

# **"Web Site and Ezine Promotion Made Easy!"**

**By Dirk Dupon**

**How FREE Tips, Tools, Tricks and Techniques can turn  
your Web Site or E-zine into a Profit Machine.**

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## Introduction

Dear Friend,

First of all, I'd like to congratulate you for purchasing this Ebook.

You're about to discover how this proven collection of smart tips, tools, and secret techniques will boost your Web Site traffic, and increase your E-zine subscriber list.

However, before you start putting these tips in practice, there is something very important that I need to tell you...

We live in a society that demands things almost always instantly.

However, if you are going to set up an on line business, you may not expect to succeed overnight.

It will take time to build a business on the Internet, just like in the off line world.

There is no "Magic Formula" that will make you wealthy without trial and error, without patience and foresight.

You must be willing to invest time and some money into this, and always be aware of the reality that all businesses carry a risk.

However, if you are determined to go for it, no matter how many mistakes you make, and give your business the time and effort it needs to grow, then I truly believe that you will succeed.

The most important goal you should have in mind is to transform the **Traffic** you're about to receive to your business into **Profit**.

Now, you may be surprised to hear this from me, but ***traffic alone means absolutely nothing!***

Let me explain...

Many people who sell products on line think that if they can get a lot of traffic to their Web Site -or sales page- they will make many sales.

However these people are WRONG!

Here's why...

When people click to a Web Site (or a sales page), they almost NEVER purchase a product at first contact.

Okay, 1 out of 100 may buy your product right away if you have a irresistible sales letter, but the majority of web surfers will look at

your page, click a few links, and then leave forever.

It's sad, but it's the plain truth...

Now, how can you turn those one time visitors into life long customers?

It's simple... you need to collect their email addresses, and add them to your Newsletter -or Opt-In List.

Smart webmasters capture email addresses from their visitors, so they can contact them again, and this without being accused of spam.

This is called Follow-Up Marketing, and it's the only way to sell products and succeed with an on line business.

Click the link below to see how I capture email addresses at my Ebooks Made Easy site by offering my visitors a Free Ebook Email course:

<http://www.ebooks-made-easy.com>

Once you build a list, you need to continuously send your subscribers or Opt-In List Members useful information and tips.

This way, they will learn to know and trust you, and only then will they buy your products or services.

Autoresponders are a great way to do this. Your web site visitors leave their name and email address in return for a FREE item -this can be an interesting Ebook or a special report that you created. Anything goes here, as long as it offers something of value.

Your autoresponder collects the email addresses and then sends out personalized messages to your Opt-In members, at the times you decide, 24/7... without any effort from your side.

This is how the big guys make a living on line.

Here's an autoresponder service that I use, and that is 100% FREE, without any annoying ads in your messages:

<http://www.freeautobot.com>

Remember: your Web Site may get thousands of visitors every day, if you don't follow up, your business is doomed to FAIL!

This Ebook will not let that happen to your business...

**Happy promoting, and good luck!**

*Dirk Dupon*

Dirk Dupon, Author and Publisher  
[editor@smart-web-promotion.com](mailto:editor@smart-web-promotion.com)

## ✓ Advertising on a shoestring budget.

### How to instantly increase your visibility on the web.

The easiest way to create traffic to your web site is to pay for targeted traffic at the pay-per-click-search-engines, or swap links with other web sites... but if you are like me, and prefer to automate your business as much as possible, then you need to take advantage of the FREE Traffic Generating services, that send your web site continuous traffic, without you lifting an eyebrow :-)

Below is a list of the ones that I personally use and find most valuable...

#### NoMoreHits

You can get hundreds of FREE hits by only starting up your web browser without paying for it, and without placing any ad banners on your pages.

Here's how it works... First you need to sign up at <http://nomorehits.com>. Once done, you need to modify your web browser's startup page, and every time you startup your browser, you will automatically go to another member's web site.

Now, this is where it gets exciting... For every 2 browser startups, your site will receive 1 visitor back! That is a 50% conversion rate... costing you absolutely nothing!

Membership is totally FREE, and what's more, you can tell other people about it and gain more credits while helping them to get more hits. It's effective, it's FREE and dead easy to do. Read more about it at: <http://nomorehits.com>

#### Free Viral

This system guarantees traffic to your web site. The concept is simple; at the bottom of the sign up page you will notice 6 classified ads. When you sign up, you will receive a website like this one with your classified ad in the #1 position! The ad that was in the #1 position will move down to the #2 position, etc. When someone signs up from your website, their classified ad will be placed in the #1 spot with your ad moving to the #2 spot, and so on. By the time your classified ad reaches the #6 spot, you will have noticed an amazing amount of FREE traffic!

When someone signs up from your site, they must first click on your classified ad, which will open a new window leading to your main website. They will have to wait a few seconds for the code to appear on a separate frame at the top of the screen. While they wait, they will have time to read what you have to offer! This can equate to more sales, downline members, affiliate sign ups, Ezine subscribers, etc. Each classified ad will have to be clicked on to retrieve a unique code meaning that you will receive FREE Traffic throughout all 6 levels!

[Click here to sign up](#)

### **Exitblaze**

You put some simple cut and paste code on your site, and when someone leaves your site, a pop-under page appears below their main browser window. As this pop-under page appears when people leave your site, you earn traffic. That's right, you earn traffic for people *leaving* your site. Tell your friends about *ExitBlaze* and you will earn traffic when people leave their sites as well. This goes on 4 levels deep.

[Click here to sign up](#)

### **Instant Boost**

Here's a sure-fire method of increasing traffic, subscribers, sales and even commissions in less than 60 minutes of work. And it won't cost you a penny.

The Instant Boost system will add thousands of Extra subscribers to your Newsletter, it can quadruple the sales of any product or service, explode your Affiliate commissions and at the same time increase your current website traffic by 500%!

This is a Viral Marketing system, using the power of reprint rights and pop-up boxes, and it works on EXISTING traffic (as well as new traffic, of course)... Even if your current website traffic is only 5 visitors a day, Instant Boost can turn them into thousands of visitors in just a few days!

[Click here for more info.](#)

### **Increase your E-zine subscriptions instantly by swapping ads.**

If you publish an E-zine, swap an ad with another E-zine that has a comparable subscriber base, and be sure to promise in the ad that you will give a **FREE** gift to the new subscribers.

Let the gift be a special report that will interest your target market, a piece of software, or an E-book. Anything goes here, as long as it offers value.



Be sure to send your new subscribers to a special web page where they can download their welcome gifts, and add some extra promotion about your service or product to that page.

Sit back and watch the traffic flow in :-)

### **Create an attention grabbing signature file in your email messages.**

If you often visit forums, BBS's or newsgroups, you may have noticed that people who interact (post questions, answer questions), always include their signature file below their messages.

This is free advertising. A signature file is a section of text that you place at the end of your articles or email messages. It is an accepted method of

promoting yourself in places where blatant advertising is not allowed.

Keep it beneath 6 lines and remember: less is more. Some email systems and mailing lists will automatically cut off signatures exceeding 4-6 lines. 60 characters is an ideal length.

Include the name of your business and a short marketing statement. Always sell benefits, not features. Make it easy for people to contact you by providing clickable links to URL's and emails.

Add "mailto:" in front of an email address, and most email programs will allow the user to open a new message to that address simply by clicking on the link. You can of course use different signatures, depending to who you are writing.

### **Put up a recommendation form on your web site.**

Give something away to your E-zine readers... in change for 3 or 5 email addresses of their friends/family/relatives. It always works!

You can see a recommendation form in action on my own web site here:  
<http://www.ebooks-made-easy.com/authors.htm>

I used this free service to set up the recommendation form:  
<http://www.letemknow.com>

### **Write articles to get traffic.**

Writing articles is a great way to expose your knowledge to the world, and drive traffic to your business. You should send your articles or tips to all the E-zines that apply to your target market.

If your article is well written and informative, most E-zine publishers will be glad to use it, and you'll be known in your field soon... because you have added your signature file or resource box beneath it, that tells who you are, and what your web site and email address is!

### **Set up a link page.**

If you have a web site, you'll need to set up a reciprocal link page, and trade links with sites that are of similar interest with yours. Write the web master a personalized and nice letter, tell him/her about your own web site, and ask for a reciprocal link.

You can lose visitors by having their link on your site (they will leave anyway!) but you'll win visitors from your link on their site!

### **Use a pop-up window to invite your visitors to join your E-zine.**

Here is the HTML code for the 2 most used types of popup windows:

## "Popup on Entry"

This popup window comes up as soon as your visitor hits your web page. A lot of people complain about this type of window mainly because it pops up on too many pages. No use of cookies. It can be effective if you use it to offer something free (like a subscription to your E-zine) and don't include any slow loading images.

This code goes in between your <HEAD> </HEAD> HTML tags.

```
<SCRIPT language="javascript">
<!--
self.name="enter";window.open('http://www.yourdomain.com/page.html','enterpopup','width=
500,height=500,status=0,location=0,left=1,top=1,x=1,y=1');
//-->
</SCRIPT>
```

Replace <http://www.yourdomain.com/page.html> with the page you want to appear in the popup window.

## "Popup on Exit"

This popup window comes up when your visitor leaves a page where you have embedded the popup code. This type of window is less annoying and doesn't get as much complaint. The key is to offer something for free.

This code goes in between your <HEAD> </HEAD> HTML tags.

```
<SCRIPT LANGUAGE="JavaScript">
<!-- Begin
var exit=true;
function leave() {
if (exit)
window.open('http://www.yourdomain.com/page.html','',toolbar=no,menubar=no,location=
no,height=500,width=500');}
// End -->
</SCRIPT>
```

Replace <http://www.yourdomain.com/page.html> with the page you want to appear in the popup window.

The next code goes in the <BODY> tag of your HTML code:

```
onUnload="leave()"
```

The code should look like this: <BODY onUnload="leave()">



If you have your popup on exit script on a page where you sell a product, the popup on exit script will open when people click on your



order link. If you only want to show the popup window to the people who do not order from you, here's how you can fix the problem.


You just have to add `onclick="exit=false"` to the link tag.

```
<a href="http://www.yourdomain.com/orderform.html" onclick="exit=false"> Order Here </a>
```

Now when someone clicks on your order link the variable "exit" equals false so your exit popup won't appear. Now your customers won't be interrupted when they try to order.

If you would like to create more popup windows, you can download Armand Morin's "**Pop Up Generator**". It's the easiest pop-up software tool available on line:

<http://www.ebooks-made-easy.com/popup>

 "**Pop-Up Response**", by Chayden Bates, explains what absolutely must be within your actual pop-up page to make it a response driven profit machine. Chayden has provided the most responsive designs that he's tested, and actually gives you the HTML code and explanations of how and where to use those designs. You can download it from here:

<http://www.ebooks-made-easy.com/popupresponse.htm>

If you're smart, you will sign up for Chayden's free reseller program, and buy the book at half price from your own affiliate link :-)

### **Join the "Subscriberdrive" service - it's FREE!**

Wes Blaylock has released a FREE subscriber system that will **\*BOOST\*** your subscriber rate upon sign up! It uses the power of multiplication to put your subscription box on hundreds of other sites almost effortlessly.

As you know, building your list means building your income. Get in today and build your list at least 3 times as fast as you are now.

This program gets beyond a **\*5 Star\*** rating! Here's your chance to put the task of building your subscriber list into over-drive, immediately boost your subscription rate, and get more traffic to your web site!

Click here to read more:

<http://www.subscriberdrive.com>

## ☑ **Before you start promoting...**

Before you start promoting your Web Site to the rest of the world, take a closer look at your digital creation and ask yourself if you do offer:

### 1) Enough interesting **content**?

Web surfers are information junkies. They surf the net to find interesting material that will serve their need. Do you offer worthwhile information to your visitors like great articles, links, tips, tricks, free reports etc...

### 2) Something for **free**?

Web surfers are like kids. If you're not giving them something you're missing the whole point. People love to get something for free. It'll feel like their time isn't spent lost. If they get some benefit, they'll tell their friends, and that's the beginning of an off line promotion campaign.

Give away E-books, offer your visitors an Email Course, or a discount when they buy your product or service, anything. Offer freebies in your advertisements to get that much desired click!

Your offer must relate to your sites subject! A bird watcher won't be glad with a free report on how to improve *duck hunting* :-)

### 3) **Changing** Content?

Ok, you don't have to update you web site every minute like CNN, but try to put something new on your site once a week. This can be a new resource, or a valuable Ebook or report that you wrote. Make it worth for your visitors to return, and announce the updates in your newsletter.

### 4) A pretty **layout**?

Do you really need that huge graphic on your home page? Compress or optimize your images, to make a better download. Or do you enjoy to wait 5 minutes for a lousy image to appear on somebody's web page? I guess not!

Your home page should be 40K or less in file size -this including graphics, so put away those blinkers, spinners, scrolling marquees, sounds, counters, plug-ins, JavaScript Pop-Up Windows, etc...

Check your background. Can you read the text, or do you need a special pair of glasses to decipher the black text form the purple background? Keep it simple!

### 5) Easy to use **navigation**?

Can your visitors get to point A from point B without getting lost? It's important to use easy navigation. If your site is getting more complicated by time, use a site

map or a search function to simplify things.

#### 6) Well designed **Title & Meta Tags**?

Are your keywords placed correctly in your Title tag? Do you take advantage of your meta description tag? Not all search engines use Meta tags but you need them for those that do. It will rank you higher.

If you need help with Meta Tags go to:

[http://www.webdeveloper.com/html/html\\_metatags.html](http://www.webdeveloper.com/html/html_metatags.html)

#### 7) **External Links** on your Home Page?

If you think a storefront should have a choice of doors that lead to your competitors, then you're probably too good hearted for this business, no? :-)

#### 8) **Award** Logos or banners?

Forget it! Nobody cares about them. I mean, I don't. Most awards are meaningless and only intended to steal your visitors from your site to the award sites itself.

If you like to show off anyhow, put your awards on a special page, buried deep into your site. They are only useful for link popularity checking by the search engines.

#### 9) Correct **typography and grammar**?

Many web pages contain spelling and grammatical errors. Your copy should be a reflection on your professionalism and your attention to detail (or lack of it.)

#### 10) "**We, Our, Us, My, Me, Mine**" words?

They just turn off readers. Use "you", "your." Before you post copy to your site, compare the number of "you" words to the number of "us" words. It's not about "you", it's about "them"!

#### 11) An explanation of your company's **history**?

Oh, come on! Who cares if your company is located in Little Town, Nowhere... Why should we? This is the Internet! We talk world wide here. And we want the instant information that we are looking for **YESTERDAY!!!**

#### 12) **Frames**?

Get rid of them immediately! Many browsers don't support frames. Search engines don't index them. Frames require scrolling to read the text and activate links, in other words, frames only bother your visitors, they make surfing difficult and they don't bookmark properly either.

#### 13) "**Under Construction**" Signs?

Very smart! Why on earth do you put your web page online if she's not done? Think about that for a minute! Ok. Well then :-)

#### 14) **Working** Links?

Broken links are annoying, frustrating and unprofessional. Don't make your visitors mad because you waste their precious time.

#### 15) Loading **graphics**?

Missing graphics are all over the Web -very "unprofessional" if not unacceptable!

#### 16) **Contact** Information?

Always include your contact information on every page. Do not only provide your email address, but also a phone and fax number, just in case potential customers need to ask for more information.

Only if you have honestly answered yes to these questions, then you can seriously start promoting.

***A well designed and fast loading site that helps and informs will draw traffic.***

### **IMPORTANT!**

Make sure you don't stop to advertise. It's the mainstay of your business.

Without advertising and promotion you will **never** succeed, because no one will know about your business. It can be slow starting but as time goes on and you keep learning and experiencing more your business will start to grow.

There may be some rough spots along the way and there may even be times that you would like to give it all up.

### **Don't give up!**

Patience and Persistence are the main keys to success.

## **Places to spread the word about your E-zine.**

### **List your E-zine in the E-zine directories**

There are several E-zine directories on the Internet, with searchable catalogues, and they get lots of visitors. It's a sure way to quickly find new subscribers.

#### **Best Ezines**

<http://www.besteazines.com/submit/>

#### **Cumuli**

<http://www.cumuli.com/ezone/>

#### **Ez Ad Success**

<http://www.ezadsuccess.com>

#### **Ezine Links**

<http://ezinelinks.com>

#### **Ezine Wizard**


<http://www.ezinewizard.com>

#### **Ink Pot**

<http://www.inkpot.com/zines/>

#### **Life Styles Pub**

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

 Use the "**Ezine Promotion Toolbox**" to submit to the biggest E-zine directories. Inside the toolbox, you'll also find a list to submit your free classified ad to 65 E-zines -all for FREE!

You can download the "Ezine Promotion Toolbox" from here:

<http://www.ebooks-made-easy.com/toolbox.exe>

-You can create a customized copy of the toolbox, and make money with it by giving a copy away to your web site visitors or subscribers. Instructions are located inside.

### **How to promote your E-zine to the directories.**

You can save a lot of time by submitting to the E-zine directories if you:

- Create a text file first with your E-zine description, keywords, short and long titles, subscribe and unsubscribe addresses, etc. Use this file to copy and paste your E-zine's details into the different forms.

- Create a spreadsheet with a list of directories that includes columns for date submitted and date added to the directory. Fill in the submission column dates when submitting, and the "added to the directory" column dates when you receive an email notification of being added.

Here's a list of directories:

<http://List-Resources.com/s/Promotion/Directories>

If you want to read email list directory reviews with tips on getting listed well in each:

<http://Ezine-Tips.com/articles/promotion>

### **Place FREE ads in other E-zines.**

You can place free ads in other E-zines, with the "**EzineADventure System**".

This FREE system lets E-zine owners share their ad space with other E-zine publishers... and it works great!

You will never again waste time looking for and trading your ad for someone else's, based on readership levels in your E-zines.

With the "**EzineADventure System**" you can get your E-book ad in front of an extra thousand, five thousands, twenty thousand, or even one hundred thousand E-zine readers literally overnight. And this PERMANENTLY!

There's no catch. I'm doing this myself, and my ads are going out to hundreds of people every day, and it doesn't cost me one single cent... and it won't cost YOU a cent either.

I'm not going to explain all the details here, but if you are concerned about promoting your E-zine, or any other product, the easy way, you simply must click below to get all the details:

<http://www.ezineadventure.com>

How good this program works?

Well, my "[Smartpromotion Newsletter](#)" has a circulation of just about 3,000. Within 48 HOURS after I'd joined this service, I had E-zine publishers under me with a combined circulation of over 60,000!

They placed my ad in their E-zines, giving my ads 20 times as much exposure as I'm used to get, and since then this phenomenal growth has continued.

In short, this is one terrific and totally FREE program that every one with an E-zine or mailing list MUST join! To join right now, click here:

<http://www.ezineadventure.com>

## **Subscribe to the following announcement lists:**

These mailing lists are especially devoted to Announcing Lists. Sign up at the appropriate web sites ( <http://www.egroups.com> or at <http://www.topica.com> ) and then post your announcement once a week.

If your ad appears, you should get several more subscribers and additional traffic if you have included your URL and subscription address. They are also excellent places to ask other publishers for an ad swap with your publication.

-Please note that some of these lists may be expired.

[00-list-announce@egroups.com](mailto:00-list-announce@egroups.com)

[100Sightings@egroups.com](mailto:100Sightings@egroups.com)

[1\\_list\\_advertising@egroups.com](mailto:1_list_advertising@egroups.com)

[2000publications@egroups.com](mailto:2000publications@egroups.com)

[AAnnounce@topica.com](mailto:AAnnounce@topica.com)

[AllMyLists@egroups.com](mailto:AllMyLists@egroups.com)

[announce-lists@egroups.com](mailto:announce-lists@egroups.com)

[EzineLister@egroups.com](mailto:EzineLister@egroups.com)

[EzinesToday@egroups.com](mailto:EzinesToday@egroups.com)

[freelistresources@topica.com](mailto:freelistresources@topica.com)

[free\\_links@topica.com](mailto:free_links@topica.com)

[getmoresubs@egroups.com](mailto:getmoresubs@egroups.com)

[LinksnLists@egroups.com](mailto:LinksnLists@egroups.com)

[List-Your-List@topica.com](mailto:List-Your-List@topica.com)

[ListAdvertise@egroups.com](mailto:ListAdvertise@egroups.com)

[listpromote@egroups.com](mailto:listpromote@egroups.com)

[lists\\_for\\_all@egroups.com](mailto:lists_for_all@egroups.com)

[List\\_Announcements@topica.com](mailto:List_Announcements@topica.com)

[MyListAnnounce@egroups.com](mailto:MyListAnnounce@egroups.com)

[MyPageAnnounce@egroups.com](mailto:MyPageAnnounce@egroups.com)

[PromoteAll@topica.com](mailto:PromoteAll@topica.com)

[sitesandzines@egroups.com](mailto:sitesandzines@egroups.com)

[WritersZines@egroups.com](mailto:WritersZines@egroups.com)

[WriteAnnounce@egroups.com](mailto:WriteAnnounce@egroups.com)

[epromote@egroups.com](mailto:epromote@egroups.com)

[eservice@egroups.com](mailto:eservice@egroups.com)

[promote\\_ezine@topica.com](mailto:promote_ezine@topica.com)

[newsletters4you@topica.com](mailto:newsletters4you@topica.com)

[compulist@topica.com](mailto:compulist@topica.com)

The following links are E-zine List Announcement web sites:

<http://www.escribe.com/internet/-aannounce>

<http://www.promotefree.com>  
<http://www.webcom.com/impulse/list.html>  
<http://www.newsletteraccess.com/>  
[http://www.wcsu.ctstateu.edu/library/rr\\_electronic\\_discussion\\_groups.html](http://www.wcsu.ctstateu.edu/library/rr_electronic_discussion_groups.html)  
<http://www.disobey.com/low/addere.shtml>  
<http://homeincome.com/search-it/ezone>  
[http://netterweb.com/lp/ed\\_ezinedirectory.htm](http://netterweb.com/lp/ed_ezinedirectory.htm)  
<http://www.ezinefactory.co.za>

### **List your E-zine in the Life Styles Publishing Directory.**

Ruth Townsend has founded the "[Directory of Ezines](#)" in 1998 with one goal in mind. To provide E-zine Publishers and Advertisers with the freshest, most accurate, biggest database of E-zines on line!

If you want to find your perfect market, make more sales, get articles published or save money on your advertising, the "Directory of Ezines" is for you.

Ruth's excellent searchable database contains over 750 E-zines in about 70 categories, including circulation, frequency, publishing schedule, deadlines for buying ads, and publisher's contact information.

\$39.95 will give you access to the directory for one whole year. A small investment if you are into serious E-zine advertising. The listings show the last time the E-zines were modified, (those E-zines are flagged with a little button), when they were first published, and if the publication accepts free ads or articles.

This time saving tool will allow you to find appropriate E-zines for your ad campaign. Go [visit the Directory](#), and give your own publication exposure by listing your own E-zine in the directory for FREE!

### **Bid for traffic**

The best way to get targetted traffic to your web site is to bid for traffic using a pay-per-click search engine.

There are many of them around, but the most know is Overture.com  
<http://www.overture.com>

You can get visitors at prices starting from just \$0.01 each! You only pay for targeted click throughs, and get full control over your listings, keywords, and how much you want to pay per click.

You must use this method to drive extra traffic to your site! Here are a few tips you should keep in mind when bidding at these search engines.

Bid on words and phrases that draw your target audience. The more



targeted your search terms, the better chance you have that visitors who searched for that term will subscribe. In general; targeted terms are cheaper (and not hit as often).

Head for a top 50 spot. The 50 first url's are all shown on 1 page.

Use a relevant description. When you write your link description for each term on which you bid, be specific. Make sure that you mention what your link is about, or else you'll get clicks from surfers who are looking for other things.

When placing your bids you will also be asked for the title of the URL you are submitting and a short description. Write something short and eye-catching. Don't forget, the main objective is to get people to click to your web site. Try to stand out from the crowd.

### **Send out a press release.**

This is a cost-effective way to promote your business all over the internet. Keep it down to one page and put header, contact information and release date at the top. Use short sentences and double space between sentences. Be briefly when you mention your business, don't make it sound like an ad, but like news. Proofread and check for grammar and spelling.

Now what is worth a press release?

- \* A new product or service that you offer.
- \* The result of an online survey or poll.
- \* Opening of a new web site.
- \* An award you have won.
- \* New online products or services you're giving away.
- \* A new book or E-book that you wrote.

Get other ideas by reading other press releases, talking to experts and visiting other media web sites. These resources will help you with your press release writing and distribution:

#### **Internet News Bureau**

<http://www.news bureau.com/>

The Internet News Bureau will email your press releases for a small fee. It will save you time and trouble, and their prices are reasonable.

#### **Automated Press Releases**

<http://www.automatedpr.com>

#### **IdeaMarketers.com**

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

#### **Gebbie Press**

<http://www.gebbieinc.com>

**Press Flash**

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

**WebWire**

<http://www.webwire.com>

**Internet Wire**

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

**NetPromote**

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

**Announce your E-zine to The Internet Scout NEW-LIST**

NEW-LIST is a new mailing list announcement service. Thousands of people online subscribe to this list to receive email notifications of new Ezines and mailing lists. By posting, you will immediately be telling many thousands of prospective subscribers about your publication.

I would advice to subscribe first and see how others announce their publication. Look how they promote it.

**Get listed in the NEW-LIST mailing list!**

NEW-LIST is a moderated distribution list which may be used to announce the establishment of new e-mail mailing lists. Many of the people who maintain "lists of lists" subscribe to the NEW-LIST list as do direct users of the information.

To have your mailing list announced through the NEW-LIST mailing list, [click here to go to the web site](#).

Once there, click the "NEW-LIST" option, and after getting transferred there, subscribe by clicking the "Subscribe" option in the navigation frame on the left.

You will get a confirmation email with the rules to post to the list.

Then you must click on the 'Resource Submittal' button, and you will be guided through the submission process.

Write in your email about the benefits for your potential subscribers, because people will only subscribe if you can tell them in what's in it for them.

- Use well-formatted messages!
- 65-68 character width lines.

- Use lots of white space.
- Use bulleted or numbered lists where appropriate.
- Offer both Web and E-mail subscription instructions.
- Point to your archive or a sample issue. Include the URL of your online archive, or provide an auto responder address with a sample issue.

This will certainly get you a lot of subscribers. Be prepared for the email flood! Don't blame me if you're indulged! I warned you :-)

But why should you weed through all the list announcements sent each day from the Internet Scout NEW-LIST, while you can receive announcements of the new lists on the subject that interest you in particular.

Here are the different category's of lists, with the subscription instructions:

Books-Publishing - <mailto:join-books-publishing@new-list.com>

Inspirational - <mailto:join-inspirational@new-list.com>

Business - <mailto:join-business@new-list.com>

Finance - <mailto:join-finance@new-list.com>

Internet - <mailto:join-internet@new-list.com>

Computers - <mailto:join-computers@new-list.com>

Kids - <mailto:join-kids@new-list.com>

Education - <mailto:join-education@new-list.com>

News-Media - <mailto:join-news-media@new-list.com>

Fashion - <mailto:join-fashion@new-list.com>

Regional - <mailto:join-regional@new-list.com>

Science - <mailto:join-science@new-list.com>

Foods - <mailto:join-foods@new-list.com>

Social Sciences - <mailto:join-socialsciences@new-list.com>

General - <mailto:join-general@new-list.com>

Sports - <mailto:join-sports@new-list.com>

Health-Fitness - <mailto:join-health-fitness@new-list.com>

Travel - <mailto:join-travel@new-list.com>

\*ALL\* Categories - <mailto:join-new-list@new-list.com>

## ✓ **How to get lots of traffic to your web site**

### **Submit your web site to the Search Engines!**

Rule nr 1: you must have your web site listed in the search engines to attract people (or traffic) to your web site.

If you can not be found in the search engines, you will miss out on a lot of traffic. If your web site doesn't show up when people perform an Internet search, how do you expect them to find you between the millions of other web pages?

Here are a few important factors that should be taken in mind when you submit your site.

- \* Make sure your keywords only apply to your Web site.
- \* Limit the amount of doorway pages.
- \* Avoid your pages being listed under the same keyword.
- \* Do not submit all your pages at once.
- \* Limit repeated keywords to 3-7 times.
- \* Use important keywords in the title.
- \* Check your Web sites ranking often.
- \* Watch the competition, see how they submit.
- \* Do not submit several pages on the same day.

Take the next steps before you start submitting...

### **Are your web pages search engine robot friendly?**

[Get a FREE web page diagnose.](#)

Let the CGI-doctors at Scrubtheweb.com analyze your Meta Tags. This has to be done if you are serious about getting listed, because Meta Tags are what most engine spiders and robots read when they index your pages.

### **Did you tune up your web site recently?**

[TuneUp your web site here.](#)

WebSite Garage is a top quality service. You will get a detailed report with tips to improve your pages. Free!

### **Now submit your web site to the search engines.**

Submission by hand is best, because most search engines ignore mega-submission services. Here are the links to the major players:

#### **AltaVista**

<http://www.altavista.com/cgi-bin/query?pg=addurl>

Choose "Add a Page" at the bottom of the home page. Only submit your main page, the AltaVista spider "Scooter" will visit and index the rest automatically. Don't neglect their rules, or your web site will be punished.

### **Direct Hit**

<http://www.directhit.com/util/addurl.html>

Make sure you have included your page Title and Meta description tags when you submit here, or your listing will have no effect.

### **Excite**

[http://www.excite.com/info/add\\_url](http://www.excite.com/info/add_url)

Excite has partnered with LookSmart to offer Express Submit, the fast and easy way to submit your site to the Excite directory and the entire LookSmart Network. Your site will be listed in the LookSmart Network of partner sites including Excite, AltaVista, MSN, iWon, CNN, Time Warner, and over 370 ISPs. Excite and the LookSmart Network reach four out of five US Internet users -that's 64 million potential new customers!

### **Go / Infoseek**

<http://infoseek.go.com/AddUrl>

Go.com uses the InfoSeek search engine and a human-edited directory, so make sure to get listed in both. It will help your popularity!

### **LookSmart**

<http://submit.looksmart.com/info.jhtml?synd=US&chan=lshomeft>

LookSmart provides results to MSN Search and AltaVista. To submit, choose the appropriate category and click the "Submit" button. Enter your URL, title, description, and up to 5 keywords.

### **Open Directory**

<http://dmoz.org/add.html>

This is not a search engine, but a directory, like Yahoo. Their editors pride themselves on being highly selective. They don't accept all sites, so please don't take it personally should your site not be accepted. Be sure to make your site worth it, because The Open Directory Project sends your links to several other search engines, like Yahoo and Alta Vista. This directory is also used by Lycos, Netscape Search, HotBot, and many others. So this is a very important place!

### **WebCrawler**

<http://webcrawler.com/Help/GetListed/AddURLS.html>

### **Yahoo**

<http://www.yahoo.com/info/suggest/>

Browse to the most appropriate subcategory for site, then click "Suggest a Site" at the bottom of the page. You'll be prompted for your URL, site title, and a description. Be descriptive, and keep it short, no more than 15 words maximum! The best way to do it is to prepare your copy.

Getting listed with these major search engines is very important, but the more places you list your web site in, the more traffic you will get.

Just make sure you don't use one of the mass submission services, because their method clutters up the search engines databases, and is therefore no longer accepted and practically considered as spamming.

And you know what that means, right?

This means that your web site will be neglected and possibly **banned from all future listings!**

Want to get in the search engines fast and easy? Now you can with a FREE trial of **WebPosition Gold**.

You'll learn how to bring targetted traffic to your site with this FREE trial. To download, just click here: <http://www.webposition.com>

If you get this right, you should not need to submit to any other sites. Beware that search engines are penalizing web site owners for violating their terms of submission.

### **Tip for E-zine publishers**

Place each issue of your E-zine on a separate web page and submit each page. These pages contain a concentration of keywords and therefore should feature high in search results.

You can also get new subscribers who find these pages in the search engines so make sure you include the ability to subscribe from each page. This works.

### **Start up a newsletter.**

There are only advantages for starting your own E-zine. The main benefit is that you get your message/ad for your product read over and over by your subscribers, and they will return to your web site over and over again.

Want more reasons? Here they are:

- It is one of the cheapest forms of Internet promotion.
- Send out mass mail without being considered spamming.
- Easily maintain contact with prospects and customers.
- Produce extra income from newsletter advertising.

If you have a small list, you can use Eudora, or Pegassus, to paste your E-zine list into the BCC (Blind Carbon Copy) field.

Be aware that certain ISPs (like AOL) use filters to trash messages with more than a certain amount of addresses in the BCC field (25 or so). This to prevent their users from getting spammed.

Keep this in mind if you use the BCC method. Don't use Carbon Copy. No one likes to see his or her address being spread all over the Net.

Using a free E-mail list hosting.

There are several free E-mail list hosting providers that will send and manage your E-zine. The drawback of these services is that they'll advertise on your mailings. Also, because they're free, customer or technical support, if you should ever need it, may not be available.

Free list services:

<http://groups.yahoo.com/>

<http://www.topica.com>

Use a fee-based list hosting.

Here you'll pay someone to host your list. You get customer support and better performance than the free hosts. Expect to get what you pay for.

For a complete list of fee-based list hosting providers, check out:

<http://list-business.com/list-service-providers/>

Use your own list server.

This gives you the most control, but it will also take the most work to set up. There are some very good list server software packages out there, some free. If you're technically skilled, this is the best way. You don't have to own your own machine. Many good virtual Web hosting providers include support for list software.

For software solutions, visit:

<http://list-business.com/list-software/>



Need more help to set up -or improve your- E-zine or Newsletter? Find out all you need to know about getting started, and milk your list for everything it's worth! Click here:

<http://www.ebooks-made-easy.com/ppnewsletters.htm>

## **Write an article.**

Writing your own articles can be a great way to attract traffic to your web site. When I first decided to write articles for online publication, I was a little nervous. I thought, "Who would take me seriously?"

The answer: Tens of thousands of people.

Writing articles is not a difficult task. With a little planning (which I am about to show you), you can create top-quality articles and

use them to create a solid cash flow for your online business.

Basically, writing articles is an eight step process:

- 1) Pick a topic that you KNOW.
- 2) Do your homework.
- 3) Create a short outline.
- 4) Time to write!
- 5) The "All Important" editing.
- 6) Add your resource box.
- 7) Create a list of publishers.
- 8) Send out your article.

The rest of this article covers these eight basic steps.

- 1) Pick a topic that you KNOW.

The key to writing good articles: write what you KNOW. Don't try to pass yourself off as an expert in a field you know nothing about. This damages your credibility and hurts your future efforts. Stick with what you know.

Are you an expert at making peach cobbler? Write about that! If you're a mechanic by trade, write an article about how to change out a clutch or replace brake pads.

I am a firm believer that everyone has plenty of good articles just waiting to be written.

- 2) Do your homework.

Once you've decided on a topic, spend some time at your favorite search engine reading up on your subject. There's so much free info out there, the biggest problem is finding the websites worth reading. I recommend using a multi-engine search site, such as <http://www.dogpile.com>

Don't plagiarize what you read. Just take notes. You'll find plenty of information about your subject. Take your time, and read what other authors are saying on your subject. That way you can write snappy articles using the "buzzwords" that are being tossed around, and hopefully write from an angle not covered by hundreds of others.

- 3) Create a short outline.

Remember when your English teacher made you write those long outlines about your theme paper?

Well, you don't have to get that involved. Just write a short outline of what you plan to cover, and in what order. Otherwise, you'll wind up rambling and losing your readers along the way.



#### 4) Time to Write!

Flesh out your article by writing a brief paragraph or two about each major point in your outline. Don't bore your readers. Instead, give them what they want in a timely manner. On the Internet, people are just one click away from trashing your article and going on to something else. Write short sentences and avoid long words.

Here's a Don't write to the masses. Write your article for an audience of one person. That's right. Act like you are writing to a friend. Personalize your article by using the words "you" and "your". This will keep your article focused and personalized.

Did you get that last point? I hope so. It's what makes the difference between a great article and a "flop". Remember, the publishers you send your articles to will be impressed if you sound like you are writing directly to them.

Don't worry about typos and mistakes at this point. That's what step 5 is for. :)

#### 5) The "All Important" editing.

Editing is the most important step. Spelling errors, poor punctuation, and horrible grammar kills your credibility.

Here's a great tip that many writers use: Read your work out loud. If your article doesn't flow off the tongue, rewrite it until it does. No one will give you a second chance, especially picky publishers.

After you're sure your article is perfect, email it to a couple of friends and ask their opinion. After all is said and done, you should have an article worthy of publication. Here's where the fun begins - getting published!

#### 6) Add your resource box.

Before you send your article out to the masses, you need to create a resource box at the end. This is a simple 4 or 5 line "mini-ad" at the end of your article that says a little about you and has a link back to your website or autoresponder.

#### 7) Create a list of publishers.

Now that you have a top quality article, it's time to create a database of newsletter publishers who would be interested in your article. The easiest way to create a list of possible ezines is to use the major search engines. I'll use the peach cobbler article as an example. First, search for "cooking newsletter" or "recipe newsletter." Repeat the same search

using substitutions for the word newsletter, such as: recipe ezine, recipe e-zine, cooking e-mag, etc. Now, bookmark the results pages from the search engines, and go to each listing and write down the following:

- a) Name of ezine
- b) Name of editor/publisher
- c) Email address for editor, or submissions email address.

Once you have a listing of 50 or so newsletters, you're ready to send out your article.

8) Send out your article.

Instead of sending out your article individually using your email client, streamline the process by using Aureate's GroupMail. (You can download a free version at: <http://www.group-mail.com> )

Basically, you're creating a database of ezines that accept submissions. By adding in the editor's name and name of the ezine, you can customize each email that you send. Your chances of getting published are much greater if you can customize the email. Here's a sample email that I've used:

"Dear #Editor's Name,

Please consider the following article, "#Title of Article" for inclusion in your newsletter, #Name of Ezine.

You have full permission to reprint the article on your website or in your newsletter as long as the resource box is kept at the end.

Thanks for your time.

Sincerely,

#Your Name.

<#Include article here>"

Customize the submission letter with the editor's name, title of the article, and the name of their ezine. This improves the chances of your article being printed.

Trust me. I get about 10-20 new submissions a day for my own ezine, and I automatically trash all of the articles that aren't personally addressed to me.

If you decide to use Areate's GroupMail program, it will automatically import all of the personalization information before you send it. This really cuts down on the amount of time it takes to send out your article.

Once your article is published, you'll start to receive hits to your website. One of the easiest ways to use this free publicity to make money is to offer products or services from your website that directly relate to the article that you've published.

For example, if you write a killer peach cobbler recipe, you could sign up as a reseller for Amazon.com, and offer dessert recipe books for sale. Better yet, write 10 or 20 mouth-watering recipes, and sell them directly from your site.

Brainstorm ways that you can tie in a product or two with your article, and you're on your way to making a profit on the Internet. Good luck!

### **Join the E-Zine Publishers Association -FREE!**

Are you a publisher of an email newsletter who would like to benefit from an association dedicated to your success? EPAI provides support and assistance for all of your publishing needs.

Having trouble selling ad space? EPAI can sell your ads starting at \$5/thousand and up! This is just one example of how membership provides unlimited resources for growth and development.

Join Free At: <http://www.EzinePublisher.org>

### **Trading links with other web sites.**

Suppose you can establish 20 links with web sites that generate 20,000 visitors a year. Do you realize how many traffic that can bring your way?

Once your link established it will probably stay put for a very long time, continually sending traffic to your site... day after day, week after week, year after year!

But don't just simply ask for a link.

Why should a webmaster link to you and give traffic away? No, you have to sell yourself and give them a reason to link to you.

You must first identify your target audience and find out where they hang out. Then you must establish which websites and forums they use, visit these web sites and gather personal information about them (get the owner's first name if you can).

Then you should look for stuff you find interesting at the website. Then you can send a personal email to the site owner, mentioning all the info you have gathered from your research. They will be impressed.

Before you contact another web master to ask for a link swap, it's wise to set up a link to it first on your site. You will have more success when you create the link before making contact.

Don't put too many links on your request page, I would limit to 10 different

links. Too many links will scare off the future linker.

Don't forget to:

- Put the web masters name in the first line. People like to be taken personally. They don't want to be "bulked by email".
- Write what you like about the webmasters web site, and what you can add of value by putting up a link swap.
- Write the URL of the webmasters link. Be sure to make it easy to find. -I would not swap a link with another site that buries my link between 100 others.
- Be short, and directly to the point. People on the Net are busy busy busy.
- You may add a small button to link. Tell the webmaster in your message that you have added a button to link to, and write the name of the button file.

Here's an example of an email that you could send to a candidate linker:

\*\*\*\*\* BEGIN \*\*\*\*\*

'Dear "first name of the webmaster",

My name is "your own name", and I am the web master  
of <http://www.yourwebsite.com>

I am constantly looking for other quality sites to link to,  
and just came across your unique web site.

I have already placed your link on my site at:  
"<http://www.yourwebsite.com/linkpage.htm>"

I think we will both benefit from a link swap, as  
our web sites deal with the same subject.

"Write here a few lines about your own web site..."

I am so free to have attached a small button to link to my  
own site. It's attached as a file called: image.jpg. Please  
feel free to link it to <http://www.yourwebsite.com>

If you agree for a link back, please let me know  
where you will put up our link.

Thanks for your precious time, and looking forward  
to swap a link with your quality site!

Sincerely,


"Your own name here."

\*\*\*\*\* END \*\*\*\*\*

This message can be adjusted to your own feeling, or writing style.

The web master will quickly realise that providing a link to a useful resource will look good in their visitors' eyes. With this approach you may get away with not having to give them a link from your site.

If they don't respond, don't give up. Contact them again and say that you want to exchange links because you are a co-operative business, not a competitive. This is a mutually beneficial win-win situation.

 Make it easy to set up the link. Send the exact HTML code to put in the site. Also work out what you're going to put in your link to theirs and tell them. That will make it easier for the web site owner to establish the link.

### **Run a contest.**

Run a link contest and offer a prize to a web site that links to yours. The prize can be a book, CD, a video, advertising space in your E-zine, your own product, let your imagination work, about anything will do.

Supply the required banners or HTML-code on your contest page, and ask people to link from their MAIN page, not from a page deep inside their site, where nobody will see the banner. Let them contact you to inform you of the link so that you know who's linking where.

Do not only supply large 468x60 banners. Let them also use a smaller ones, or supply buttons. (31x88 is nice).

Here you can announce your contest. This is also a great way to building a database of perspective customers.


<http://www.ContestGuide.com>

<http://www.onlinesweeps.com>

<http://www.webstakes.com>

<http://www.freestuff2000.com>

<http://www.contestworld.com>

 Let your competitors choose their present at Amazon.com if you are an affiliate for that company. While the visitor is there searching for his present, he might buy something, and that can result in a commission for you :-)

### **Use Opt-In Mailing Lists.**

Millions of Internet users register their interests with various opt-in e-mail list managers, and agree to receive commercial announcements. These message recipients are a responsive, target-rich environment for the online marketer, with no risks associated with unsolicited e-mail campaigns (spamming).

### **BambooBizOnline**

Easy to use without any software and accessible for you from any Internet

PC in the World. Put your business on automatic pilot and turn your marketing into a predictable, turn-key, completely automatic machine that keeps on working -even when you don't.

<http://www.bamboobisonline.com>

### **Give out an award.**

Some awards are highly coveted by website owners, and add prestige to the site. Others are nothing more than cheap ways of getting traffic to the award site.

Tell the award winning site to link your award directly to your site, and create a page of award winners with pointing links. As your award goes out to more and more sites, you will receive a steady increase in traffic.

Note: Don't make your award too large, the best size would be 125 x 125 pixels, and don't make it larger than 10 kb. Personalize the award for each site you give it to; leave room to put some text on the award with the name of the winning site.

### **Post classified ads.**

Many sites allow you to post a "classified ad" for free, or for a small charge.

Try: <http://www.freeclassifieds.com/>

I am not a huge fan of this method to gain traffic, because I think not many people look to classified ads when they want information. But if you get your ad on hundreds of these classified ad pages, I bet you'll attract some traffic.

### **Apply for an award.**

Submit your web site for a web award. Visit other sites and see what awards they have won. Only register for those awards that are more or less related to the content of your site; this will promote your site to your targeted audience.

Make sure your web site is ready, check spelling and grammar and navigation. Keep your graphics related to your content.

Submit to these award sites:

The Critical Mass Award:

<http://rio.atlantic.net/~bdarl>

1000 Web Awards

<http://members.aol.com/youraward/1000awards.html>

The Awards Awards

<http://www.gaylasgarden.com/awards/default.htm>

## ✓ The secrets of the search engines.

A lot of a web site's traffic is generated by search engines and directories, so it's obvious that web masters will do anything to ensure their site is listed at the top. There are different search engines, and I'd like to discuss some of them briefly.

**Search Engines** are index web pages based on content. Each engine works differently. They base the search results on Meta Tags, page content, title, or a combination of these. They get their content from spider programs.

**Directories** categorize the WWW based on input submitted by a human being. An example is Yahoo. When someone searches for a keyword, this is referenced against a database of sites that contain a title and description for a particular site.

**Spiders** are used by a search engine to index the web. They all capture specific information about a page. Some capture the title and the first 1,000 characters of content. Some capture the title and "description" Meta Tag. Some look only for the "keyword" meta tag. Some use a combination of all of these.

### How do search engines work?

They send out electronic spiders that make copies of the pages they find on the web, store them in an index, or an encyclopedia of web pages. When people search, search engine software flips through this book to find pages that seem to match what they are looking for. They look for the search words in the title, meta tags and beginning of documents they have indexed.

You can increase their rankings in search engines and directories by placing the terms they want to be found in page titles, meta tags and in the HTML copy of their pages.

However, do not be too obsessive about search engines. They are one way of getting traffic, but not the only way. Avoid submitting duplicate pages, heavy word repetition and using hidden text. Ensure that your web pages have not been dropped from the index -which can happen naturally. Check once a month, and if pages are missing, resubmit.

👉 Before you submit a site to the Search Engines, read their no-spam policies carefully and check your pages to see if they are safe. Usually the no-spam policies are located into their help or add/URL section.

If you're not sure about the validity of a web page, contact the Search Engine people and ask them if your page you could spam their index, when submitted. They will be happy to answer and may give some tips on how to modify your page in order to rank a little better.

### How to optimize your pages for the different search engines?

**Alta Vista** uses all the words in your HTML, except the comments. The first few words will be used as a summary, this is, if you do not use META tags. If you do use META tags, include both "description" and "keywords". Alta Vista is case sensitive, so keep this in mind when developing keywords.

To see if your page is indexed: in the search box, type:

'+url: yourcompany.com/yourpage.htm'.

To see how many pages link to your site: In the search box, type:

'link:yourcompany.com'.

**Excite** ignores META tags and identifies a dominant theme or term to index your page. So, to produce effective results, your page should contain only one theme.

There is a way around this however. Create your own "dominant theme" within your HTML by developing a summary paragraph and enter it multiple times within a comment tag. This will force Excite to use this as your dominant theme and use it as a summary for your site.

To see if your page is indexed: In the search box, type in the full URL.

**HotBot** uses both "description" and "keyword" META tags. You should use META tags on your main page and on all your sub-pages as well.

To see if your page is indexed: Choose the advanced search options and enter your page's URL.

To see how many pages link to your site: In the search box, type:

'linkdomain:yourcompany.com'.

To find links to one particular page, enter your URL into the search box, and then choose "links to this URL" option.

**Infoseek** relies primarily on META tags to index your web pages. If there are no META tags, then Infoseek will look at the first 250 characters on your page.

If you submit to Infoseek, be sure to insert a fair number of keywords with a META tag, as well as keywords in the first 250 characters on your page.

To see if your page is indexed: In the search box, type:

'URL: http://www.yourcompany.com/page.htm'.

To see how many pages link to your site: In the search box, type:

'link:yourcompany.com'

**Lycos** uses a spider (developed by them) to automatically choose the keywords that will be associated with your page. META tags force Lycos to use at least some of the "description" and "keywords".

**Web Crawler** relies on your META tags for indexing. Use a large and descriptive META Description tag to be notified by Web Crawler.

**Yahoo** is not a search engines, but it indexes websites into different categories. The form asks for your URL, the title of your page, the category or categories which you would like your site to be placed under and a description of the your page. This is all that they use to index your site, therefore, it does not really



matter what is in your HTML.

Yahoo! is the biggest directory on the Internet, and getting listed there can make a big difference in your site traffic. To maximize your chances of being listed, go to [www.yahoo.com](http://www.yahoo.com), pick the category where your web site belongs, submit a well written description to the editor, and then add your site.

Getting listed in Yahoo is every web masters dream, because it brings a lot of new traffic to your site.

If you also want to get into the biggest Web directory, without any hassle, get on line now, and then click here:

<http://www.smart-web-promotion.com/Yahoolisting.htm>

If you insist to do it the hard way, click here:

<http://www.yahoo.com/info/suggest>

Just be sure you make at least 2 attempts (several weeks apart) to submit your site via their online form. Follow all of the guidelines listed on the submission form, and do not submit multiple requests in a short period of time for the same URL. They consider this spamming, and your requests will be dropped from consideration.

If you are creating and submitting sites for other people, please limit the number of URLs you send to five (5) per week. If you send Yahoo a laundry list of URLs, they will review the first five (5) and ignore the rest.

If you see no result within a couple of weeks, restart the process and keep trying. Beware not to resubmit more than every 6 weeks. Once you are included in the directory re-registration is not necessary.

At [Jim Tools](#) you'll find dozens of time saving tools for the professional webmaster. Before you submit your site to the search engines, visit the Meta Tag [Tutorial](#) and generate great tags with the [Meta](#) Tool.

Drop in on the [Search Engine Forums](#) to stay on top of the latest developments at the major search engines.


Check that all your links on your page work with the [Link](#) Tool.

The [Submit](#) Tools will then register your site with the major search engines.

When done, submit your site to **420** of the world's major directories. Then you may put your link on **160** Free For All pages.

And finally you can use the [Position](#) Tool to find out how well your page ranks under all of your most important keywords.

And all these services are **FREE!**

 Your page META titles should be short and descriptive. Keep them below 8 words. This is a safe amount for all search engines and will insure people searching for your web site will be able to read your page title when the search engine results are displayed. This is a very important tag for search engine placement. Your title should be in the header of your HTML code <HEADER></HEADER> and should look like: <TITLE>Your Web Site Title - Short description</TITLE>

### **Good Keywords**

<http://www.toolsforselling.com>

Uses the clues provided by the search engines to build a suitable keyword set. Once done, a simple click will get you the required keyword meta tag ... ready to be pasted into your HTML file. To use Link Popularity Finder simply type in a URL and press 'Go.

You will immediately get the web sites that link to your URL as per Altavista, Lycos, Infoseek and Google. You can also find out how your competition does

### **Search Engine Glossary**

<http://www.thewritemarket.com/search/spiders.htm>

### **Search Engine Terms**

[http://www.cadenza.org/search\\_engine\\_terms/index.htm](http://www.cadenza.org/search_engine_terms/index.htm)

### **Articles on Search Engine Placement**

<http://www.1stsearchranking.com/articles.htm>

### **Use keyword rich copy.**

If your site's topic is about cars, the search robots want lots of "car" words on your page. Do not simply list "cars, cars, cars, cars." That's considered keyword spamming, and your web site will pay for that by not being listed at all!

Instead, put your keywords into logical sentences, and work these into the first part of your opening page.

Find common keywords that people use to search for a site, but don't go overboard. Pick six or seven keywords or phrases to concentrate on. These should be the same keywords that are used in your Title and Meta Tag.

### **Create doorway pages.**

Every web site must have all its pages listed on the search engines. An excellent way of getting traffic to your main page is to create many doorway pages.

Now, what is a "doorway page"?

This is a web page that has been designed to rank highly on a search engine and to generate additional traffic to your home page. If your main site does not rank well on the search engines you can create a doorway page that ranks high by putting a lot


of keywords on it. If you have a web page devoted to biological food, save your page as "biological\_food.html". That way you'll have two key words (biological and food) in the page name!

Then give the doorway page a title that includes the same keywords. Use letters from the beginning of the alphabet: "**A**ll about fresh biological food and vegetables".

Next we're going to make the content of the doorway page relevant to your main page.

Write about the different aspects of your subject, and title your page with keyword rich words like: "Healthy advice for buying biological food and fresh vegetables." See the line here? So will the search engines :-)

Finally, include a link on your doorway page that leads to your main page.

 Don't promote the keywords for your main page the same time as your doorway pages. And consider keeping your links to 50 or less per page.

### **Submit to the directories.**

Most search engines include a categorized directory or guide to Web sites as part of its portal-building efforts. It is an effort to capture traffic lost to Yahoo!, which lists only sites that they feel offer valuable information.

For maximum advantage, submit your site to the directory portion of the portal. The directories and guides are becoming a major portion of the traffic generated by the search engines -separate submission required.

### **Search Alta Vista the clever way.**

Use the date function.

Type your keywords into the main text entry box titled: "ENTER BOOLEAN EXPRESSION:"

Type a recent date in the "FROM" box. Use the DD/Mon/YY format.

Click "SEARCH"

Now you have eliminated all results older than this year.

Make your own "WHAT'S NEW" search robot. Let Alta Vista scan it's entire database for what came in since yesterday. Use a good search query, and you just have to bookmark the results page. Once you do that, every time you visit that bookmark, the results will automatically reflect the latest information.

Type YESTERDAY into the "FROM" box.

Type TODAY into the "TO" box.

Include some interesting keywords that are relevant to your search in the main search field. (Labelled: "ENTER BOOLEAN EXPRESSION")

Click "SEARCH".

Bookmark the results page. Visit daily for new websites that have just been added to Alta Vista in your industry



If you only use a \* in the main text entry field using the above technique, Alta Vista will show you EVERYTHING that has been added since yesterday.

### **Build a bridge page that has a high link popularity.**

First, make a "hallway" page. This is a page that links to all your doorway pages. Place the hallway page on another domain that you own. Your other domain now links to all those doorway/bridge pages. Now submit your hallway page, and the SEs will automatically spider the doorway/bridge pages. SE's give greater importance to pages that their spiders find on their own.

### **Consider multiple domains.**

Many search engines limit the number of pages they will index for each domain. The number varies, but generally you'll be lucky to get 400 pages indexed on a single domain.

If your Web site has a LOT of pages on it, consider creating separate domain names to host different areas of your current Web site. You would be more likely to get more total pages indexed.

### **Be patient after submitting.**

If you submit your home page, or a hallway page, expect to wait another week or two before the spider returns to index your pages on the second and third levels. Most engines will put second and third level pages in a lower priority queue. But once they spider the lower level pages, they will rank them higher than if you submitted them directly.

### **Join the [Internet Marketing Challenge](#).**

This is the leading private site for Web marketing assistance. IMC provides any business, large or small, with the knowledge and the resources they need to profit online in the form of a membership to the Internet Marketing Challenge Private Web Site.

IMC members receive a complete Internet marketing education and unlimited consultation from a panel of highly-successful Internet marketers, saving them hundreds or even thousands of hours of trial and error, and wasted ad dollars.

Membership for this resource is \$249.00 but believe me there is a wealth of information in there. If you learn just a few new strategies and tips that help you increase your traffic and sales, it will be well worth the price.

TIP: Their affiliate program is two tier and pays out a generous 25% on the first level and 15% on your second level. As an added bonus, if you join their service they will pay you an extra 10% on all of your sales.

### **Submit your web site to the smaller search engines.**

Submit your pages to all these sites, and you'll certainly get more traffic over time.

### **ChristiansUnite.com**

If your web site is of a Christian nature then you can add it at <http://www.christiansunite.com/addsite.shtml>

### **MaxBan**

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

A small search engine and directory. Accepts URL submissions at <http://www.maxban.com/add.html>

### **SunSteam**

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

I recommended this directory some months ago, but it's time to submit again, since this site changed completely. Find the category of your site and then select the "Add URL" link.

### **MOSHix2 Internet Search**

<http://www.moshix2.net/>

Add your site at <http://www.moshix2.net/add.htm>

<http://www.webmasters-resources.com/>

If your site offers resources for webmasters, you can add it here. Go to the category that fits your resource and submit it from there.

### **Splat! Search**

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

You may submit up to 20 individual pages to be indexed per day at <http://www.splatsearch.com/submit.html>

### **Funsites.com Directory**

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

Lists entertaining and informative web sites. Add your site at <http://www.funsites.com/aa-form.html>

### **MasterSite**

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

Add your index page only at <http://www.mastersite.com/addurl.htm>

### **NetDirectory2000**

<http://www.s-2000.com/netdir/>

Add your URL at <http://s-2000.com/cgi-bin/links/add.cgi>

### **Allfreak**

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

Add your web site to this small web directory at <http://www.allfreak.com/submit.htm>

### **Addto!**

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

Addto! is an e-commerce directory dedicated to offering internet business solutions and free tips & tools for building web sites. First read <http://www.addto.com/addurlrule.htm> for the rules to add your URL, then submit your site from a category page.

### **WhatsNu**

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

Newsletter and directory. You can instantly add your site at <http://www.whatsnu.com/cgi-bin/addlink.cgi>

### **GamblingSeek**

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

A search engine focused on Internet casinos, Vegas, and other gaming related topics. You can submit your gaming site at <http://gamblingseek.com/cgi-bin/addurl.cgi>

### **TrueSearch.com**

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

A spider based search engine. Submit the home page of your site only at <http://www.truesearch.com/addurl/>

### **ThunderSeek**

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

To add your Web site, select the "Add URL" link from the bottom of the index page.

### **MidnightSearch**

<http://www.midnightsearch.com> - A web directory. You can submit your site at <http://www.midnightsearch.com/addurl.html> (the form data is sent to MidnightSearch by e-mail).

**Super-Kids:** <http://www.super-kids.com/>

Add URL form: <http://www.super-kids.com/submit.htm>

**KidsClick:** <http://www.kidsclick.org/>

Add URL form: <http://www.kidsclick.org/URLsubmit.html>

**Yahooligans!** <http://www.yahooligans.com/>

Add URL form: <http://add.yahoo.com/fast/add?+Kids>

### **Sofcom**

<http://www.sofcom.com.au/>

A directory for Australian sites only. Submit URL: <http://www2.sofcom.com.au/Directories/AddURL.html>

### **Up4U**

<http://up4u.com/search>

Add your site instantly at <http://up4u.com/search/linkadd.html>

## **Middle East Directory**

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

A guide to Middle East Web sites.

You can add a commercial Middle East Web site only at

<http://www.middleeastdirectory.com/addurl.htm>

## **First-Search**

<http://www.first-search.com/>

Select the "Submit Your Site" link to add the home page of your Web site.

## **ListTool**

<http://listtool.com>

A database of mailing lists. If your list is managed by Listserv, Listproc or Majordomo you can add it at

<http://listtool.com/cgi/listTool/addList.cgi>

## **E-zine movement**

<http://www.asphyxia.com/ezm/>

Create a free account and submit your e-zine instantly.

## **Homepageseek**

<http://homepageseek.com/>

To be accepted your site must be a homepage or small site. Add your URL here: <http://homepageseek.com/addurl.html>

## **Post your web site to all search engines at once.**

This is not a directory but you can post your web site to all the major search engines and indexes from here. It is like a self serve submission site. You decide what one to submit to.

Go to: <http://selfpromotion.com/>

## **Hidden input.**

It's hard to import all of your keywords in the first portion of your web page. Especially if you use graphics at the top of your page. But there are ways around this. The most used is the "hidden input" tag. These go in the body of the web page, (between <body> and </body>) and look like:

```
<input type="hidden" value="your keyword list">
```

Some search engines will recognize this whereas others will not. The nice thing about it is that it's invisible to the web surfer, and the search engines that recognize it will weight this information as much as regular text in your page.

This should be the first thing after the <body> tag, before anything else. Some search engines only look at the first 2,000 or so characters in a document, so you need to get this in there before any graphic tags.

**Warning:** Don't use this tactic on all your pages. Try it on one or two and check the results. If it doesn't help, don't do it. Remember, search engines are changing all the time!

AltaVista and HotBot will list your pages within a few days to within two weeks. The others will crawl your site and find pages to list, even if you only submit one.

Be most concerned with registering at AltaVista, Excite, HotBot, Infoseek and Lycos. Submitting to the important directories of Yahoo!, LookSmart and Snap is also a good idea.

For more info about search engines:click to <http://www.searchenginewatch.com>

## **Original and effective subscriber base building advice.**

### **How to build your subscriber list?**

Want to find out how other E-zine Publishers market their E-zine? Then you should get my FREE E-book; **"50 Ezine Publishers Interviewed"**.

The book contains lots of tips from some of the most famous E-zine publishers on the Net. You can use these tips and ideas to grow your own E-zine or mailing list... and make more profit from your publication.

You can download your FREE copy from here:

<http://www.ebooks-made-easy.com/interviews.zip>

Inside the book you'll find out how you can create your own customized copy. You then can give this E-book away, or sell it -but for no more than 9.97\$.

I have created a unique sales page with images, and you can download this for FREE from here:

<http://www.ebooks-made-easy.com/salespage.zip>

You can also make money with the book, via 3 internal links that you can customize with your own affiliate link. Don't worry, it's all very simple...

For details on how to create your own customizable copy, please see the details inside the book. Or if you can't wait, go here to set everything up right away:

<http://www.ebooks-made-easy.com/brand.htm>

### **Use the "Ezineannouncer Tool"**

You may have heard about Jason Potash, he's the guy who created the amazing **"Ezineannouncer"**.


"EzineAnnouncer" will save you TONS of time and put your E-zine



promotion on auto-pilot. The software includes over 900 resources and will auto-submit your E-zine listings, your ads, articles, etc... all with the press of a button!

You can try it out for FREE from here:

<http://www.ebooks-made-easy.com/ezineannouncer.htm>

 I have created an E-book for Jason, called; "The 7 Keys To Creating An Instant E-zine Subscriber Vacuum" and inside you'll discover important tips and links to use when you promote or publish your E-zine.

Windows users can download the E-book from here:

<http://www.ebooks-made-easy.com/ezineannouncer.zip>

(The file size is only 228 KB)

Are you a Macintosh user, and prefer a .pdf version?

No problem, you can get it from here:

<http://www.ebooks-made-easy.com/ezineannouncerbook.zip>

(The file size is only 55 KB)

You can also personalize this E-book, with your own info... and make money by giving it away! Open the book and go to the bottom where it says; "Click here to make money with this FREE E-book." (This link is in the Windows version only, sorry Mac users...)

### **Join and ad swap service.**

If you are an E-zine publisher, and you are looking for advertisers, you may try to find more subscribers first. Chances are big that many of your subscribers will eventually be interested in advertising in your newsletter.

If you want to know an easy way to gain subscribers, you should use an ad swap service.

These services let you swap all your available (unsold) advertising space with ads from other publishers, and you can even buy additional ads in other publications for a very reasonable price!

Here's a list:

#### **Ad Swap**

<http://www.adswap.net>

#### **Ad Swappers**

<http://www.adswappers.20m.com>

#### **Biz Promo**

<http://www.bizpromo.com/ezinetrades.htm>

### **Ezine Swap**

<http://www.ezine-swap.com>

### **Free Zine Web**

<http://www.freezineweb.com/ad-swaps1.html>

### **ItsaWorld Advert Exchange**

<http://itsaworld.net/adexchange/ezinesub.htm>

### **Linky Dinky**

Must have 1,000 subscribers to participate

<http://www.linkydinky.com/swap/start.html>

### **Swap your Welcome Messages**

You can set up a swap with another newsletter publisher to swap your welcome messages. You both promote each others' publication in it. This is much more effective than simple ad swapping because this will continue to generate subscribers for you over the long term.

Ask a couple of other publishers to set a welcome message swap up, and you could triple your daily influx of new subscribers.

You can meet other publishers here:

Epub - Email Publishers Discussion List

<http://EzineSeek.com>

### **Let your visitors recommend your E-zine to their friends.**

William Bontrager has developed a great recommendation script. It's not only easy to install to your server, but it's also FREE!

MasterRecommend

<http://www.willmaster.com/MasterRecommend/>

Another one is: Recommend-It

<http://recommend-it.com>

If you're not using a web server to run your own CGI scripts, this service may be the way to go. It can be up and running on your site in minutes.

And another FREE one is Let Them Know:

<http://www.letemknow.com>

### **Why not start another E-zine?**

If you only publish your newsletter once a month, you'll soon discover that the

opportunity to swap ads are limited. You can help this by starting another, more frequent, E-zine that you use for swapping ads for your other publication. Quotes, jokes, trivia, etc are good topics for a daily or a weekly issue, and they are easy to make.

### **Use a fee based service.**

You can choose one of these service, and pay for every subscriber they send you. Subscribers check a box next to your E-zine to confirm that they wish to subscribe.

Problem is that some people choose for a whole list of newsletters, and by the time they get your welcome message they have forgotten that they subscribed, resulting in a high unsubscription rate.

Anyway, it's well worth trying some of these services:

<http://www.newslettersforfree.com>

They send you a daily, weekly, or monthly list of subscribers for \$0.10 a piece. You have to agree to pay for at least 3000 a month (\$300) if they can produce that many.

<http://www.cumuli.com/ezone>

The Cumuli Ezine Finder lists newsletters, and asks for a free ad every 3 months.

### **Announce your E-zine to Usenet.**

Newsgroups allow like-minded people to discuss a topic of interest and to get help. Join [alt.zines](#) and [alt.etext](#) and lurk for a while to learn how others announce their publication. If you announce yours, create a benefits loaded message, explain how to subscribe, and leave your web site address.

Every time you send out a new issue of your publication you should announce that in these Newsgroups and offer to send a free copy of the ezine to those that request it.

The following newsgroups are all business related:

- alt.ad
- alt.bs.ads
- alt.bs.internet
- alt.biz.mis
- alt.business
- alt.business.home
- alt.business.home.pc
- alt.business.misc
- alt.business.multi-level
- alt.internet.commerce
- alt.make.fast.cash
- alt.make.money
- alt.make.money.fast


alt.www.marketing.adverts  
alt.www.marketing  
biz.comp.misc  
biz.general  
biz.marketplace  
biz.misc  
biz.mlm  
biz.newsgroup  
market.internet.free  
misc.business  
misc.entrepreneurs

It is also possible to search and post to newsgroups on the Web:

<http://www.dejanews.com>

Note: Google has successfully integrated the full Deja.com archive into the Google Groups service. That means that when you search or browse within Google Groups, you now access Usenet posts dating back to 1995.

This archive is the largest such storehouse of postings on the web and contains more than 650 million messages -over a terabyte of human conversation, much of which has been unavailable for years.

 Use [PostAgent](#) to submit your messages to Usenet! Post Agent turns your home or office computer into a large scale Usenet news posting machine! Post your message with a few mouse clicks!

### **Create a paid newsletter**

People are willing to pay for subscriptions to electronic newsletters -just like they're willing to pay for everything else online.. as long as you make your publication worth subscribing. Monique Harris started getting paying subscribers to her electronic newsletter, ***Digital Publishing & Promotion***, less than 6 days after she launched it.

Back then she was charging \$67 a year for access. Today the subscription rate is up to \$249 a year (an increase of \$182, in less than six months). And **STILL** 1 out of every 25-30 of her web site visitors subscribe.

To get access to the critical tools you'll need to develop a \$250,000 a year newsletter idea, in 48-hours or less, [click here](#).

### **Link your E-zine to your web site.**

You should be getting the email address of every visitor to your web site, if you have one. Once you got their addresses, follow them up by emailing them with details of your product or service. All you need to do is to place a request for subscribers at (or near) the top position of your web page like this:

## Subscribe to my SmartPromotion Newsletter.

We'll send you smart web master tips, techniques,  
free tools, software and online services to help you  
promote and make  
money with your web site or E-zine!

**Join today and get  
6 original FREE gifts!**

Here is the HTML-code for creating a subscription box like the one above.  
Feel free to use it on your own web site...

```
<form  
  
ACTION="mailto:smartpromotion-subscribe@topica.com?subject=subscribe"  
METHOD="POST"TARGET="New_Window">  
  
<div align="center"><table width="290" cellspacing="0" cellpadding="2"  
border="0">  
  
<tr>  
  
<td ALIGN="left" BGCOLOR="#C6D1FF" width="304" valign="top"><div  
align="center"><p><strong><font  
  
color="#FFFF00" face="Arial"><br>  
  
</font><font face="Arial"><small>Subscribe to our SmartPromotion  
Newsletter.</small></font></strong><font color="#FF0000"><br>  
  
</font><font color="#000000"><big><br>  
  
</big><font face="Arial"><small>We'll send you smart web master tips,  
techniques, free  
  
tools, software and online services to help you promote and make&nbsp;<br>  
  
money with your web site
```

```

or E-zine! </small><strong><br>

<small><br>

Join today and get </small><br>

<small>6 original FREE gifts!</small>

</strong></font><strong><br>

</strong><br>

</font><input TYPE="submit" VALUE="Subscribe me"><br>

<br>

</div>

</td>

</tr>

</table>

</div>

</form>

```



Don't forget to include a line that tells your new subscribers that their email addresses will **never** be sold or given away to other parties.

### Set up an Online Archive.

Also place an online archive at your web site, so that visitors can read past issues. If you do this, you can make your URL's interactive to make it easier for your readers.

You can also put a search box on your web site, so that when a visitor enters a search, your own web site will be searched, and they will stay with you!

This service will do it for you for free:

<http://www.atomz.com>

### Trade ads with other Ezines.

It is a common method for E-zine publishers to promote each other. Trading

Ads with fellow publishers is one of the best ways to build your subscriber base. By advertising E-zines that are related to the subject of yours you help your readers to find more information about the subject.

They will not forget the time you have saved them by not having to surf hundreds of sites to find these publications. Other publishers will advertise your Ezine (for **FREE!**) and bring you more subscribers. This is extremely useful if you have a new E-zine. And it saves you a lot of money, your ad is printed in other E-zines for nada while other advertisers have to pay the full price :-)

Here are some great resources to assist you in this process.

Publishers' Business Exchange

<http://www.cashconnection.com/publisherssite.htm>

Ezine-Swap

<http://www.ezine-swap.com/>

Subscribe: [ezine-swap-sub@promotefree.com](mailto:ezine-swap-sub@promotefree.com)

A few other web sites to submit your newsletter to:

<http://www.mjswebularworld.com/ezinesubmit.htm>

<http://www.freezineweb.com>

The following mailing lists will let you know who wants to swap an ad with you:

[Ezine-Ad-Swaps-subscribe@topica.com](mailto:Ezine-Ad-Swaps-subscribe@topica.com)

[AdSwapsforYou-subscribe@egroups.com](mailto:AdSwapsforYou-subscribe@egroups.com)

[EzineAdSwap-subscribe@topica.com](mailto:EzineAdSwap-subscribe@topica.com)

[Ezineadexchange-subscribe@topica.com](mailto:Ezineadexchange-subscribe@topica.com)

[LB-Ad\\_Swaps-subscribe@egroups.com](mailto:LB-Ad_Swaps-subscribe@egroups.com)

Aim for E-zines with a similar number of subscribers. An ad swap between a list of 1.000 and one of 10.000 is not fair. But if the difference isn't that big like 2000 and 4000 you could offer to run their ad twice in exchange for them running yours once.

Better than just an ad swap, is an E-zine recommendation from the publisher. Let the publisher write a short recommendation for your newsletter, and do the same for his, this will boost a huge amount of new subscriptions for both!

## **The Free Site**

[The free site](http://www.thefreesite.com) is a great place to list your E-zine if you have an accompanying website. A reciprocal button is required if you list your site, but it'll be one of the best promotional swaps you ever make, and the button is only 88x31 pixels.

Go to <http://www.thefreesite.com/amazsubm.htm> and read the submission instructions. E-zines are listed under "E-mail Freebies" in the "Notable free E-mail newsletters" section.

## **Join The "E-zine Web Ring".**

This collection of web-based and E-mail-delivered E-zines is located at:  
<http://ezinewebring.hypermart.net/>

To join, fill out the form at <http://ezinewebring.hypermart.net/join.htm> You'll be required to place some HTML code on your site that links to the "Next", "Previous", "Random" sites in the ring, and so on.

## **Organise a quiz or a poll.**

Organise a quiz or ask your subscribers a series of trivia questions. Publish the correct answers in the following issue. The participants will want to check out if they were right.

## **Banner Advertising.**

Banner advertising is another way of promotion. Banner ads need to get the attention of the web surfer instantly. Use 3-5 word headlines -get the right wording out to make a good impression that leaves the prospect wanting more. Use words to describe: you, new, now, benefit, win, free -words that people excite.

Keep your graphics up to 20 K in size. If you promote in large promotional areas, you will need flashier graphics to compete with the other high tech, big money advertising there. In general, keep it simple and fast to load.

## **How to get clicks with good banner design**

Banners can be effective to get traffic to your web site, but you have to use them right. The average click through rate (CTR) for an average web banner is 1-2%. The lower the CTR, the less traffic your site will receive. And less traffic means less money :-)

However, you can design your banners effectively. Here are a few tips to help you designing a web banner for a higher CTR.

- Keep your banner simple.

Do not use excessive font and color choices, as they make banners cluttered.

- Be clear and to the point.

Your ad on your banner must match the content of your web site. Use text if possible, and italic type will do better than a standard text. Try to underline your text, so that it looks like a hyperlink -and make it blue if you can.

- Use a big banner.

It's been proven that banners in 468x60 pixels get a higher CTR than small ones. But keep the size small. Go for a 10-12 kilobytes. If you want to animate your banner, use some simple animation, and use action words



like "Get It Now!" or "FREE INFO!"

Here are some on line banner and button generators.

Quickbanner:

<http://www.quickbanner.com>

Warning Banner Creator:

<http://wbc.aboriginemundi.com>

This is a freeware program that creates effective banners that resemble a Windows warning message. Create your banner and use a screen capture tool to make a banner from it.

Online Banner Creator:

<http://www.crecon.com/banners.html>

- Change your banners often.

Don't be afraid to change your banner now and then. You don't want to bore people with the same banners. Try a banner rotation service. There are many of them that will rotate your banner for free.

Here's a link to such a FREE banner rotation service:

<http://www.adrotator.com>



You can get FREE excerpts from Scott Alan Covert's E-book, **"The Banner Advertising Traffic Machine"**.

Scott makes a living from creating banner ads for big companies.

One of Scott's business partners pays over \$40,000 per year to buy banner advertising, which has led to over \$1.2 million in sales over the last two and a half years!

So, you can say that Scott knows how to get the most from marketing with banner ads.

Just don't tell Scott that banner ads don't work anymore, or you'll find yourself in big trouble :-)

No, really, Scott is a nice guy, and he will tell you some useful lessons he learned during his practice on line.

Click here to request your FREE trial of Scott's book:

<http://www.smart-web-promotion.com/banneradbook.htm>

### **Advertise yourself.**

Put your professional banner on your own site, and drive traffic to your sales page. Post your banners in many places, join banner exchanges, buy banner impressions. Read the programs thoroughly to know what you are paying for.

## Advertise Offline.

Not all your promotion efforts should be focused on the Internet community. People responding to offline ads tend to be more serious purchasers. They will also improve the quality of your Opt-In list.

Place your logo and web site URL on your car. How many times have you been stuck in traffic? What do you look at then? Mostly at the bumper of the car before you. Show your URL on your license plate. For a small amount of money, you can have a set of custom frames made. Distribute them to your loyal customers and other supporters. It will capture attention, and that's where it's all about, not?

Find local newspapers and magazines and place classified ads. Use the same classified ad you wrote for NEW-LIST. Offline advertising is not free but then again a lot of online advertising isn't! The cost of offline advertising will depend on where you advertise.

Classified ads in magazine can cost a few dollars write up to \$100 and beyond. The higher the readership, the higher the advertising costs generally.

Now that you've done that, you should see your E-zine substantially grow.

## ☑ Useful books, articles and on line services.

I have arranged a great deal with my friend Anthony Stillwell, owner of [GetFreeAdvertising.com](http://GetFreeAdvertising.com)

Anthony is well known as an expert in getting free advertising, and he offers you 2 Ebooks that currently sell from his web site.

Both Ebooks are written by David Vallieres, the CEO of GoBizInfo.com and are called: "**The One Secret**", and "**Digital Selling Power**".

(The Ebooks are in .pdf format, so they will read on any PC or Macintosh machine.)

==> About "The One Secret" (19 pages)

This report is jam-packed with original power tips and step-by-step instructions on how anyone selling products (like Ebooks) can make more sales from his/her web site by applying a few logical techniques.

You'll discover how to turn potential customers into customers, with very little effort on your part. Potential customers will be drawn to anything you sell almost like magic.

"The One Secret" is written for newbies, as well as for the more experienced marketers... so you'll find something useful in it to boost your on line business.

==> About "Digital Selling Power" (63 pages)

This Ebook contains 63 pages of pure substance on exactly how you can sell digital content profitably online. Every info-publisher should have a copy of this manual printed out on their shelves.

But this is not all... You'll also receive details on how to get Free Reprint Rights to both Ebooks, the web page with images, ad copy and the reports!

Plus... you'll find out exactly how to use these Ebooks to get more subscribers to sign up for your Ezine or Opt-In list, and make more sales with your own products or affiliate programs...

The key to the real success your business has been missing can be on your own computer in the next 5 minutes... and this for FREE!  
<http://www.ebooks-made-easy.com/onesecret>

### **The Promote-Ivator**

Here's one of the smartest tools I know. It's called the "**Promote-Ivator**", and it keeps sending me money every month...

The Promote-Ivator offers you a great piece of Internet marketing advice every day. This personal "drill sergeant" brings you daily tips from some of the Internet's most famous marketers directly to your own PC screen.

For a limited time, it's available for only 6\$, and when your web site visitors buy the Promote-Ivator via your own link (it's the small push button on the left bottom), you get paid 3\$!

But wait, that's not all! When people order the Promote-Ivator via your link, they are automatically placed in your "downline".

This means, they become your first tier resellers, and when they order another product from the Aesop web site, YOU get a commission!

Imagine what will happen if you spread the word about the Promote-Ivator in your newsletter, or in a FREE E-book that you spread around the Net?

Yes, it's big money in the bank! :-)

In other words, you can put the Promote-Ivator on your web page, promote it, and sit back and wait for checks to come in! And what if they don't buy their own copy?

No problem! They will re-visit your web site to see the updated information!

You simply can't loose with this one! Get your own copy here:  
[http://www.roibot.com/r\\_pro.cgi?IM10739\\_piad3](http://www.roibot.com/r_pro.cgi?IM10739_piad3)

**Subscribe to these mailing lists to stay ahead:**

### [The HTML-Haven mailing list:](#)

This list brings you useful tips, tricks, and other info about web design, HTML-coding, graphics, etc... Put your question here, and you'll be answered in no time.

### [The E-Pub mailing list:](#)

This mailing list is dedicated to the worries of electronic publishers, e-zine publishers, etc... Lots of useful information.

### [The I-Search Discussion List](#)

An excellent list that keeps you informed about the major changes in the search engine world.:

### [Article Announce - Writer & Publisher Connection](#)

To subscribe: [article\\_announce-subscribe@egroups.com](mailto:article_announce-subscribe@egroups.com)

### [Writers & Publishers Online](#)

### [The List-City Report](#)

The Ezine on Ezine advertising.

[SendFree.com](#). Set up your own autoresponders at SendFree.com.

SendFree.com is an ad exchange network. All autoresponder messages include one short ad when the messages are delivered, so your message displays an ad for another member while their autoresponder message displays an ad for you.

This means **free email advertising** -by the way, this is the most powerful marketing tool on the web!

The fact that they give away free autoresponders is already great, but it is an amazing opportunity for people who have E-zines! By using SendFree autoresponders, you can get thousands of free adverts going out, and these will bring you lots of new subscribers or clients!

You can put your articles, reports, past issue's of your newsletter, contests on autoresponder, place them in your E-zine or on your web site, and the incredible ad machine will start working for you when people begin requesting your material...



To find out how to set up an autoresponder, and download 7 Pre-Written AutoResponder Messages that you can use immediately, [click here](#).)

EzineMania.com has picked a number of top-notch E-zines on Business and Web Marketing, and offer a simple sign-up procedure for any of these free E-zines. <http://www.eZineMania.com/>

["The Copyright Website"](#). This site "seeks to encourage discourse and

invite solutions to the myriad of copyright tangles that currently permeate the Web." This site can be very helpful if you're dealing with copyright violation of any kind.

[CyberMarketing InfoBoard](#) - Jim Daniels' forum to discuss issues directly related to Internet marketing.

If you optimize a page you need to establish which keywords appear most frequently in the article. Those are the words that will be used in the meta tags & title of your page. Handy!

## **Newsgroups**

Before posting to any newsgroup, read the groups policies and review others posts to give you an idea of how your post should look.

[alt.zines](#)

[alt.ezines](#)

[alt.etext](#)

[alt.binaries.zines](#)

[comp.infosystems.www.announce](#)

(Read FAQ prior to submission)

<http://www.sangfroid.com/charter.html>

## **E-zine Awards**

Winning awards is a great way to build your subscription base.

Best Ezines

<http://www.bestezines.com>

E-ZineZ Excellence Award

<http://www.e-zinez.com/eaward.htm>

## **E-zine Webring.**

[E-zine Webring](#)

## **Software programs for mail order business:**

Surf to [www.download.com](http://www.download.com) and under their category listings, near the top of the page, click on BUSINESS | DATABASE MANAGEMENT.

Other programs:

Answer Quick

<http://www.answerquick.com>

Answer Tech, Inc.

<http://www.answerstech-marketing.com>

Ovation

<http://www.ovationevents.com>

### **Successful tips to use.**

There are many ways to get extra traffic to your web site. Here are some great tips that you can use to increase traffic.

Organise a unique contest on your web site and give other web sites the chance to offer it to their visitors. This will multiply your on line advertising instantly.

Obtain a domain name for your web site that potential visitors might type in their web browser when they do an on line search.

### **Get your own domain name and web site**

It is very important to have your own domain name on the Internet. It gives your business credibility, and it's the only way to get listed properly in the search engines. Today, registering domain names has never been easier and affordable.

You can now register your own domain name with .com, .net, biz, or .org extentions for much lower prices than the \$35.00 Network Solutions used to ask. Anyone can register a domain, no matter what country you live in or even if you have a web site or not.

You can for example use <http://www.godaddy.com> to register a new domain name for **only \$8.95 per year!**

Once you have your new name, you will want to point it to a web site. If you just want to reserve the domain name for future use, you do not have to do anything.

I, for example, have an account with [Bizland.com](http://Bizland.com) and got my domain name forwarded to this account.

Bizland has recently ended it's free web site hosting service, but you can now get your own website for a mere few dollars a month.

(Of course you can use any other free webhost that allows you to redirect your domain name to their servers.)

If you would like to have your own domain name and web site, here's how to do it:

First, go to <http://www.godaddy.com> and search if your desired domain name is still available. If it is, you can register it instantly and pay with your credit card. Your name will show-up in a WHOIS search within 24 hours.

When this is done, ask your hosting company to add your new domain name to their name servers, and to forward the domain name to your new site. Bizland.com does this for FREE!

Now every time someone enters your URL in his/her browser, your site will show up automatically.

You can register as many domain names as you like, and forward them all to your free web sites. Try it for yourself, it's easy, and it's a cheap way to give your business more publicity.

### **How to get discount advertising?**

When you advertise in an E-zine, you normally pay between 20\$-60\$ for an ad, depending on the position of your ad .

That's not cheap, but this kind of advertising is very effective. However, there is a way to get a serious discount on all your ads, and it's easy too.

First you have to join ClickBank. Clickbank is a company that lets you accept credit card payments from your web site. They send you a check whenever someone purchases a product from your site.

Click here to sign up first:

<http://hop.clickbank.net>

Then you go searching for participating ezines who accept advertising at the market place. There you will find all the companies who have their payment service at Clickbank:

<http://hop.clickbank.net>

If you see an E-zine or another service you'd like to use, use your own affiliate links to purchase advertising, and you will save **40-50%** on all your ads!

### **Using testimonials creates sales.**

Testimonials are the most powerful way to overcome buyer skepticism. Use them to increase sales. Watch the incoming email for messages containing compliments and ask the sender for permission to use the message on your site. Most people are happy to allow this.

Don't bury all the testimonials on one page. Spread them throughout the web site or they will annoy your visitors.

### **Add FREE news to your pages with LinkYourNews.**

Make your web site interesting and informative for your visitors. LinkYourNews is active in 12 countries and is the largest portal site for news that is free for you to download or can be received via email.

The site makes use of news boxes and ensures that the news you have selected, based on the source or on a catchword, is linked directly to your pages.

The news box continuously displays the headlines from your favourite newspaper or magazine, so that your visitors are continuously provided with up to date news.

You can register for the news box you have selected. You will then receive a small piece of a code you have to include in your page in order to be able to display the headlines. Click [this link](#) to register now.

It's free, easy, and it makes your web site interesting!

### **Send a friendly note to another webmaster.**

When you come across a web site that impresses you, with similar content like yours, write the webmaster to compliment the site's quality.

Everyone appreciates it that his or her hard work makes a good impression. The happy webmaster will definitely visit your own site to see who has given the compliment. Your site can impress the webmaster, which can result in a link swap.

Don't just ask for a simple link back. Stick with a compliment of the good work and let your site do the rest.

### **Study the top Netrepreneurs.**

Don't be afraid to see what the competitors do. See how they write ads and sales letters, study their web sites, signatures, newsletters and spy where and how they contribute to discussion groups and forums.

Don't be impressed by their name, ask them out about their products and check the quality and speed of their response.

Use the search engines to search for information about competitors. Search the newsgroups. Subscribe to their newsletters.

Check out how they advertise. If they advertise in the same media over and over again, you can bet it's working for them.

### **Listen to what your E-zine readers have to say.**

Let your subscribers chat to each other, and spy on them :-)

How do you do that? It's easy. Start an E-mail discussion list on the same topic as your ezine.



The benefits:

- You'll find out what the most important issues are in your publication.
- You'll get ideas for articles based upon the conversations.
- It's a source of potential advertising revenue.
- Both lists will cross-promote each other.

### **Code your ads.**

Use key codes to track your ads if you place ads in other E-zines so that you will know which ad produced the best results.

Append the codes to the end of your URL preceded with a "?" (no quotes). Put the "?" right after the html file designation.

This addition to your URL will not affect your visitors. They will arrive at your web page just as if they had followed your a typical, uncoded link. You, however, will be able to track your ads now by using your site logs.

Example:

o SmartPromotion Newsletter (Code=sp)

This would be the code: <http://www.yourcompany.com/index.html?sp>

Using your web tracking logs, you will be able to determine the number of referrals from each ad source. If you are unsure about how to check your web logs, ask your web host, they will be able to help you.

### **Research 24/7!**

Subscribe to all the E-zines that are related to your targeted market. You can't know everything about your subject, but you can always learn how to become better. Read everything you can get your hands on. Success won't come easy; so you have to find the paths to it.

There should not be a day that you don't read a few pages from a book or another E-zine; you should be determined to be the best in your field. Not all E-zines are good, but most have good information that you can learn from. Plus if you don't like a particular ezine, you can always unsubscribe. After all, they are FREE!

### **Ask for your readers feedback.**

Your readers comments, critics or suggestions will improve your ezine and give you new ideas. Publish the comments in your ezine, then respond to them. Ask permission from the contributor to print his/her words. This will give your ezine an "interactive" twist, and it also encourages your readers to send feedback,

because that way they can get their name or URL in your ezine for free.

### **Resubmit your E-zine to NEW-LIST.**

How to do it? Change the format of your E-zine or introduce new subjects and you may resubmit your posting as a 'Change'. Suppose you change the publication frequency of your newsletter, you can announce this by resubmitting.

How to do it? Change the format of your E-zine or introduce new subjects and you may resubmit your posting as a 'Change'. Suppose you change the publication frequency of your newsletter, you can announce this by resubmitting.

Don't forget to mention that all the back issues are available via your SendFree autoresponder archives.

That's a lot of free advertising to go out when your back issue's will be requested!

### **Make a plan, and stick to it!**

When it comes to marketing on the net, it is essential that you develop a marketing plan. If you're going to submit your links to classified ads or search engines every Monday, concentrate on that and nothing else. If you want to use other promotional methods, set a time aside for that also.

Get some discipline! Write out your plan.

Whether it's a to do list on a sheet of paper or on your calendar; write it down. This will help you organize your marketing efforts. You'll soon see that you'll get more accomplished and you'll receive better results.

### **Don't hesitate to ask things from your visitors.**

If you don't "ask", you'll certainly won't "get".

Ask them to bookmark your site. Place a line like: "If you liked this site, please bookmark it, and come back on a regular basis. We're always adding new things!"

Place a section on your site where you ask for comments and suggestions. Not everybody will respond, but those that will should give you some interesting insights.

Ask people to link to you site. And if you do, provide graphical buttons and banners. People do link to you if they think you're good.

### **Build a friendly web site.**

Make it easy for your visitors and put up a "FAQ" page on your web site. Suggest them to fill out an electronic survey to find out how make your web site more customer friendly.

## **Display your 'Order Now' button everywhere.**

No matter where the decision to buy occurs, there is a need to supply an immediate way to act on the decision. Place your "Buy Now" buttons on every web page -not just in the "selling" areas.

## **Replace deleted web pages.**

A web site is always under construction; pages are updated, deleted or created. A page that is casually deleted from the server is probably registered with the search engines -generating traffic. Other sites may have been linking directly to that page when sending traffic to the site. Or people might have bookmarked the page. That's why you should redirect outdated pages to the correct ones.

Use the http-equiv META Tags to automatically "pull" you to a different page.

Here's the code:

```
<META http-equiv="refresh" content="1"; url="newpage.htm">
```

The value of content denotes how many seconds will pass before the new page is called for. If you want it to happen as soon as a person hits that page, then set the value to "0".

Redirection results in improved traffic and less frustration for the visitors.

## **Get a FREE guestbook from The Newbie Club.**

Don't name your guestbook "*boring*"! Give it an intriguing and mysterious title. Pique visitors' curiosity, it will make them want to click it, not neglect it.

You can get a FREE guestbook from the people at The Newbie Club.

[Click here to get your own guest book.](#)

## **Be nice, they'll like you more :-)**

You must always be polite and say Please, Thank You when communicating with your customers. Even if they are irate with you. Apologize and admit your fault when you made a mistake, and make it good in a generous way so that your clients will forgive you.

## **Be responsive to your visitors or clients.**

The advantage of the Internet is its immediacy. In the online world, a long wait between inquiry and answer is treated with suspicion. If you make potential customers wait too long for a response, they may begin to fear that your business is not legitimate or that it is no longer in operation. Check emails and orders daily. Knowing that a human has seen and acknowledged their request will make them more comfortable with you and your business.

## **Don't Be Afraid To Change Or Try Something New.**

If your visitors stay away, it may be because of that outdated website design, or maybe your content is outdated, or your ads are poorly written...

If your ads or other promotional materials are not bringing in responses or sales; it's time to go back to the drawing board. Change isn't always bad.

Stop relying on free resources and invest real money to promote your business. Do not always expect something for nothing. How about some off line marketing? What you do today, may not bring you results until next month or next year.

### **Don't forget to smile now and then :)**

Don't be so serious, put a little humor in your publication, tell a joke or a funny quote. If your E-zine is associated with feeling happy they will want to keep on reading.

### **Use colors to influence your visitors mood.**

Using specific colors on your web site can increase your sales. People react to certain colors, they can influence emotions or symbolize certain feelings. Study this list carefully, and use the right colors for your site design:

	- love, excitement, warmth
	- romance, affection, sensuality
	- purity, peace, perfection
	- sky, water, freedom, truth
	- royalty, dignity
	- space, night, authority
	- money, greed
	- light, purity, understanding
	- autumn, youth, fire
	- wood, comfort, strength

### **Organize a discount sale.**

Use this method to get rid of excess inventory, or to gain new or repeat customers. Sell your products or services cheaper on low sales days. Advertise this on your web site. Offer lower prices on holidays and during seasonal changes. Give away more products or services for the same money. People love to save money.

### **Make advertising easy.**

Place your ad info in the ezine. Many subscribers are potential advertisers. Keep a text file handy to cut and paste into a reply E-mail to save yourself time. If you use an autoresponder make sure you are sent a copy of the requests, so that you can follow up. Just be aware that too many follow-ups may be perceived as spam by the person on the other end.

Save a list of past advertisers on your PC. The best source of advertising sales comes from repeat satisfied customers. Ask your advertisers to join a list of upcoming ad specials, etc. Contact them periodically (but no more than twice a month).

### **Give away a free E-book.**

Try to find an E-book that is related to your business. Or make one yourself. [Click here](#) to learn how. Include your ads in the E-book and submit it to freeware and freebie sites. People will download it and see your ad.

You can submit your E-book to these directories:

<http://www.download.com>

<http://www.freehound.com>

<http://www.thefreesite.com>

<http://www.zdnet.com>

### **Automate your business with autoresponders.**

You should use autoresponders where possible, and let your web site take care of shipping, handling and billing. Your follow-up system should be put on autopilot, so that you can keep your hands free to talk, interact and communicate with your customers.

An automated system will save you time, maximize your marketing efforts, keep you organized, and make you money. It's been proven that it takes a prospect 7 or more ad exposures before they purchase. A smart autoresponder will bring your message to the potential customer over and over, multiplying sales and traffic!

Email is the most powerful tool to make money. People don't visit your site every day (maybe never) but they check their email every day. People are more likely to send an e-mail to an autoresponder than to a real sales department. The reason for that is that people want information NOW, they don't want to wait, nor ask for it!

There are many free autoresponders available on the Net, and you can set one up instantly. But those 'ordinary' autoresponders don't recognize the potential of "Follow Up Marketing"!

Follow up can increase your sales significantly if you do it right. Over 50% of my business is created by following up with my prospective customers! I am using the Smart Responder -a new breed of autoresponders- that has already revolutionized online marketing: thousands of people are using it!

Smart Responder works pretty much like ordinary autoresponders do, but it's much more advanced, faster and reliable. Smart Responder will automatically follow up with your prospects and store information about them in easy-to-use online database for your future reference!


Personalized e-mail letters generate significantly more sales than similar, unpersonalized messages. Everybody prefers to be greeted with 'Hi, Paul' instead of 'Dear Potential Customer'.

Such a 'Hi, Paul!' message looks like a letter from a friend rather than from a salesman. Smart Responder can \*automatically\* personalize your messages. That's what makes this responder SMART!

Smart Responder is extremely easy to use. You simply log in to your account and use web interface to add/edit/delete your messages, change your passwords, view your databases, manage your prospects etc. And you can get your own Smart Responder in less than 5 minutes! Go to:

<http://www.getresponse.com>

Want to see an example first? [Click here](#) to receive an autoresponder for an affiliate program that I promote. (You may use this sample to customise your own autoresponder.)

 Terry Dean proved -LIVE on stage- how he generated \$13,500 in 24 hours using an autoresponder... Terry did this in Dallas, Texas in front of 72 people. Everyone saw the results of online marketing right in front of their eyes. They were shocked. Some of them almost couldn't believe it. Terry's business has NO employees, yet he had produced more income in 1 day than many people do in months... in only 30 minutes!

[Click here to find out more](#)

### **Organize sweepstakes and contests.**

A sweepstake is a great way to collect information about potential customers. If you keep the entry form on your Web site, it can also serve as a great tool for building site traffic. Once you bring entrants to your site, you've moved them much closer to making a purchase. Set up a section of your site to announce the winners. This will encourage repeat traffic.

### **Accept Credit Cards online**

Don't grab your wallet yet! There is an easy way to do this, without an expensive merchant account! If you like to sell a product or service online (an E-book, E-zine advertising or software) you can use [ClickBank](#). It is made for the small budget Internet marketer.

With ClickBank you can accept all the major credit cards instantly, and your web site will have an instant Affiliate Network.

To set up your account, you need to make a *sales* page and a *thank-you* page.

The *sales* page is where the customer makes a purchase, and the *thank-you* page is where you thank the customer for making the purchase -pretty obvious, right? At the *thank-you* page you can give the customer access to your product.

On the *sales* page you will have to put up a link to a secure credit card page at ClickBank. There the customer will make his purchase. After the payment, the customer is brought to your *thank-you* page.

## ✓ **A word about affiliate programs.**

### **Now what is all this fuss about affiliate programs?**

If you want to make money from your web site or newsletter, but don't have your own product, you can join an affiliate program and sell products like books, CD's, software, etc. for other companies. Every time you make a sale from your web site, you will get a small commission.

Before you continue, let me tell you one important thing. If you believe that signing up for a few affiliate programs, and placing a couple of banners or buttons on your web site, will make you wealthy, you better think again.

However, if you believe that selling products on the Internet is a continuing job, these programs can and will make you a nice income.

Remember; to survive as an Internet marketer, there's only 1 rule:  
"You must promote your affiliate programs as much as you can to make them work for you!"

### **FREE Ebook: "How To Make Profit From An Affiliate Program"**

This "top-quality" Ebook in .pdf format is FREE to download, and contains secrets and hints about using Affiliate Programs to make more profit on line. Get it from here -it's free:

<http://www.ebooks-made-easy.com/successtips.htm>

### **Affiliate programs come in three basic types:**

#### **1) Per-Click Programs**

These programs will pay you a predetermined amount for every click-through that you generate. Typical per-click payouts are \$0.01 to \$0.30. A click is usually the least amount of "response" for which an affiliate program will compensate you. The compensation is usually lower than other types of affiliate programs because click-throughs are the easiest to generate.

#### **2) Per-Lead Programs**

These affiliate programs pay you for "sign-ups" that you generate. At the bare minimum, "sign-ups" would include an email address, but may require more

info such as phone number, mailing address, or demographic info. Because leads are more difficult to generate than clicks, compensation with these programs tends to be higher, in the range of \$0.10 to \$5.00 or more per lead.

### 3. Per-Sale Programs

These are the most popular type of affiliate programs, also called "commission" programs. These programs pay you a set percentage commission on sales that originate from your links. Percentages range but some programs pay out 40% or more of each sale to affiliates. Obviously, sales are more difficult to generate than click-throughs or leads, so compensation tends to be the highest.

#### **Get the "Affiliate Master Course"**

Here's an intensive 5-Day e-mail course will show you how to become a high-earning affiliate champion! This is top notch info, written by DR. Ken Evoy! You really **MUST** read this if you're into selling on the Internet! And it's **FREE!** [Click here to receive The Affiliate Masters course.](#)

#### FREE E-BOOK 1

Tom Hua has compiled a FREE E-Book called: **"Working with ClickBank"**.

The book provides step-by-step instructions on how to set up everything you need to start, and it contains pictures of every step you need to make. If you would like to accept credit card payments on your web site, without the cost of a merchant account, then you're going to LOVE this info!

By the way; I've seen this E-book being sold on line for 9.00\$ and more, but I give it away for FREE.

Once you have downloaded the E-book, you can sell and resell it if you like (the reselling price suggestion is 9.97\$) or you may give it away to others for FREE, it's totally up to you :-). And hey, why not use Clickbank to sell it? :-). After all, this is a great product!

You can download the E-book from here:

<http://www.ebooks-made-easy.com/clickbook.exe>

#### FREE E-BOOK 2

I'm sure you'll be interested in Jimmy Brown's FREE E-book, called; **"How to Earn a Full-Time Living Online In 2 Easy Steps!"**

It shows you how you can let other people sell your products on the Internet, without you having to spend another penny on advertising again! This E-book comes totally FREE, and also includes FREE distribution rights, so you may give it away or sell it.

If you are interested in NEVER spending another penny on advertising



and yet watching your sales skyrocket... then download the E-book  
RIGHT NOW from:

<http://www.ebooks-made-easy.com/2ezsteps.exe>

FREE E-BOOK 3

### **"Affiliate Marketing 101".**

The E-book is an example of good design and layout, and it contains interesting information on how to use affiliate programs on the Net. I'm sure you'll find the material worth saving for later.

You can download the FREE E-book from here:

<http://www.ebooks-made-easy.com/startupguide.zip>

(It's only 185 KB in size, and for both Windows and Mac users.)

Note: This book is a gift from Intellectua.com. In fact, I've been having a blast selling E-books from the "DreamJobs section" from the Intellectua.com store.

How I do it? Easy... :-) I throw up a graphic on my site or mention one of their E-books in my newsletters and when people click on it and buy a book, I get sales commissions...

Now I know that you deal with the same kinds of people I do, so I thought maybe you'd like to resell one or more of their nifty books too.

You can list them on your site and in your newsletters and make 20 percent every time anyone buys from your link. Signing up is FREE, and you get all their marketing and promotion tools, so you can only win here!


Click here to sign up, or find out more details:

<http://www.ebooks-made-easy.com/intellectua.htm>

TIP: If you let me know your affiliate number when you have signed up, you'll get a FREE GIFT!

Submit your Intellectua ID here:

[mailto:editor@ebooks-made-easy.com?subject=my\\_ID](mailto:editor@ebooks-made-easy.com?subject=my_ID)

 If you have a bookstore at your site: check out other book selling sites and ask the web masters in charge if they like to set up an affiliate page. If they do, link their site to yours and ask them to do the same.

Every time people will visit their sites, they will see your book store link, and that will result in more traffic and more sales!

### **Join my own Affiliate Program**

Now, I would be an idiot to not mention my own affiliate program here,

right? :-) You can sell this E-book you're reading right now for 29.99\$ and get 50% commission on every sale you make!

You get instant access to all the promotion copy, banners and buttons, a FREE autoresponder with a complete marketing course, and recommendation copy to get started right away!

[Click here to sign up](#)

Plus; I have a complete arsenal of products with Reprint Rights available, that you can sell and also earn a hefty 50% commission from.

To access the 13 Turnkey Reprint Rights Packages, complete with sales letters, graphics and websites, [click this link](#)

If you sign up as an affiliate for my reseller program, you can purchase all the products there at **HALF PRICE!**

I don't mind you doing that, as long as you stay an active affiliate, and send people to the web site. Hey, I need to make a living too :-)

Here's what you get when you become an affiliate:

- Your own web portal site to automatically make sales.
- Some of the best Internet Marketing Books and Full Reprint Rights Products that you can sell without having to order them!
- 50% commission on all sales made from your link. You can make from \$3.00 up to \$45.00, depending on the product that you sell.
- A secure order form to take credit card orders over the Internet, 24/7 -and this without paying ONE CENT for a merchant account!
- 100% access to your instant credit card processing -you receive an email every time an order has been placed. -You'll soon start loving these messages :-)

All the ad copy, ready made pop-up windows, buttons, banners and a professional endorsement letter to place on your web site or send out to your newsletter subscribers.

You see, everything is 100% automated for you! I do all the work, and you just need to send me the traffic!

Sign up here to become an affiliate - it's 100% free!

[Click here to sign up](#)

### **"E-zine Tactics"**

Lee Benson's "EzineTactics" site shows you how to build your own profitable opt-in mailing list, and sell to it, again and again, with just ONE short email message!

All the secrets of successful opt-in email are revealed in just seconds, and

Lee's FREE affiliate program offers you:

- > Two-tier commissions.
- > 44% payout on direct sales, 11% on affiliate sales
- > Unlimited Earning Potential - NO limits
- > Unique "Pay on Demand" Commission System

This means you receive over \* 55% \* of the profits generated from Ezine-Tactics to willing affiliates who are simply directing spam-free traffic to the website.

For every person you refer to the EzineTactics site who then purchases the \$47 package, you'll get \$20.00... and for every affiliate who signs up through you and makes a sale, you'll get a further \$5.00... and Lee pays out every two weeks.

You'll have access to online statistics to inform you how many people have visited your affiliate site, how many of those people have ordered, and how many of your affiliates have made sales too.

Imagine how fast your commissions will add up with a web site that generates an average of 1:30 sales ratio!

You can read more about Lee's web site and sign up for FREE at this link:

<http://www.smart-web-promotion.com/ezinetactics.htm>

### **The Effective Marketing Group**

This is a great 2 tier affiliate program. You will get 45% of the sales from Chayden A. Bates' great "**E-Book Marketing Explained**" E-book. If your clients sign up for his affiliate program they instantly become your downline or second tier and you'll earn a 10% commission when they sell E-Book Marketing Explained! Chayden's book explains how to market ebooks and is widely recognized by many as the most effective Internet marketing course on the market.

[Click here to sign up](#)

### **"Make your site sell"**

***"Definitely the best affiliate program on the Net today!"***

*Allan Gardyne, from:*

<http://www.associate.programs.com>

Ken Evoy's manual is essential for people who want to sell products on the web. And it still amazes me that it's still only 17\$!

Ken's E-book offers incredible valuable content (without it you wouldn't be reading this!), and he has created the 5 Pillar Club Affiliate Program to keep you highly informed about your affiliate sales and progress.

Check out this exciting program.

[Click here to read all the reseller details](#)

## **The Newbie Club**

Here's an affiliate program that's run by real Pro's who know their business. The Newbie Club is a 2 Tier Program that pays out 45% on revolutionary Newbie Tutorials in a vast untapped market.

People using computers (or the Internet) need help, and from now on you can deliver it to them, offering professionally written Newbie Products.

The ad copy and promotion materials that you will get access to, have been described as the best Newbie Site ever to hit the Web!

Sign up today for FREE, and you'll receive tons of promotional materials, written by Joe Robson, a guy recently described as 'The best Copy Writer on the Web'. Make no mistake about it, this one is BIG!

Check it out NOW at:

<http://www.newbieclub.com>

Here's a website that will help you finding good Associate Programs: <http://www.associateprograms.com> by Allan Gardyne. A categorized and searchable directory of over 1000 revenue sharing programs, recommended programs, reviews, discussion board, etc.

## **Create your own E-book.**

I've said it before, and I will repeat it forever and ever and ever... **Electronic books are the hottest promotional tool on the Internet today!**

E-books are self-contained "executable" files of HTML, that can be read on any Windows or Macintosh PC.

Creating an E-book is just like creating a web site. Simply create your HTML pages just like you would for your web site. The more professional, content rich your E-book, the more exposure it will receive.

E-books are completely interactive and can contain links, graphics, forms, JavaScript, embedded video, can be protected via password/userid, search capabilities and more. This HTML may be a web site you've created, a special report or article, or any other kind of HTML pages that you've specifically prepared to be compiled into a downloadable file.

An E-book can be distributed on CD, floppy disk, you can make them downloadable from your web site, the possibilities really are unlimited.

[Click here](#) if you want an E-book, without buying the special software.



If you've been thinking about creating and selling your own Ebook on line, don't miss the "**Ebook Authors Interviewed**" Ebook.

"**Ebook Authors Interviewed**" contains over 40 interviews with some of the best Ebook Authors and Publishers on the Internet.

Download it from the link below, it's FREE:

<http://www.ebooks-made-easy.com/authors.htm>

## **How To Make More Profit From Your Free Ebook**

People who download a free E-book or report are looking for useful content that can help them to improve their own business. They don't care who wrote it, as long as it is in their own interest. Point.

Like it or not, but it's a fact that people only care about THEMSELVES. And guess what... they're absolutely right!

If you don't agree with this, you should not even consider distributing or writing a free E-book, and skip this article.

Let me explain. When I have downloaded another one of those "glorified collection of affiliate links" reports, I get the impression that the author is out for a quick buck, and I immediately search for the EXIT button...

Result: the file moves to my trash bin, faster than you can say "cash in" :-)

If your free E-book or report has nothing valuable to offer... then **DON'T write it!**

If you think that you'll win by sowing a bunch of "click-me-rich" links in your free E-book, you think unprofessional!

However, you can place affiliate links in your free E-book, and make money from them... but you have to be EXTREMELY carefully.

Let me show you how to do it right...

If you use an affiliate link, do this so your readers will not realize you are trying to sell them something. You can "recommended" or "review" a product. Tell your readers what you liked about it, and what the product can do for THEIR business!

When you do this, be sure to select a product that offers value -or assistance- to your target market. If you do this, you will gain TRUST. Without trust, you will fail!

Here's one example:

Suppose your E-book or report contains tips and recipes to make better cakes. Your E-book will cater to people who like to cook, so you can include a link to a bookstore that sells cooking books, or a company that sells cooking material.

There's nothing wrong doing this. It will be accepted, and sometimes appreciated.

Just don't EVER try to sell a product that you wouldn't buy yourself, or your reputation will be destroyed forever!

Got this? Okay, now never forget it! :-)

I wrote a FREE E-book "**How to Write, Create, Promote and Sell an E-book On The Internet**". You can get your own copy by clicking below: -Available for both Mac and Windows users!

<http://www.ebooks-made-easy.com>

### **How to start a "Traffic Virus" with your E-book.**

Don't worry, a traffic virus isn't harmful at all :-) A traffic virus spreads itself around automatically without you lifting a finger. And E-books are a great tool do to this. Here's how it works.

Let's say you write an E-book with some brand new tips on how to grow better roses. (By the way, I don't know anything about growing roses :-)

Of course you place a link inside the E-book that links to your web site, or to the company you are an affiliate for.

Then you search the Internet for publishers who publish an E-zine on gardening and ask them to give your FREE E-book away to their subscribers or web visitors.

Most of them will be glad to do this, because publishers love to give their readers useful info... at least, when they are serious about their business...

When those subscribers find your E-book interesting, they will click through to your web site, and maybe buy your product there.

Those people will also pass the E-book on to their friends, and that starts the ball rolling...

... your traffic virus is spread, and your web site -or sales page- will receive hits via your E-book link or your ad, 24/7, automatically!

See what happens here?

Your link or advertisement gets exposed to thousands of people... and

you don't need to spend a single cent on advertising!

Now, of course, all the people who visit your web site via the link in your E-book may not buy from you, but once they are on your site, you can offer them another valuable and FREE gift... in return for their email address, so you can follow up on them later.

You need to set up an autoresponder to capture your visitors email addresses, or create a form on your web site, and you'll see....

... once you have a list of people who are interested in your products, you can send them new offers, and you will start making more and more sales, month after month after month etc.

A traffic virus will bring you a never-ending process of targetted traffic... and this is how the successfull people make a good living on line!


A great example of a traffic virus is Jimmy Brown's "**Traffic Virus 3.0**", or also called; "The web's FIRST Viral Marketing Tool!"

The E-book contains lots of useful links and tips, so you'll read it over and over... and you can even sell it or give it away, it's all up to you :-)

Click the link below to download a FREE example of the "Traffic Virus Submission Wizard Software" E-book:

<http://www.smart-web-promotion.com/info.htm>

(Size is 510 KB, and it's for Windows only, sorry Mac folks...)

 If you want to find out how Jimmy D. Brown made over \$31,000 in six months time, only by giving away FREE Ebooks, you need to check out this report:

<http://www.smart-web-promotion.com/pullingebbooks.htm>

**Here's how an Online Business owner generated \$10,000 in 17 days through the use of E-Book Marketing.**

At the beginning of March 2001, an online marketer by the name of Yanik Silver announced an E-Book entitled [Autoresponder Magic](#).

This E-Book took Yanik two weeks of "here and there time" to assemble and create. After that two week period, Yanik simply took 30-minutes to announced it to his current and potential customer list, and within 3 days he netted just under \$10,000 in profits (this is money that he deposited in his bank account after expenses).

But that's not the best part... That \$10,000 was actually made on the "front-end" of this offer. What Yanik was really shooting for (and has succeeded widely with) was the promotion of the autoresponder services that he recommends in Autoresponder Magic.

Just as you will be, Yanik created an E-Book that was meant to **FIRSTLY EDUCATE** you on the value of using autoresponders in your marketing, at which time he then "recommended" that you subscribe to the many autoresponder services he's promoting.

These autoresponder services, by the way, pay him on a residual, monthly basis. Which means he gets paid month after month for his one-time effort of leading those who read his book to the autoresponder services he recommends.

But that's still not the best part!

Using the true power of E-Book Marketing, Yanik set up the necessary "Viral Marketing" aspect of allowing anyone who paid for a copy of the Ebook (which he sells for a very low \$17.00) to have royalty-free resell rights to that E-Book.

In other words, the \$17.00 you pay Yanik to purchase Autoresponder Magic allows you to then take the exact same offer you just paid for, and sell it for the exact same price.

The reason this has been so effective is because, if you recall, the book was truly created to lead you to the autoresponder services that Yanik recommends.

So without ANY effort past his two-week creation of the book, and his 30-minute announcement needed to launch it, he has created a lead generating and selling system for the autoresponder services that he promotes which produces thousands a month, with no ongoing effort or expense.

Yanik's promotion of these autoresponder services is on complete autopilot thanks to his now "famous" E-Book which a small army is now reselling, thus promoting for him.

This has really happened, it's not some hyped up story. Do you now realize what a simple E-book can mean, when promoted well?

- Yanick is the author of the **"7 Steps to Quickly and Easily Creating Instant Internet Profits"** E-book.

He explains how you too can quickly and easily create your digital information product (even without writing). He also shows you how to automate your site so it runs on almost 100% autopilot.

This E-book is available for Windows and Mac users, and can be downloaded from here:



(The file is only 108 KB, so it will only take a few seconds to download.)

Note: you can give this E-book away to as many people as you like. Why not offer it as a bonus gift to your new E-zine subscribers or web site visitors? It's free, and they will also love it, making you popular :-)

### **Why you should create an E-book:**

- You have total control over your work and you can be your own publisher, distributor and bookshop owner all in one.
- You can sell an E-book on your web site.
- Create a useful E-book, add your URL in it, and people will visit your web site over and over again.
- You can advertise your products or services in it.
- People like reading information in a nice layout.
- You may give it away as a bonus for purchasing your product or service.
- You can sell advertising space in your E-book.
- Submit your E-book on all freebie sites and get seen by thousands, if not, by hundred thousands.
- Make money by selling the reprint rights, etc...

### **But what if you have nothing to write about?**

Don't worry. You don't have to be an expert to write about the subject of your interest. In fact, you can write about everything without doing much study work by using newsgroups and discussion lists.

Just ask your questions in the newsgroups related to your subject, and wait for the other newsgroup members to provide you the answers. You then compile the responses, rewrite them, and in no time you'll have a chapter or even an entire book.

Because newsgroups are public forums there is no copyright involved, unless specifically stated.



If you would like to generate tons of usable "killer product ideas" every

single day, download Jeff Gardner's "**The Ultimate Million Dollar Idea Generator**" Ebook. Jeff's "**Idea Generator**" can get just about anyone started generating money-making ideas.

[Click here to visit the web site](#)

## Case Study

Here's an example of how to create an information product with zero expertise on your end, written by Yanik Silver:

The case study will take you from idea conception to actualization because I've found one of the biggest concerns most would-be infopreneurs have is how to create products if they don't have the expertise themselves.

That's exactly what I'm going to cover in this update.

It's easy for people to simply talk about Internet marketing and selling information - but it's a whole different ballgame when you can learn from people who "walk their talk".

Now here are the exact steps I took to create a winning info product without any of my own knowledge. The product is called "**Get Fit While You Sit**" [www.getfitwhileyousit.com](http://www.getfitwhileyousit.com)

The idea: One day I was reading CNN.com and saw an article about how traffic has risen something like 300% over the last few years. Since I'd just been doing some talk radio interviews, it hit me that this might be a great radio publicity topic.

I asked my personal trainer, Jeff Ball, if he could create an exercise program just for people stuck in traffic.

He thought about it and went back and researched it and said it really couldn't be done. I then asked Jeff, "What about a fitness program that can be done anytime and almost anywhere?" Of course he didn't think he could do that either - but he said he'd look into it. The next workout session - he informed me that it might be possible.

I came up with the name "**Get Fit While You Sit**" and we were off...

The next step was deciding on the format. I thought about an online video but then decided to go with a simple ebook because it was less of a headache to create.

The next few weeks Jeff went to work writing the book and coming up with the exercise program while I worked on the marketing side of things.

Here are the steps:

1. Registered the domain: [www.getfitwhileyousit.com](http://www.getfitwhileyousit.com)
2. Then I started out with the sales letter. This is the most important aspect

-I wrote this first and then gave it to Jeff to make sure he covered this information in his writings.

3. Next, I hired Vaughan Davidson ( [www.killercovers.com](http://www.killercovers.com)) to create the web site header and ebook graphics.

This really helps me visualize the site while the work is being done.

4. Bonuses. For most instances bonuses really help you sell more of your product. We decided a healthy recipe ebook would be a great bonus. I went to [www.elance.com](http://www.elance.com) and simply posted my job there. We received over 26 bids to this listing:

"We will need a healthy recipe booklet, including pictures if possible. We need low-sodium, heart healthy recipes."

For \$200 we had a terrific ebook created with pictures of all the recipes.

Another bonus we decided on was a private discussion board.

We simply set this up behind a password-protected area. And the other bonuses for the ebook I found using [www.download.com](http://www.download.com) and searching for freeware with 'fitness' keywords.

5. After Jeff had completed the ebook - I had my wife, Missy edit it.

6. Jeff and I went out for a photo shoot. We used a vacant office and a living room type area (the reception area) at our gym. I learned a very valuable lesson when shooting with a digital camera and using it for an ebook be sure to use the lowest resolution. Originally, the ebook photos would have taken up 6 mb - they were huge so we had to reshoot all the photos.

7. I ran the photos through a shareware JPEG optimizer program I downloaded from [www.download.com](http://www.download.com) to reduce the photo sizes even more.

8. Put together the edited manual with the photos and then created a PDF file using Adobe Acrobat (the full version).

9. Got prepared with all the administrative duties. We signed up with [www.Clickbank.com](http://www.Clickbank.com) to accept payments, got our web statistics program (web-stat.com), and set-up our download page for product fulfillment.

10. Set-up an exit pop up window to capture exiting traffic and send them a free report using [www.getresponse.com](http://www.getresponse.com)

11. I created a series of affiliate tools for our affiliate sign-up page and now we were ready to go.

Since my current email list doesn't have much to do with fitness we need to start promotions from ground zero. I start with buying Overture traffic and advertising in several fitness-related ezines. Then I contact possible joint venture partners I've found while doing research into the topic.

All in all, you'll see this follows the exact steps I outlined for you inside the ["Instant Internet Profits"](#) manual.

Let me point something else out. If you have studied my manual or even our free 7-part mini course on Instant Internet Profits you are probably way ahead of the game.

You can negotiate a deal with a content provider (in this case my personal trainer) and handle the marketing end. The marketing and advertising part of the project is significantly more important and there are lots and lots of great info products just waiting to be marketed.

Remember, you are in the driver's seat.

I hope this helps inspire you to get your own info product together. Just remember, it's not as hard as you think, especially when you've got a good a plan to follow.

Yanik Silver.

### **How to make money with Ebooks -without writing one!**

I'd like to show you how easy it is to make money with E-books, even if you have not written one single word... Why do all the hard work, when others have already done it for you? :-)

Let me explain... The secret is... start selling other people's E-books!

Here are the advantages:

- Your E-book selling business can be 100% automated.

You just need to upload the E-book files to your web server, create a special web page with all the E-book images on, and set up an order and download link. If you constantly promote the link to your sales page, you'll soon see new orders drop in.

- There are no products to ship or services to fulfill.

Everything can be taken care of 100% online and in most cases without any involvement from your side.

- Little cost to start-up your E-book business.

If you want, you can set up a free web hosting account to store your E-books and sales page.

For a free web hosting account I recommend <http://www.portland.co.uk>.

They don't advertise on your site -no annoying pop up banners- plus it comes with full FTP and CGI access.

However, it looks more professionally to get a paid account, because free

hosting services display their own ads on your pages, what is distracting for your visitors.

I have a Charter account with Bizland. I pay a few dollars per month for a 70 MB banner-free web site and am very satisfied with their service.

Click here to get your own account:

<http://www.ebooks-made-easy.com/bizland.htm>

- Your own domain name


Your own domain name gives your business an impression of professionalism, so it is worth investing in one. These days you can get your own domain for a very low fee at: <http://godaddy.com>

It's best to pick a short domain name, that's easy to remember, and you should go for the .com suffix.

- Accepting credit card payments from your web site.

If you're selling E-books you'll need to accept credit card payments. The cheapest way to do this is to use a third-party processor like Clickbank.

Clickbank is specialized in selling digitally delivered products, like E-books.

 You can also add an affiliate program to your product and Clickbank will take care of paying affiliates their commission. You can go to Clickbank and open a free account and only pay the set-up fee when you're ready to start selling.

Sign up for you own account here:

<http://www.ebooks-made-easy.com/clickbank.htm>

To accept credit card payments, you'll have to pay a one-time fee of \$49.95 to set-up and they charge \$1 + 7.5% commission of every sale you make.

- You don't have to update the E-book sales page


If you can write a short paragraph description for every E-book, you can start selling. All you need to do now is promote your sales page in a legal way -without spamming or using bulk email.

Here are some tips:

- You can mention your E-book sales page in your sig file, and participate in E-book related forums. Just help others, offer practical tips, and leave your sig file. Do a search for E-books, writers or E-publishers on <http://www.google.com> and you'll find lots of interesting forums and links to contribute your material to. Just don't spam people, always be honest and helpful.

- Place ads in E-zines, that cater to your subject.

If you're selling an E-book on "How to play better golf", place a sponsor ad in a golf or sports related newsletter.

 Instead of paying for the ad, you may offer a free copy of the E-book to the E-zine publisher, and ask him/her for a review. Share 50% of every sale you make via your affiliate program. Clickbank is the best service for this.

- You can write an article about an E-book issue, and add your by line, including a link to your E-book sales page.

I'm confident that you can come up with dozens of other alternatives to spread the word about your E-book service. I'm only offering you a basic plan here...

Now, guess what... I have set up a web site where you can download E-books with FULL RESELL rights for LESS than 1.00\$ a piece!

I'm not joking here, it's true! Now the really great thing about this service is that you can sell these same E-books to anyone from your own site!

If you don't know how to set up a web page, don't worry, I'll give you the very same web site, with all the E-book images included, as a special BONUS GIFT. You can check it out here:

<http://www.ebooks-made-easy.com/sellebooks.htm>

### **Get a FREE personalized E-book!**

Now, what if you really have absolutely no idea where to write about, but still want people to offer an E-book?

Don't worry! I can create a FREE personalized copy of this very own E-book for you, with your own web site URL and your own ad copy in it! FREE! People will see your logo and web site link whenever they open it... meaning FREE promotion for your business!

If you also find this a great idea, you just need to fill in our simple form and I will send you your personalized E-book for FREE within 24 hours.

<http://www.smart-web-promotion.com/personalcopy.htm>

### **Use an article from your E-book to submit to the E-zines!**

Once you have created your E-book, you can type up a well written and condensed version of the information within your E-book as an article and submit it to all the E-zines in your target market.

### **A few rules to follow.**

If you want to have people buy, download or read your E-book, there are a few rules that you need to follow. The purpose in following these rules is to ensure

that you will send out a perfect E-book of high quality.

I wrote a special article called: "Things to do before you distribute your E-book on the Internet" and you can [read it here](#).

### **Tips and tools.**

Sign up for my "**Ebook Marketer E-zine**", and receive instant access to the "**Ezine Launch**" Demo and 12 other fine Marketing Ebooks. (The link to your Ebooks is mentioned in the welcome message, so watch your mailbox.)

The "**Ebook Marketer**" Ezine brings you the latest tips, E-book reviews and tools to make more profit from your E-book, plus FREE contests to win books, software and access to useful E-book services, so be sure to join!

[Click here to subscribe!](#)

As a writer, you need to constantly improve your writing skills and techniques. The following links will help you with it.

[The Internet Writing Journal](#)

[The World of Writing](#)

[4-Writers](#)

### **Here are some places to distribute your E-book:**

#### **Ebooks 'N Bytes**

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

#### **Free E-Books.Net**

<http://www.free-ebooks.net/>

#### **Web-Source**

<http://www.web-source.net/>

#### **Free Electronic Library**

<http://www.marketing-resources.com/ebook.html>

#### **New E-Book Announcement**

<http://writers-bbs.com/inkspot/?forum=ebookpromo>

#### **E-Book Connections**

<http://www.ebookconnections.com>

#### **Free E-book Promotion**

[http://www.customwebgraphics.com/free\\_ebooks.asp](http://www.customwebgraphics.com/free_ebooks.asp)

### **Skyrocket your sales with a great cover.**

It's true, people do judge books by the cover. A well designed cover will

make your E-book stand out from the rest, and you will sell more copies.

When I placed a professional E-book cover on the sales page for my "Web Site and E-zine Promotion Made Easy!" E-book, I noticed an increase in book sales... within the first 24 hours!

So, if you plan to sell big... create a stunning cover for your book.

### **Create your own book or software box covers... in minutes!**

"**Ecover Generator**" will allow you to make your own custom, highly professional Ebook Covers easily. You just select any of the ready made templates, and add your text. It's simple.

This is not just a collection of worn out templates, it actually makes 3 sided boxes, 2 sided boxes or Ebook covers! It is the ONLY software on or off the net that can do this!

Click here to read more:

<http://www.ebooks-made-easy.com/ecover.htm>

Now, what if you don't want to create your cover yourself?

Well, here's a great on line service that will create a breath-taking cover for your E-book or software program. I used them to create my own E-book, and I highly recommend their work..

Take a look at some cover art they did recently:

<http://www.ebook-cover-art.com>

You'll find a list with more Ebook Cover Creation Service here:

<http://www.ebooks-made-easy.com/ebookcovers.htm>

### **How about your E-book's price?**

Your E-book is ready? Then it's time to sell it. Now, the first question is what your price will be. Do you have a realistic price in mind? Many E-books are selling way too low. I have raised my own book price from 19.00\$ to 29.99\$.

What happened when I did?

Well, sales slowed down, as expected, but the higher price made up for the loss, and possible affiliates became more interested, because they would make more commission from a book sale. This means that you will profit in the long end from a higher book price.

Price setting is the hardest thing to do when selling books online. For more information [click here](#).



You must always offer a strong guarantee when you sell products.



Your guarantee is so important that Kevin Donlin wrote an entire course on guarantees, entitled ["Guaranteed Marketing!"](#)

In many cases, your guarantee will make or break the sale. You want the lead to understand they have NO-RISK. You promise to give them their money back if they aren't satisfied.

Most people offer a 30 day money back guarantee, but I recommend you go even stronger. Give them a one year money back guarantee. Or, better yet, tell them if they try your methods and they don't work you'll give them DOUBLE their money back!

### **So, you got your own E-book, and a flashy cover... but what now?**

Once you have composed your E-book, you should realize that the real work has yet to start. I mean, do you know how you are going to distribute your E-book to as many people as possible via the Internet?

To be honest; I didn't, when I started publishing myself. But I got all the help from Chayden E. Bates, who wrote a great electronic manual, called; **"E-Book Marketing Explained!"**.

Chayden's guide tells you all there is to know about marketing and selling your E-book on line. I used Chayden's manual myself, and it was amazing how detailed he explained every little piece of the E-book-selling puzzle. Believe me, this book is organized to get you started right away!

It's a fact; **"E-Book Marketing Explained!"** is the only marketing course on viral/free E-book marketing of it's kind available. It's precise instructions and numerous links to so many resources have saved me an amazing amount of time, money, and frustration. You can get the first 3 chapters of Chayden's book FOR FREE from [here](#).

Here's an article by Chayden:

#### **"Free E-Book Marketing: Destroying The Myths"**

Before you read this, understand right now: Free E-Book Marketing WORKS! It has been proven to be one of the \*most powerful\* forms of online marketing ever offered.

But with the knowledge of its existence, and nothing but a notion of the idea, many who have attempted to utilize its power have failed.

Why? The lack of understanding!

Free E-Book Marketing has been in use for over SIX YEARS. Successfully utilized by many "high-class" marketers. These few have been actively creating and promoting Free E-Books since the ability was provided.

Then, about the three-fourths of the way through 1999, the news broke of this powerful "new" marketing form and everyone and their brother were trying to "cash-in" on the opportunities they were hearing about.

Buying up the e-publishing software stock, many misunderstanding marketers began creating and compiling everything they could get their hands on.

Throwing these so called worth while Free E-Books into the world of the Web, they were actually doing more harm than good.

Little did ( or do ) they realize the necessary steps that need to be taken in order to ensure their success ... that of quality, unique and beneficial content.

Let me ask you, "How many Free E-Books have you downloaded due to its sizzling title, only to find nothing but an over used report with a million and one banner ads flashing in your face?"

Too many to count?

There in lies the problem. How many "bad" Free E-Books does it take before you stop downloading Free E-Books all together?

Do you know what that does, not only for the author of the Free E-Book, but other, successful Free E-Book Marketers?

Too say the least, its not good.

So what DOES make a good Free E-Book? What makes a Free E-Book successful in the sense that it does what it is meant to do? It's rather simple, and if you're at all interested in this "old" form of marketing, than here are the TWO MOST IMPORTANT aspects you need to realize:

ONE:

Your E-Book must be focused. It should only present a single offer to its readers. It should not stray or attempt to teach everything about anything. It should be centered around one solid idea: To present your ( business ) knowledge as to establish yourself as an expert in your field. To show and help the reader realize that you are a credible source of information.

After reading your Free E-Book, your reader should have a firm grasp of the concepts you present. They should be able to follow through and succeed with the resources you provide. This will help the passing of your Free E-Book as well as strengthen your chances for future dealings with its

readers. ( This is what makes you money, not the banner ads. )

TWO:

Your E-Book must be educational. If you decide to utilize Free E-Book Marketing, than understand this: Your Free E-Book is to be created to generate leads. How do you generate leads?

You educate your prospects about what you have to offer. You show them the hows, whats and whys of how your offer works and will work to benefit them to act upon.

You must teach the reader all that you successfully can about what the contents of your Free E-Book will do for them. Before they will hand you their money to enhance their lives, they need to know WHY what you're offering will work for them.

By demonstrating, thus educating through the use of your Free E-Book, your reader will naturally gravitate towards you for "further" information, where in you may charge for admission, thus making you your profits.

Free E-Book Marketing is simply a matter of understanding how the marketing and psychological strategies of it work.

Understanding the above is \*by far\* the most important aspects of Free E-Book Marketing you need to realize.

If what I have just shown you is not followed, you will only work to hurt yourself. People want quality, informative content ... and you want their money. By giving them what they want, then suggesting they come to you for more, you will work to help each other.

Free E-Book Marketing WORKS! But ONLY if you use it right.

Chayden is the author of the highly acclaimed NEW E-Book, "E-Book Marketing Explained!" and is currently teaching other online marketers how to maximize their online promotional efforts with the use of Free E-Book Marketing - the most "viral" online advantage you've got!. Visit his site for full details:

<http://www.smart-web-promotion.com/ebookmarketing.htm>

## **Free web resources.**

**Let other people spread the word about your web site:**

### [LetEmKnow.com](http://LetEmKnow.com)

Multiply your existing traffic. This free service allows you to let your visitors recommend your website to other users online. This without letting visitors leave your site. All you need to do is insert a little piece of code and done! Can they make it any easier?

### [Send a link](#)

This is another simple way of letting your visitors refer new visitors. Using Java, can be up and running in minutes.

### [Recommend-It.](#)

Recommend-It sends a weekly report, showing how many e-mails have been transmitted from your web site or E-zine. It takes about 10 minutes to set up the form. You can use the Recommend-It system by placing icons and links at your site, or in your E-zine.

**Check and guard your web site:**

The following services check to see if your website is available at least once per hour:

### **Netwhistle**

<http://www.netwhistle.com>

Monitors up to 5 URL's for you every hour. You are notified via email or pager of problems in real-time as it is detected. You also get a weekly performance report. -Note; this service is no longer free. They now charge 19\$ a month.

### **Alertsite**

<http://www.alertsite.com>

Monitors up to three sites as often as every 15 minutes. You can test drive this monitor for 2 weeks, without cost or obligation. It monitors your site availability, performance, web scripts and forms.

### **InternetSeer**

<http://www.internetseer.com>

Monitors 5 URLs every hour. You also get weekly performance reports via email.

### **Site Probe**

<http://www.siteprobe.com>

Monitors one URL every hour.

### **Global Site Monitor**

<http://www.globalsitemonitor.com>

Monitors 1 URL up to 3 times per hour for free. Notifies immediately of site outages.

To use these free services, all you need to provide is an email address to get alert notifications and the URL of your website. Please visit the respective websites for more information.

### **Read the following mailing lists:**

#### **Ezine-Tips**

This free daily E-zine offers tips, reviews, and resources to help you produce, grow, and manage a quality E-zine. Moderated by Brian Welch. To subscribe: [join-ezine-tips@sparklist.com](mailto:join-ezine-tips@sparklist.com)

#### **LinkExchange Daily Digest:**

This list contains tons of information, contributed by marketing professionals. If you have a question that's plaguing you, this is the place to get it answered. Great info on site promotion, Web advertising, and good site design.

To subscribe, send an email to: [subscribe-digest@le-digest.com](mailto:subscribe-digest@le-digest.com)  
Or visit <http://digest.linkexchange.com/> to learn more.

#### **The Internet Advertising Discussion List:**

Another great list for marketing people.

To subscribe, visit <http://www.i-advertising.com/>

#### **Online Advertising Discussion List**

This list is focused on "professional...online advertising strategies". You can benefit from the experience of the pro's; learn what works and what doesn't before you launch your advertising campaign.

To subscribe, visit <http://www.o-a.com/> and follow the instructions.

#### **[StatMarket.](#)**

View just about every statistic about web sites imaginable... amazing.

#### **[JPG Cruncher](#)**

The only "cruncher" for JPG files. They claim to make your site load up 90% faster! Visit the URL and choose the "JPG Cruncher".

#### **[HTML Validators](#)**

One tiny error in your HTML code can render your web page invisible on a Netscape Browser. Check your code every time you change your pages. HTML Validators offers an extensive list of free resources to check the HTML code on any page.

#### **QuickBanner**

Check this online button generator. Templates for banners, 468X60 and buttons, 88X31.

<http://www.quickbanner.com>

### TracerLock

Each night, TracerLock searches through the AltaVista database looking for new additions that match the keywords you have requested to monitor. You'll receive an email with the new activity that took place for each keyword. Handy!

### The Open Directory Project

The Open Directory Project works with editors who are all volunteers. There are over 10,000 editors. This means they can focus on a small set of categories. As a result, your site will be reviewed fast. It is very important to be listed in the ODP. The ODP provides data for HotBot, Lycos, DogPile, New Netscape Search, and the list keeps growing.

The users of the ODP data download on a certain schedule a huge file containing the data. This means that it can take some time to get listed in Lycos or the HotBot directory (weeks to months). Get to know if you are listed by going to <http://www.dmoz.org> and search for your URL.

Be nice when you submit your site. Do not capitalize every single word and do not submit descriptions which consist of solely keywords. A description must be a logical sentence.

Communicate with the editors. Preferably an editor of the category you submitted your site to. The editor's names can be found at the bottom of the category pages. Say who you are, which website you own, and ask them nicely how this and this could happen. They will get in touch with you.

Become an editor yourself. When you understand the ODP community better, you can profit from that. But, don't cheat. Be nice. Select a category that matches a subject you're familiar with. Don't apply for categories with more than five editors listed, and don't apply for high-level categories. Start at a very, very low category. When you prove to be a good editor (by editing of course!) you can apply for a higher level category. <http://www.dmoz.org/about.html>

## **Web Master tools and resources:**

### **Popular Domains**

Now, here's a valuable tool that helps you find expired and on-hold domains, and checks their link popularity with three of the largest search engines. Every week thousands of domains expire or are put on-hold. Many of these domains were attached to popular websites with hundreds, if not thousands, of links from other sites. These domains still have good positions in the top search engines because of their high link popularity. For more information:

<http://www.ebooks-made-easy.com/populardomains.htm>

### **Tip of the day Script**

<http://www.wsabstract.com/script/script2/tipday.shtml>

This script is an invaluable tool for making that content more dynamic, and to keep your visitors coming back. This "tip of the day" script serves up a different tip daily. The script holds 31 tips, enough to cover an entire month's worth of information. Just be sure to update every month! :-)

### **Free Scripts**

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

Free Perl scripts, postcards, voting, banner rotation, form processor, text counter, random quotes. Access to cgi-bin on your server required to use these scripts.

### **CGI For Me**

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

Free CGI scripts, message board, guestbook, free links for all, password protection, voting booth, random link random banner, counter, clock/date, search engine, chat rooms, feedback form. No cgi access needed.

### **CGI Factory**

<http://www.cgi-factory.com/home/main.shtml>

Message board, ranking system, banner rotator, mailing list, password protected pages, surveys counters. Access to cgi-bin is needed.

### **Pop-up Window Maker**

<http://javascript.internet.com/generators/popup-window.html>

Creates a pop-up window to your own specifications. Options such as how the pop-up window will be opened, whether it will have toolbars, the size of the window, and whether it should be resizable. Easy to install and use.

### **WebPage-Tools.com**

Free interactive tools: Create an "Add to Favorites" button, table maker, meta tag creator, "Print Me" link maker, and a lot more.

<http://www.webpage-tools.com/>

### **Free Web Hosting Sites With Ratings**

<http://www.100best-free-web-space.com/>

### **Matt Wright's FormMail**

<http://www.worldwidemart.com/scripts/formmail.shtml>

A very powerful CGI script which has many customization features and loads of security measurements. It is easy to install, the documentation is very helpful and you have the ability to run an unlimited amount of Forms through a single script.

**WebFAQ**

<http://www.webfaq.net>

Searchable directory of FAQs for web development: ASP, CGI, Perl, HTML, JavaScript, PHP.

**GifPile**

<http://www.geocities.com/SoHo/Gallery/2681/home.html>

2600 links to free graphic resources.

**BigMailBox**

<http://bigmailbox.com/>

Offer web-based email from your site and get repeat visitors and let your visitors spread the word about your site everytime they send mail. Easy set-up, no cgi required.

**Cybergreet.NET**

<http://cybergreet.net/>

A free virtual postcard hosting service.

**Electrifier**

<http://www.electrifier.com>

This site lets you create and deliver your own Flash(TM) productions for free.

**My Downloader**

[http://thebeaches.to/jmwd/charity\\_ware/my\\_downloader.shtml](http://thebeaches.to/jmwd/charity_ware/my_downloader.shtml)

This excellent PERL script keeps track of who is downloading what from your site. If you offer files for download, use this program to obtain the name and email address of the downloader. See what files are being downloaded, who is downloading them and on what days and at what times. You can then use this information to find out which files are the least and most popular and you can add and remove files accordingly.

**JavaScript Source**

<http://javascript.internet.com/>

Free javascripts, with tutorials and a JavaScript Help Forum.

**Free web site interfaces**

<http://www.webpagedesign.com.au>

Spruce up your website with these great interfaces. All free for a link back to their site.

**Free HTML Course**

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

Complete training courses on creating web pages!

**Response-o-Matic**

<http://www.response-o-matic.com/>

Install standard HTML forms on your site even if you don't have



access to your server cgi-bin. Detailed instructions and templates make installation easy.

### **Background City**

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

Lots of free backgrounds and textures to use on your pages.

### **Afternic**

<http://www.afternic.com>

Interested in buying or selling domain names? Go here! You need to register to use this service but now you can find out what your domain is worth.

### **Free custom poll**

<http://www.alxnet.com>

### **Orbit Cycle**

<http://orbitcycle.com>

Banner ad rotation service. Rotating banners on your web site keep the look of your web pages fresh and keep traffic up.

### **Hosted Scripts**

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

Banner ad rotation service.

### **Fluid Dynamics CGI Collection**

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

7 high-quality scripts, including a search engine, visitor tracking system, remote page generator, and other webmaster tools.

### **World Crossing**

<http://worldcrossing.com/>

Add forums to your website free, customize the look.

### **Beginner's Guide to CGI Scripting with Perl**

<http://www.lies.com/begperl/>

This site is designed to help novice programmers learn the Perl programming language.

### **ScriptWorx**

<http://www.softlite.net/products/scriptworx/index.htm>

ScriptWorx supports over 10 Web and programming languages, CSS wizard, Web Server, FTP Client, AutoComplete, over 100 samples of code, images and templates.

### **Banner Warehouse**

<http://www.stuff.uk.com/banners/index.shtml>

Helpful tips and advice on making banners. Over 1000 banners to use on your site. Hundreds of blank banners to download.

### **Advanced HTML optimizer**

<http://www.pcbit.com/htmlopt.html>

Cut the bloat from your HTML pages with this handy-dandy free program. Get it today and your pages could load up to 20% faster tomorrow.

### **Webstripper**

<http://webstripper.net>

Download complete websites to your hard drive and browse them offline.

### **Teach Me HTML**

<http://www.pinsoft.com.au/teachhtml.htm>

Learn raw HTML code.

### **Message Board Blaster**

<http://hop.clickbank.net/hop.cgi?sidder/tritek>

Post your ads to hundreds of boards in a snap.

### **Omni update**

<https://www.omniupdate.com/>

This free web based service lets you edit your web pages from anywhere in the world. Easy.

### **Ezpolls.com**

Get a second opinion. EZPolls lets you set up a FREE survey on your web site. All you do is create the questions and the answers. The rest is up to your visitors!

<http://www.ezpolls.com>

### **Promotional software recommended by Tucows.**

<http://tucows.shaw.wave.ca/promo95.html>

### **Ad Rotator**

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

And another banner ad rotation service.

### **Webmasters Tip-a-Day**

<http://www.boogiejack.com/tipaday.html>

This is a freeware program of webmaster tips. Download and install it and each time you start your computer you'll get a new tip.

### **1st Page 2000 v2.0 Final (5,197,114kb - 5.2mb)**

<http://evrsoft.com/1stpage/>

This is a totally FREE HTML editor, which is packed with features, but still easy to use for all levels of expertise.

### **Get Your Free Get Organized Now! Idea-Pak:**

<http://www.getorganizednow.com/freestuff.html>

Gain an hour or more per day, never miss another deadline, save time and money by eliminating unproductive activities and more.

**TextPad**

<http://www.textpad.com> (FREE evaluation version).

This is one you will want to register. Use this to format your ezines, it is simple to use and a time saver.

**Ezine Ad Swap Tracker Pro**

<http://www.HomeBasedProfit.com/east>

Software to manage your ezine ad swap schedule.

**PC Reminder.com Free Mailing List Service**

<http://www.pcreminder.com>

Features the Capability to Send Pre-Scheduled Email Postcard Notices and News Briefs. This service was designed to meet the needs of the growing number of websites outsourcing mailing list services. Sites can then create any message - such as special events, important notices, and news briefs - to stay in touch with users.

**All Link Checker (430 KB) Freeware**

All Link Checker 2.0 tests your webpage for "broken links". Due to multiple-process-architecture it is fast and because of its clear design it is easy to use. Just type in the URL of your website or the URL of a special page or subdirectory and All Link Checker will check all links in the given website, page or subdirectory. It will list all extracted links and mark the "bad" and "broken" links. Double-click on a listed link to get more Information about a "broken link". After checking all links, All Link Checker will summarize the results, showing each page, it found "broken links" in.

[http://www.absolute-freeware.de/download\\_engl.html](http://www.absolute-freeware.de/download_engl.html)

**Free Web Building Tools**

You name it, they have it. Everything the web master needs to create or maintain a web site. With easy to use tutorials and forms. A great stop!

<http://www.webpage-tools.com>

**Domain Express (2.3 MB) FREE**

DomainExpress is a nifty program that'll help you quickly check the availability of any domain name extension. If you find a name that you want, DomainExpress can point you to pricing information for that specific country code, in the process saving you valuable time.

<http://coala.hypermart.net/domain>

**WebMasterAid.com**

Here's a package of webmaster's tools to build your Internet presence and promote your business world-wide!

<http://www.webmasteraid.com>

### **nFinite Web**

It's important to know that your site is on line, and functioning well. nFinite Web monitors your pages and notifies you via email or a pager when your site gets down. Easy, and free!

<http://nfinitemweb.com>

### **Free web site content**

FreeSticky is a source of FREE and low cost content that anyone can use to increase the appeal, usefulness, traffic and eventually the stickiness of their website. Changing content is the driving force behind return visits to a website.

<http://www.freesticky.com/stickyweb>

### **RankPilot**

Every serious web master needs to know if his/her web site is listed in the search engines, and now there's a FREE service called RankPilot to help you find out. Check if your site is listed in Alta Vista, AOL Search, DirectHit, EntireWeb, Excite, FAST, Google, Goto, InfoTiger, Looksmart, Lycos, Magellan, MSN, Netscape, NorthernLight, Snap, Sprinks, Thunderstone, WebCrawler and Yahoo. If your site doesn't show up, it's time to submit again. There are similar services on the Net, but they charge you money if you want to use them regularly, and this one is FREE!

<http://www.RankPilot.com>

### **E-book package to sell on the Internet.**

How about a package of "Best Selling Info Products", some of them listed at Amazon.com, worth \$570.00? You can sell all these E-books without any effort from your side, and keep EVERY CENT you make? YES! 100% Commission yours for LIFE. Royalty FREE! Seeing is believing! Check out this Grand Daddy of All Resalable Info Products:

<http://www.ebooks-made-easy.com/sellebooks.htm>

### **Learn CGI -even if you're a Total Non-Programmer.**

Now here's a tutorial that will guide you through the basics of creating CGI scripts on a Unix platform. Unlike other tutorials, this does not assume you know anything about CGI, Perl, or Unix, and at the end of this tutorial you will be able to create Perl programs for counting hits, storing and retrieving guestbook information, and processing secure passwords.

<http://webteacher.com/cgi>

### **FREE web color picker.**

If you design web pages, you need to use the right colors, for every browser to recognize your pages. Well, this tool makes it all easy. Get it here:

<http://www.ebooks-made-easy.com/webcolors.zip>

### **Dynamic Drive**

Dynamic Drive offers free, original DHTML scripts and components to enhance your web site! All scripts take advantage of the latest in JavaScript and DHTML, with emphasis on practicality and backwards

compatibility, to bring true power and interactivity to your site. Enjoy!

<http://www.dynamicdrive.com>

### **FormPal**

Need help with your scripts? FormPal will send email, and generate dynamic Web pages. It's built-in graphical form editor includes field validation methods that can validate credit card numbers, email addresses and more. A built-in script installer transfers forms and scripts to your server automatically and sets the correct file permission for each file. Free 30-day trial. FormPal runs on Windows and creates CGI scripts in Perl for Unix and Windows servers.

<http://www.munica.com>

### **Fonts & Things**

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

Here are the most unusual fonts I've ever seen.

### **EZPad**

<http://www.mmedia.is/ezpad/>

This is a text based HTML editor. Completely free and with a lot of useful features.

### **F-Prot:**

<http://www.internetu.org/virus.html>

This free virus protection software will check your system for files such as Word documents, Excel files, etc., the sort that could contain unfriendly macros.

### **VCatch**

Free Virus Protection Software that checks all the files sent or downloaded to your computer via Email, Web-Mail, Instant Messaging etc. VCatch automatically updates its virus definitions list in your computer once a day, and complements leading anti-viral software utilities such as Norton and McAfee.

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

### **Exit Exchange.**

Add a snip of code into your HTML document, and when your visitor leaves, a new browser pops up with the new page. By targeting you will at least be giving your visitor a logical place to go on to.

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

### **SHTML Viewer**

<http://www.toolsforselling.com>

This allows you to view your pages, for testing on your own computer, just as you would see them on the www once the SSI calls have incorporated your headers, footers, menus, etc. Despite the name, it works perfectly with both .shtml or .html extensions - my server allows me to use .html, but you'll need to check with yours to find out which you can use.

## **High Power Graphics**

<http://www.highpowergraphics.com/graphicsform.html>

This is a free banner/button creation service. Submit the desired characteristics of your banner or button (size, colors, dimensions, text) and you will receive it via email in 7-10 days. They ask for a reciprocal link if you use the banner or button on your web site.

## **Font Garden**

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

Here's a fine collection of downloadable free and shareware fonts. Fonts are added every day, so get some now!

## **Spinwave Image Crunchers**

<http://www.spinwave.com/crunchers.html>

GIF and JPEG images optimizer, to make your pages load faster.

## **Buttonz & Tilez**

This award-winning software package includes "Buttonz!", which creates buttons of various shapes, and "Tilez!", which renders seamless textures.

<http://www.b-zone.de/software/bt.htm>

## **Cliff's Banner Rotater**

This is a really versatile script that can be utilised to rotate all sorts of content on your site - it is also free.

<http://www.shavenferret.com/scripts>

## **AlienForm**

Superb, versatile, template-driven formmail script -free.

<http://www.cgi.tj>

## **Atomz**

<http://www.atomz.com>

Add a remotely hosted search engine facility to your site. Atomz' weekly report of the top searches made at your site, you'll have a better chance of knowing what that is so that you can provide it.

## **Cafepress**

<http://www.cafepress.com>

Provide your web site visitors with T-Shirts, sweatshirts, mugs and mousepads with your own logo. Make extra money, and strengthens your brand. Cafepress does all the printing, handles payments and dispatches orders.

## **Conclusion**

So, this is the end of the manual. Thank you again for reading this E-book. I hope you learned a lot from it.

If you want to keep receiving the best profit making promotion and

marketing tips and downloads, I'd like to invite you to join my own "SmartPromotion Newsletter".

You'll get informed once a month about the latest news on how to get more traffic to your web site, more subscribers to your newsletter, how to use clever web master tips, and where to find the best free tools, tips, downloads and resources!

Subscribe today, and you'll get some useful gifts! (You'll find the download URL in the welcome message.)

The quickest way to subscribe to SmartPromotion is to send an email to: [smartpromotion-subscribe@topica.com](mailto:smartpromotion-subscribe@topica.com)

Thanks so much for your kind attention... and... **happy promoting!**

*Dirk Dupon*

Dirk Dupon  
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PS: Below is a list with useful Ebooks and tutorials that you might find interesting.

## **Tutorials**

### [How to create and sell your own How To E-book.](#)

The most successful people who make their living entirely online give people the chance to have what they want right now by creating and selling their own how to information on the Internet. You can do the same things that have worked for others for years.

### [Turn Your Brain into Digital Ca\\$h Machines! In 7 Simple Steps](#)

Learn how to create and sell E-books, easily and with near zero investment, in 7 simple steps, and start making profit instantly.

### [The eBook Of Internet Marketing Secrets](#)

How to create your own E-books, reports and software, and make a killing from your web site successfully in only 3 weeks!

### [How to launch your own E-zine](#)

An excellent step-by-step guide to planning, creating, marketing and distributing an E-zine, perfect for the first-time e-publisher as well as veteran E-zine publishers.

### [Killer Copy Tactics](#)

A fully interactive multimedia course by David Garfinkel, the man many call "The World's Greatest Copywriting Coach". David will show you "how to turn words into cash" in this groundbreaking tour-de-force. This course sets the bar for what Internet based learning should be.

## [24 Techniques for Closing the Sale](#)

Brian Tracy's sales course is packed with 63 powerful minutes of killer sales closing strategies. The RealVideo course shows you powerful tactics that can double or triple your sales closing rate -and teach you how to sell 50% to 100% of all prospects.

## **Marketing**

[1,001 Killer Internet Marketing Tactics](#) This is the flag-ship marketing course written by Mark Joyner. Still the only interactive internet marketing course around. Widely regarded by many in the world as the most effective Internet marketing course on the market.

## [Magic Words That Bring You Riches](#)

This ebook is written by Ted Nicholas, widely recognized as one of the greatest direct marketing wizards of all time. In "Magic Words" Ted reveals the 17 magic words that can make you a fortune.

## [Marketing On Steroids](#)

Jay Conrad Levinson is probably the most respected marketer in the world. In his new book Jay reveals how you can use marketing steroids legally to make your business insanely profitable.

## [Hypnotic Writing](#)

This course, by Joe Vitale (recognized by many as the best copywriter in the U.S.), shows you how to use "hypnotic" tricks in your writing to get people to more easily agree with you. A must for anyone who wants to write persuasively.

## [Advanced Hypnotic Writing](#)

This is the unparalleled sequel to Joe Vitale's blockbuster "Hypnotic Writing." It reveals how to use the phenomenon of hypnotic suggestion to turn your words into cash.

## [Guerrilla Marketing for the New Millennium](#)

The ground-breaking new marketing course by Jay Conrad Levinson. Learn to think and market like a guerrilla and crush your competitors.

## [Killer Copy Tactics](#)

A fully interactive multimedia course by David Garfinkel, the man many call "The World's Greatest Copywriting Coach". David will show you "how to turn words into cash" in this groundbreaking tour-de-force. This course sets the bar for what Internet based learning should be.

## [Branding on the Net](#)

Dan Janal, another marketing legend, leads you on a step-by-step program of personal branding. He teaches at U Cal-Berkeley and launched America Online's initial ad campaign, so he knows his stuff. Learn how to avoid hype and instead earn your customers' longstanding trust.



## **ePublishing**

### ["Profit Pulling Ebooks!"](#)

This Viral Marketing Bible comes with 100% resell rights, and offers you a hefty 75% discount on the "Ebook Creator" Software.

### [Affiliate Assistant](#)

This tool was hailed by Allan Gardyne of AssociatePrograms.com as "the most important tool ever developed for affiliates". This tool allows you to organize all of your affiliate program efforts and analyze your affiliate program advertising campaigns.

### [Trash Proof News Releases](#)

This exciting book will teach even the most inexperienced marketer how to successfully use the media to your advantage. Filled with plenty of specific advice from actual print and television news editors.

## **Ezine Publishing**

### [Ezine Adrenaline](#)

This ebook is the definitive guide to high-octane e-zine marketing, and contains the fastest cash-producing e-zine tactics that give a dose of adrenaline to any Web business.

### [Create Advertising That Sells](#)

An interactive advertising course featuring book, workbook, and video instruction. And since we can all learn from the masters, it also features several reproductions of hugely successful ad campaigns.