out and allows you to make adjustments that will make you more money. If you are an affiliate, it's much harder to track your ad properly, but I'm going to show you a method that works with most networks.

The idea behind this is to place an identifier code in your Google Adwords account that will show you which keywords actually led to sales. Here's a screenshot where you will place that code. To get to this screen in your Google account just click on "edit keyword settings"

\$	▼	http://	▼
\$		http://	▼
\$		http://	▼
\$		http://	▼
\$		http://	▼

In this screen, you can set a custom cost per click and the tracking url for a particular keyword. You will need to contact your affiliate network and ask them what identifier code you can use to track your keywords.

I'll show you an identifier code that I used for tracking keywords when I was doing affiliate advertising for clickbooth.com They have a very easy code that you can modify with your keyword. Here's what the code looks like.

[www.clickboothlnk.com/e/?enc=cqxsspkzkle&optionalinfo=hoodiagordonii&deployid=o&land=o&pid=o](http://www.clickboothlnk.com/e/?enc=cqxsspkzkle&optionalinfo=hoodiagordonii&deployid=o&land=o&pid=o)

Where you see the bold text with the word “hoodiagordonii” is where you enter your keyword and when you make a sale with that word, it shows you in an excel spreadsheet that you have access to in your members area. All you do is enter that url in the box you see above and your ready to go!

**WARNING! DO NOT USE THE ACTUAL KEYWORD IN THIS CODE! YOUR AFFILIATE NETWORK WILL STEAL IT AND MAKE THE MONEY FOR THEMSELVES!!!**

I showed you this example on purpose, so you would know what not to do. Now I’m going to show you how to modify your code to hide the actual keyword. Keep in mind that companies like Commission Junction, Clickbooth, Azoogle Ads, etc... are your competition and don’t think they aren’t monitoring what keywords successful affiliates are using!

It’s very easy to hide this keyword. All you have to do is assign a secret code or number to your keywords. For example, instead of using “hoodia gordonii” you could use “0001” or “hg01” just something so you’ll know what keyword it is. I would suggest to save everything to a notepad on your pc.

Hoodia gordonii-001  
Hoodia gordonii weight loss-002  
Hoodia gordonii weight loss pills-003

Your finished Google screen will look something like this:

\$ 1.50	<input type="button" value="v"/>	http://	<input type="text" value="www.clickboothlnk.com/e/?enc=cqxsspkzkle&amp;optionalinf"/>	<input type="button" value="v"/>
\$ 1.25		http://	<input type="text" value="www.clickboothlnk.com/e/?enc=cqxsspkzkle&amp;optionalinf"/>	
\$ 1.60		http://	<input type="text" value="www.clickboothlnk.com/e/?enc=cqxsspkzkle&amp;optionalinf"/>	
\$ 1.10		http://	<input type="text" value="www.clickboothlnk.com/e/?enc=cqxsspkzkle&amp;optionalinf"/>	

When you retrieve the information from the spreadsheet it looks like this:

#####	\$\$.	Exclu:	hoodiagor	2254	LEAD	N/A	LEAD	N/A	\$28.00
-------	-------	--------	-----------	------	------	-----	------	-----	---------

As you can see it tracked a sale for the keyword “hoodia gordonii” This example is from clickbooth.com, so the look of the reports will vary from network to network. This technique keeps you from guessing at what keyword is selling and which one isn’t. Once you have this information, you can get rid of the non-performing keywords and keep the ones that are performing well. This results in a bigger profit margin for you! Here is a shot of some sales I was able to make after I figured out what keywords were working.

<input type="checkbox"/>	publishers	<a href="#">Lead made for Cell Phone/Ringtone: Mobil...</a>
<input type="checkbox"/>	publishers	<a href="#">Lead made for Cell Phone/Ringtone: Mobil...</a>
<input type="checkbox"/>	publishers	<a href="#">Lead made for International Redirect - C...</a>
<input type="checkbox"/>	publishers	<a href="#">Lead made for International - Jamster (U...</a>
<input type="checkbox"/>	publishers	<a href="#">Lead made for International - Jamster (U...</a>
<input type="checkbox"/>	publishers	<a href="#">Lead made for International - Jamster (U...</a>
<input type="checkbox"/>	publishers	<a href="#">Lead made for Cell Phone/Ringtone: Mobil...</a>
<input type="checkbox"/>	publishers	<a href="#">Lead made for International - Jamster (U...</a>
<input type="checkbox"/>	publishers	<a href="#">Lead made for \$\$.</a> Exclusive - HoodiaX600...
<input type="checkbox"/>	publishers	<a href="#">Lead made for \$\$.</a> Exclusive - HoodiaX600...
<input type="checkbox"/>	publishers	<a href="#">Lead made for \$\$.</a> Exclusive - HoodiaX600...

This was 11 sales that totaled \$148.23 and I spent \$22.64 to make it. I’m sure if I had guessed on the keywords, the results would have been much different!

## List Renting

Out of all the ways to generate traffic, I think list renting is one of the most effective and profitable way to earn money online. The problem is you don’t hear a lot about list renting and how to go about setting this up. There’s good reason why people don’t talk about it...They don’t want you to know! List renting is very simple and in a nutshell, here it is:

1. You find a list owner for the niche you are promoting.
2. You send them the your product for review.
3. You agree on a 50/50 split or a flat rate fee to send the offer out to the list.
4. If you email and sales letter are good, you can make big money!
5. You arrange payment to your list owner after the promotion.

So how do you find the list owners? I'll show you that right now! Are you ready?....Magazines! Magazines are an extremely good source. Most magazine lists have a very large amount of subscribers and they are very targeted, which gives you a higher return on your investment.

I'll show you how I was able to secure a list owner from a major magazine publication for my carpet cleaning niche. After doing a search on the Internet for "carpet cleaning magazines" I found two major publications: ICS and CLEANFAX. I then went to each website to look for details on emailing their list with my offer. Here's what I found:

ICS Info

2007 Media Kit

List Rental

Contact Us

Subscribe / Renew

Order Back Issues

Q+A/Online Survey



Sizing Up the Service Area

Many times I have found myself in the precarious position of being pressed by the clock. Small, medium or large jobs, it doesn't matter; there are time constraints that can hobble your productivity and ultimately cause the inevitable problem of not completing a task before the facility is open to the public.

by Stanley Hulin

FULL STORY >>

Under the ICS info menu, the second link down, surprisingly enough is "list rental!" What I found is that they have a separate company that handles all of these duties.

## **BNP Media B-to-B Subscriber Files...Over 50 Industries Served**



Once I clicked on the link that says “Email” I was directed to a 2 page pdf file that had all the information I needed concerning list renting. Including full contact information for the person in charge and the cost for the mailings, as well as the size of the list. So in a matter of minutes I was able to secure advertising to a huge list of targeted subscribers who were interested in my product!

### **Making The Most Of Your Investment**

The downside to list renting is that you never see the list. In other words, the list doesn't fall in your hands, so you are stuck with paying each and every time you want to send an offer. So what do you do to make things more profitable for you? Place an opt in form on your website. This will allow you to capture the visitor and start building a list of your own. It's also a good idea to place an opt in form after your payment page, so the person that bought your product will have to opt in to receive your package.

This give you the best list of all...A list of paying subscribers! There can be no better list than people that have already bought from you. Chances are very good that you can send them other offers and they will buy them as well. I personally emailed a very small list of 91 paying subscribers. I sent them a offer for a resale rights website and



product that I bought. Two hours after I setup my site, I emailed my small list. The next morning I had made 9 sales at \$27 each. I only paid \$67 for the resale rights, so I was already in profit before I started my pay per click advertising!

A great resource to learn about email marketing and list renting/building is <http://www.email-marketing-reports.com> You can subscribe to their newsletter and twice per month you will receive almost priceless email marketing advice. Also to make sure you don't get scammed when renting a list, follow the guidelines here: <http://www.marketingsherpa.com/sample.cfm?contentID=2042>

## **Co-Registration**

What is co-registration? It's when you register and pay for opt in leads that are generated by a co-registration company. Basically, you can buy leads that are freshly generated and have them sent directly to your autoresponder.

Lately we have seen a "boom" in co-registration. The reality is that co-registration has been around for years and if done properly, can be a great source of traffic for your website. However, it is very easy to be scammed by companies offering these services. Here are a few companies I personally use that so far, have been profitable for me.

**1. Listopt.com**- This service works by signing up to their website and submitting to them your ezine or newsletter that you have made for your subscribers. They then let you categorize your newsletter by niche and when someone goes to their site looking for newsletters on a particular niche, they have the option to check the box by your newsletter description and sign up for your newsletter. That lead then gets directly sent to your autoresponder.

Here is a sample at what the subscriber sees when he goes to the site looking for information.

☐ **School of Weight Loss Newsletter**

Learn the truth about weight and fat loss to get around all the lies thrown about in the media. Get some great weight loss tips that are scientifically backed and motivational support to get you to take action now!

☐ **\$\$\$ Free Money Machine \$\$\$**

Hi, I'm Joseph Iorio. I have earned THOUSANDS of DOLLARS every week for the past NINE years! I'll reveal to you exactly how I do it. All of my SECRETS revealed to you, for FREE! Get your Money Machine right now!

☐ **INNER GUIDANCE SECRETS**

Finally...Psychologist's Secrets Revealed. Discover How To Stop Listening To Everyone Else About What To Do With Your Life And Start Walking Upon Your Own Path.

☐ **The Wealth Theory**

Weekly messages of insight to help financial independence! Start to use the power in yourself to earn massive wealth and personal success. Authors like Bob Proctor (The Secret), Robert Allen, Napoleon Hill and more! Also learn how to use these secrets and earn CEO Level income from home.

This is where your ad would show up on the listopt network. They check the box and you are sent the double opt in subscriber. You pay a flat rate fee per subscriber until your initial deposit is gone. You can activate the option to re-charge your credit card when your money runs out or re-charge your account manually.

Obviously some niches are more successful than others. I would purchase the minimum to see how it works out for you and then make your decision from there. Another important factor to consider is the quality of your newsletter. If it is written poorly, it won't matter how good the subscribers are, they will just unsubscribe from your list.

I would suggest you go to [elance.com](http://elance.com) to have a professionally written newsletter that your subscribers will be interested in. You could also hire a copywriter to write the material. Either way, when you have a well written newsletter or autoresponder series, it will convert your customers into sales. If you want to make the most of your subscribers and you aren't afraid to spend a little money for quality...go to <http://www.topsecretcopywriter.com>

**2. Nitro list builders-** This service is very reliable and low cost per lead. Basically, you place your order and then they start collecting your leads for you. The leads can take up to 30 days to be delivered. They are fresh, so that is why you won't get them in one day. They

usually deliver you the leads in an excel zip file, which is read by 99% of the autoresponders. They also have custom lists they build for specific niches. Their resource page:

[www.nitrolistbuilder.com/resources.htm](http://www.nitrolistbuilder.com/resources.htm)

3. **List Builder Pro**- This site is owned by Erick James who has a who's who's list of clients that have used his services. He can deliver opt in leads to you, starting at only .14 per subscriber. Here's who Erick can help.

- |                              |                                    |
|------------------------------|------------------------------------|
| ● Newsletters (Text or HTML) | ● Text-Only Email Promotions       |
| ● Ezines (Text or HTML)      | ● Affiliate Announcements          |
| ● E-Courses (Text or HTML)   | ● Customer Service Responses       |
| ● Marketing Tips             | ● Order Confirmation Emails        |
| ● Announcements of Any Kind  | ● Affiliate Updates                |
| ● HTML Email Promotions      | ● Follow Up Autoresponder Messages |

If you have any of these, list builder pro can help you build a list. You also get some nice bonuses for signing up for the service and trying it.

#### Quick Action Plan:

1. Hire a professional to build you a squeeze page and an e-course or autoresponder series for your website.
2. Start using one of these coreg services to start building your list
3. Do this for at least 3 to 4 months to start seeing a profit.

I can't stress enough the part about hiring a professional to do this for you. Don't try to do this yourself, unless you are a complete and total expert at all the things I mentioned above! I haven't tried any other coreg companies, so I won't mention any other ones here.

## Clickbank

Clickbank is not only a credit card processor and an affiliate service, but it's also a great place to advertise your website. If you already have an existing account to sell your product, it only makes sense to advertise it to over 100,000 affiliates on the Clickbank network.



Home | Sign Up | Marketplace | My Account

**CLICKBANK®** Sell Products Promote Products Buy Products About Us Customer Service

Affiliate Home | Sign Up | Marketplace | FAQ | Tools | Resources

**Search the ClickBank Marketplace**

Category: [All Categories] Subcat: [All Sub-Categories]

Keywords: [ ] Sort by: [Popularity]

Show: [10] results per page [Go] [Reset]

Use the ClickBank Marketplace drop-down categories and sub-categories, the keyword search engine, and the sort by function to find digital products. Click "view pitch page" under the product to view how the product will be presented to customers. Check the stats under each product to determine how much you can earn for converted customer referrals. Once you have a product you want to promote, click "create hoplink" under the product and begin referring sales today.

[Search Help](#) | [Rankings Help](#) | [Marketplace FAQ](#)

**List of Categories**

<input checked="" type="checkbox"/> Business to Business	<input checked="" type="checkbox"/> Marketing & Ads
<input checked="" type="checkbox"/> Health & Fitness	<input checked="" type="checkbox"/> Fun & Entertainment
<input checked="" type="checkbox"/> Home & Family	<input checked="" type="checkbox"/> Sports & Recreation
<input checked="" type="checkbox"/> Computing & Internet	<input checked="" type="checkbox"/> Society & Culture
<input checked="" type="checkbox"/> Money & Employment	

**Sponsored Links**

[Make \\$3500 weekly with Google!](#)  
Affiliates EARN 70% per sale.  
[www.3500weekly.com](#)

[#1 Converting ClickBank Sites!](#)  
Affiliates EARN 75% per sale.  
[http://www.seizecars.com/business.htm](#)

[#1 Affiliate Commissions](#)  
Affiliates EARN 75% per sale.  
[www.NoadWare.net](#)

[Make \\$500-\\$900 Daily!](#)  
Affiliates EARN 75% per sale.  
[http://www.UnlimitedMP3Music.com](#)

[Best Anti-Spyware Program](#)  
Affiliates EARN 65% per sale.  
[www.SpyWareNuker.com](#)

[#1 Converting Registry Cleaner](#)  
Affiliates EARN 75% per sale.  
[www.RegCure.com](#)

The links on the right hand side of the page are paid advertisements. You can advertise your product within various pages of the Clickbank website. Advertising on the Clickbank site starts at \$35 per day. Acquiring affiliates to sell your product can be one of the fastest ways to start making profit from your new website. To find out more about Clickbank's advertising program, fill the form out here:  
<http://www.clickbank.com/publisherquestion.html>

## Forums

In an earlier chapter we covered how forums are a good way to research your niche. They also can provide a little boost of traffic to your website. The method is simple.

1. Sign up for forums related to your niche (ex. "gardening forum") or whatever your niche happens to be.
2. When you create your account, you can fill out personal information about yourself and then there is a space where you will create a signature file.
3. In the signature file, you want to place a description of the website that you want to promote, along with the web address.
4. Go through the topics in the forum and look for questions that you know the answer to.
5. Post answers to those questions, but do not blatantly plug your business, just answer the question that the person needs help with.
6. With every post that you answer, your signature file is visible for

everyone to see and they are also reading the posts.

7. Out of curiosity, many people will click on your signature file just to see what you are all about.

8. If the person happens to be interested in your product, they may buy it and you will make money in the process!

Make it part of your routine to spend an hour a night on the forum or multiple forums of your choice until your product gets on it's feet. It's not uncommon to make an extra \$200 to \$400 per week if you are posting to forums consistently!

## Sribd

[Sribd.com](http://Sribd.com) is a newer site that allows you to upload files in the following Formats: .pdf, .doc, .ppt, .xls, .txt, etc. They also have an embeddable pdf player that allows you to view any document right on your web browser. What makes this site really cool is when you click on a link to view a file. You get a screen like this.



You can download the file to your desktop as a .pdf, word doc. Notpad file, and you can also click on the mp3 icon and the site will read the article for you! This gives other webmaster the opportunity to embed the player on their website and display files from Scribd.

Like I said, this site is still fairly new. Watch out for Scribd, it will soon be a viral force in the Internet Marketing Industry! I would suggest to start publishing your viral pdf documents to gain some extra traffic from this site. Check it out!

## **Article Marketing**

Article marketing can give you a nice boost of targeted traffic without having to be a rocket scientist. In other words, it's very easy to get visitors to your site once you know a couple of tricks. If you think you have to be a good writer to take advantage of this technique...think again! I will show you how to automate the biggest part of this method for very little cost.

### **Here's the technique in a nutshell**

1. Write a 300 to 500 word longtail keyword article
2. Use a keyword density of 3% to 5%
3. Publish the article at ezinearticles.com
4. Get a temporary PR7 back link from ezinearticles
5. Get a top 10 natural search engine position from Google
6. Repeat steps 1-5

Doesn't sound that hard right? Well, it's really not, but if you're like me, then your no Shakespeare! I could probably become inspired and write a decent article, but there's no way I could be consistent enough for the technique to work properly. This is where the automation comes in! And it's cheap too!

Just skip on over to [www.need-an-article.com](http://www.need-an-article.com) and sign up for an account. It's not free, they charge you \$9.95 per month to let you have exposure to their top secret writers. You also have to pay a small fee per article, around 5.50 each. Just send in your request through a form that you fill out on the site and they will write the articles for you to your exact specifications! Not only that, but the quality is top notch!

I would suggest to target a long tail "buy" keyword that will give you extremely high quality traffic. You may only get 10 to 20 visitors per day, but they will be money in the bank! I personally write 10 articles at one time and then publish one per week until they are gone and

then I write 10 more on another long tail keyword and just keep repeating the process.

The first ten articles I submitted for my carpet cleaning niche site resulted in 6 sales at \$129.95 each and gave my one page website a PR2 Google page rank! It now averages over 100 visits per day and most of that started with consistent article marketing. I have to admit, if it weren't for need and article, I wouldn't have had the time or the patience to do it.

Also, when you write your articles, do not include any self promotion or try to plug your course. They should be informative articles that raises customer awareness and educates them on what is happening in your niche. You must specify these things when you place your order for the articles, which shouldn't be hard if you did your homework and you understand your niche.

I'm going to give you a sneak peek at the need an article members area.

The screenshot displays a web interface for a service called 'Need an article'. It features a grid of service options, each with a radio button, an icon, a description, and a note about required credits. Below the grid are 'Continue' and 'Rewrite Package Discounts' buttons. A section titled 'Other Requests' is also visible, listing additional services marked as 'Coming soon'.

Service	Requirements
Up to 500 words - Light / moderate research	Requires the 'S' credit
Up to 750 words - Moderate / extensive research	Requires the 'M' credit
Multiple request options for Articles / Press releases	
Up to 1000 words - Extensive research	Requires the 'L' credit
Single Press release up to 1000 words	Requires the 'PR' credit
Single Article Rewrite	Requires the 'AR' credit

**Other Requests**

Service	Status
Product Review Request - Software / ebooks etc.	Coming soon
Auto responder follow-up series	Coming soon
Ebook / mini-report creation	Coming soon
Proof reading - Various content	Coming soon
Sales Copy - Sales pages / Landing pages etc.	Coming soon

As you can see there are a lot of new services coming soon to need an article including: product review write ups, autoresponder follow up messages, ebook and mini report creation, proofreading and sales/landing pages. I can't wait!

They also currently do article rewrites and press releases. Now let's take you to the page where you actually put in your request for your articles.

**Article Information**


(Required)\* Small Article Request Title:   
Please give a title to this article request  
(Required for yours and the writer's reference).

\* Article Details:

Please provide all the details about your article in the details box. Note: Be as specific as possible!  
[\[Example\]](#)

**Important:** Please do not make multiple article requests in this form. If you would like to request a multiple article job [click here](#)

-Thank you

 **Warning:** Soliciting writers is not allowed and is grounds for immediate cancellation. We do monitor for this. [\[Example\]](#)

\* Resource Information:  
I.e. Urls, Copyright notice, bio, etc.

#1) BE SPECIFIC -- Don't just say you'd like an article on a specific topic.

#2) PROVIDE EXAMPLES -- Try to give links to articles which model exactly what you'd like.

#3) PROVIDE SAMPLE SOURCES -- Give links to web pages that display content in the specific aspect of the topic you'd like your article written on.

#4) SUGGEST ARTICLE STRUCTURE -- Suggest a paragraph format with the sub-heading information in each. This helps the writer greatly.

#5) USE PROPER GRAMMAR in your request. Incomplete sentences or misspellings

As you can see it gives you the guidelines for what they need to properly write your articles. If you are making a multiple article requests, there is a link on the left middle of the page that you can click and it will bring you back to a screen just like this one. Of course most important is your resource box, don't forget to include a short pitch of your product and the website address, so people can follow your article back to your site.

**Tip:** When writing multiple articles focus all 10 articles on the same keyword. This will give you more consistent traffic rather than having 10 articles with different keywords. Then your next 10 can focus on a different keyword.

## YouTube Video

Youtube video can provide your site with viral traffic and send thousands of visitors to your site if you make a video that is intriguing and catches people's attention. It's also very easy to get started with YouTube.

**Join YouTube**  
It's free and easy. Just fill out the account info below. **(All fields required)**

**Account Type:** Standard ▾

**Email Address:**

**User Name:**

**Password:**

**Confirm Password:**


**Country:** --- ▾

**Postal Code:**   
Required for US, UK & Canada Only

**Gender:** ☐ Male ☐ Female

**Date of Birth:** --- ▾ --- ▾ --- ▾

**Verification:**   
Enter the text in the image



[Can't read?](#)

☒ Sign me up for the "Broadcast Yourself" email  
- I agree to the [terms of use](#) and [privacy policy](#).

Just fill in this form and you can start uploading your videos. There are other options you can get with your YouTube membership. Here are a few:

## **What Is YouTube?**

YouTube is a way to get your videos to the people who matter to you.  
With YouTube you can:

- Upload, tag and share your videos worldwide
- Browse thousands of original videos uploaded by community members
- Find, join and create video groups to connect with people with similar interests
- Customize your experience with playlists and subscriptions
- Integrate YouTube with your website using video embeds or APIs

## **Uploading Your Videos**

YouTube makes it very simple to upload videos, just fill in the form and wait a few minutes and you have streaming video that you can share with your friends. It also give you code to paste in your website, so you can stream it there as well.



Title:

Description:

Tags:

**Enter one or more tags, separated by spaces.**  
Tags are keywords used to describe your video so it can be easily found by other users. For example, if you have a surfing video, you might tag it: surfing beach waves.

Video Category:

☐ Autos & Vehicles

☐ Comedy

☐ Entertainment

☐ Film & Animation

☐ Gadgets & Games

☐ Howto & DIY

☐ Music

☐ News & Politics

☐ People & Blogs

☐ Pets & Animals

☐ Sports

☐ Travel & Places

Language: 

English

**Copyright Notice**  
Do not upload copyrighted material for which you don't own the rights or have permission from the owner.

Continue Uploading

Or

Use Quick Capture

After you fill in this section it takes you to the upload screen, where you just select “browse” to find your video location and upload it to their servers. You also have to “quick capture” option that allows you to record video right from your desktop, provided that you have a microphone and a webcam, here’s a shot of it.

## Quick Capture

[My Videos](#) - [Favorites](#) - [Playlists](#) - [Inbox](#)

Quick Capture allows you to record a YouTube video instantly via your computer's webcam.  
(Make sure your webcam is installed and working correctly)

### Step 1 - Enter Video Information

**About this video**  
(All fields need to be entered before recording can begin)

**Title:**

**Description:**

**Tags:**   
Enter one or more tags, separated by spaces.  
Tags are keywords used to describe your video

**Video Category:**

**Language:**

### Step 2 - Record Video



This option is very powerful and only takes a few minutes to record. Your video can be up and running within the hour. The more video you record, the better you become in front of the camera. If you wanted, you could do something crazy to attract attention and that nuttiness could result in millions of people seeing your video and your website. Almost anything could happen with YouTube.

## Hosting Your Videos

The best feature you have with YouTube is uploading your videos and have them host it. If you have some videos as one of your products, you can choose the private video option where only people that you select to watch the video can see it. This is perfect if you want to show videos to your paid members, but don't want to pay to host it yourself or if you don't know the code to paste the controls of the video on your website.

It always good to have many options when your trying to drive traffic to your site and YouTube is a nice addition to your growing arsenal of traffic generation techniques. As time goes on, you'll see bigger and better things with viral video and also better ways to get your website in front of people to make that needed sale.

Tip: Type in a search to find other people with your same interests. You could type in “Internet Marketing” and then send your video link to liked minded people to strike a Joint Venture!

Don't forget to try out the DotComSecrets Wealth Building System absolutely free! [\*\*DotComWealthSecrets\*\*](#)