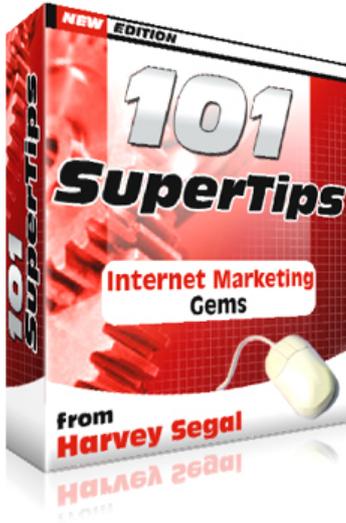


# 101 SuperTips

by Harvey Segal  
SuperTips.com



Book cover by [eCover Design](#)

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# Preface

This ebook was set up as a free resource to provide tips and ideas for the Internet marketer.

It can not be sold.

However you can have your own affiliate links 'inserted' in the book and receive commissions: for instructions see Tip 101.

## Book Information

Title: 101 SuperTips

Version: 5.0a

Published: November 2004

Publisher: SuperTips Marketing

Author: Harvey Segal

Web Site: [www.supertips.com](http://www.supertips.com)

# Introduction

Hi,

It's Harvey Segal of SuperTips.com here.

Welcome to the fourth book of the SuperTips series. We've had

- Ad Tracking SuperTips
- ClickBank SuperTips
- Forum SuperTips

Now for a collection of tips ranging over the whole of the Internet Marketing field.

- **101 SuperTips**

I hope you find some useful ideas. Your comments are welcome. For contact details see the 'Preface' section.

Thanks  
Harvey

---

## How to Read the Book

You don't have to read the tips in order, each one is completely independent.

However the book **IS** written in an order. The main sections, and the tips within each section, all follow in a logical sequence. Here is the order of the main sections.

- We start with advice for *Newbies* and how they can quickly get acquainted with the world of online marketing. (P.S. Even experienced marketers should read this section).
- The ideal way for newbies to start earning, even without a website, is to promote *Affiliate Programs*
- Very soon you must have a website so we then discuss *Website Design And Content* followed by *Website Promotion*

- Now it's time to develop your own product and become a merchant as explained in *From Affiliate To Merchant*
- What product to develop ? The answer is found in *Ebook Publishing*
- The key to success is to exploit niche areas, for which you need *Theme Sites (mini sites and content sites)*
- With these sites you need to follow up on your visitors with a mailing list or a newsletter: see how with *Ezine Publishing*
- By now with a rapidly growing online business you need to address aspects of *Security and Recovery*
- Who can advise you ? Let's ask the *Experts*
- Then some advice about dealing with *Companies*
- By now you're a busy marketer so you need some *Productivity Ideas*
- *And Finally* we end with some special Super Tips

## Chapter 1: Newbies

### **Introduction**

The simplest and quickest way for a newbie to see early profits from the Net is to sign up for and promote affiliate programs.

One particular benefit is that you can gain experience of writing and placing ads, which is going to be important whatever direction your marketing efforts take you. Affiliate programs will be discussed in a later section.

But as far as getting a good education in the world of online marketing there's no need to pay for expensive courses or books. You can find everything you need for free at the online forums.

And it's not just for newbies. Experienced netpreneurs may find useful ideas in this section.

**Tip 1**  
**Forums – the best place to start**

One of the biggest turning points since I began Internet marketing has been my discovery of the online forums (or discussion groups or bulletin boards as they are also called).

There are 4 major reasons why people use forums

1) You can get free advice. For example

- ask about any aspect of marketing
- ask for opinions about a product before purchasing or about a business opportunity or affiliate program you plan to join
- ask for a site review

2) You can discover new products, ideas, tips, tools

3) You can make contact with others, and possibly set up joint ventures. You will find many helpful people and many of the top names posting at forums.

4) Site promotion.

When you make postings you can include your signature or a link to your site. If you have provided helpful answers or useful information readers 'may' decide to visit your site.

There are techniques to turn 'may' into 'will very likely', which you will see in the next tip.

I've put a list of my favourite forums [here](#)

**Tip 2**  
**How to post at forums – for PROFIT**

Every day hundreds of thousands of people visit the online marketing forums and make postings.

Many are trying to promote their site – however their methods are so ineffective it is no wonder they complain that promotion via forums does not work for them.

But in truth you can get dozens if not hundreds of replies from a single posting – if you do it right.

Let's take a look at the various ways that people make postings, starting from the most unacceptable and ending with an entry which even the strictest forum moderator will enthusiastically approve.

**Example 1:**

Your post says

I've just found a really cheap web hosting company,  
Fred  
[www.a101hosting.com/~2378](http://www.a101hosting.com/~2378)

This is a blatant ad (spam) and will be removed.

**Example 2:**

You make a rather uninformative and vague announcement

Did you find that sales were down yesterday ?  
Fred  
Cheap web hosting  
[www.a101hosting.com/~2378](http://www.a101hosting.com/~2378)

An obvious ploy to get your URL noticed.

**Example 3:**

You announce a useful piece of information

Important news from Google about a change to their ranking system. Read about it here \_\_\_\_\_  
Fred  
  
Cheap web hosting  
[www.a101hosting.com/~2378](http://www.a101hosting.com/~2378)

Well now we are moving into the realms of acceptable postings, you have supplied good information BUT why would anyone want to click on that URL ?

They may just look at your signature to see who you are and what your site is about. But your post attracted them because it was about Google, why would they then be interested in cheap hosting ?

**Example 4:**

The question has been raised at a forum:

'What is your advice about cheap hosting and who would you recommend ?'

Here is your response

I use this company, they are cheap and I've had no problems with them,  
Fred  
[www.a101hosting.com/~2378](http://www.a101hosting.com/~2378)

That's better in that you are (partly) answering the question. The main weakness is that your reply may seem to be biased in favour of a particular company which you happen to be clearly affiliated with.

But how do you think your reply compares with this next one ?

### Example 5:

The winning post

There are 3 factors to take into account  
with cheap hosting: a, b,c etc

These are described in further detail at my  
site below along with reviews of companies  
offering cheap hosting,

George Goodposter

The Complete Guide to Cheap Hosting  
Companies  
[www.cheap-hosting-guide.com](http://www.cheap-hosting-guide.com)

Bingo !

The perfect reply.

An informative posting with no hype, no ads and no affiliate links.

George knows his stuff. He has a site all about cheap hosting – just look at the domain name – and he's offering sensible advice about what to look for.

---

And now George can go on to dominate this niche in the forums. Apart from waiting for the opportunity for the topic to arise and make a response he can proactively announce his site to the world.

How ?

Well, if **you** wanted to post news of a product of your own, or a product you are affiliated with, it would rightly be deemed an ad – and unacceptable.

However his posting reads like this

**Subject:**

A Guide To Low Cost Web Hosting Companies

**Content:**

I've been searching for some time for a list of cheap web hosts and the pros and cons of using such companies. I've also noticed that many members of this forum have been asking the same question.

So I've put my findings in a guide which is free for you to visit at

[www.cheap-hosting-guide.com](http://www.cheap-hosting-guide.com)

See – no blatant promotion just an informative and welcome posting.

---

"OK", you say, "that's fine if your specialist area is a popular topic but my specialist niche is about 'Widget number 493' and I never see any one ask about it".

Then, I am afraid to say, making useful informative postings about general topics but adding a signature file for 'Widget number 493' is an absolute waste of time. You cannot promote it using forums.

So how could you emulate the success of George above ?

Well let's do some reverse engineering

- First, you find out what are the popular topics that people ask about at the forums.
- You then produce a resource of information: it doesn't even have to be a site with a domain name, it can be a single web page – quickly constructed but highly professional using certain techniques.
- You then make no-hype announcements at forums or search for appropriate postings where you can respond.

All this is explained with step-by-step instructions in my **FREE ebook:**  
[Forum SuperTips](#)

## Chapter 2: Affiliate Programs

### **Introduction**

The simplest way to profit on the Net.

Someone else has done the hard work of creating a product, producing sales copy and promotional material, and handling orders, while all you need do is lead customers to their site using advertising.

This section includes:

- Which affiliate programs to choose and which can LOSE you commission.
- Forget banners and text links, you'll see the best way to promote a program.
- Commission theft and how to prevent it

**Tip 3**  
**How to choose an affiliate program**

How to choose an affiliate program

Some of the factors you should consider.

**1. Can you make money from the product ?**

Don't be swayed just by high commission figures or multi-tier payments. You need positive answers to **both** these two questions

- Is it a product that people want and will buy ? Consider how it will fare alongside the competition.
- Is the commission rate sufficient to make your efforts worthwhile.

**2. How effective is the sales page ?**

Visit the sales page of the product to confirm that the sales copy does a good job of selling the product. Be aware of the various ways that can lose out on your commission. (These are explained in the following tip in this section.)

**3. Check out the affiliate support**

The merchant should provide you with much more than just a link to join the affiliate program. Check for any useful promotional material – sample ads, articles, solo mailings, endorsements/reviews, signatures

Ideally there will be an affiliate mailing list so that the merchant can convey useful news. You want someone reliable who won't disband a program or make rule changes without telling you.

**4. How many affiliate programs should you promote ?**

If you plan to put a number of affiliate products on one page then the more you have the more diluted the effect. The exception being if they all relate to the same topic.

Otherwise if you keep them separate you can have as many as you like but do not underestimate the work involved for you on the administration side such as

- different procedures for signing up
- different ways of creating affiliate links

- different methods of payments, at different intervals
- handling ongoing communications from every program

A good compromise is to use a company which contains many affiliate programs under one umbrella. They consolidate your commissions into one payment and have a standardized format for affiliate links with no individual sign-ups required.

The most popular of these, handling digital products (ebooks, software), is ClickBank.

And here is an outstanding FREE tool which will let you search through the ClickBank Marketplace and see full information and ranking history for any product.

Click here for [Affiliates Alert](#)

**Tip 4**  
**Beware! how you can lose commission**

As an affiliate you want the visitor to read through the sales page and hit that order button with **you** getting credit for the sale. There are a number of reasons why this does not happen

1. There is an overt link to an affiliate sign up page. So your potential customer could simply become an affiliate and purchase the product through his own link.
2. There are many external links which distract the visitor from reaching the order page.
3. The merchant captures your commission, for example
  - There are offers to join a mailing list or claim a free report: you should get credited for any sale ensuing from these leads but an unscrupulous merchant may follow up and make the sale via his own link.
  - Similarly the merchant may use a pop-up upon exiting a site to convert a leaving visitor into a sale for which you do not get the credit.
4. Your product is just one of many unrelated products on a page – a put-off for the potential customer.
5. Remember ClickBank mentioned previously ?

If you are a ClickBank affiliate and the merchant offers multiple payment options (such as Paypal) then if ClickBank is not chosen you do not get the commission.

---

So there we have a list of reasons why you are not getting those commission checks.

What can you do about them ?

For the answers see my book [ClickBank Affiliate SuperTips](#)

**Tip 5**  
**Never link direct to an affiliate site**

You should never openly use the URL that an affiliate program provides for you.

You should link instead to a page on your **own** site which then leads to the affiliate program.

The reasons ?

- 1.** On this page you can provide your own introduction to the product or service you are promoting. This can include, for example:
  - additional detail not available in your posting or advert
  - your own personal experience
  - a review of the benefits
- 2.** You can provide links to the rest of your site in case your visitor is not interested in that affiliate product.
- 3.** Your own site traffic statistics will indicate the response to your advert in addition to any stats provided for you by the affiliate company.
- 4.** You can submit the page to search engines.
- 5.** With the real URL visible there is a risk that the reader removes the suffix (agent code) so that you do not get registered as the affiliate agent
- 6.** If the affiliate operation becomes discontinued you can inform and divert visitors at your own website, rather than have them visit a non-existent page.

---

As indicated in (1) you have the opportunity to provide a product review. We look at an example in the next tip.

## Chapter 2: Affiliate Programs

### **Tip 6** Now THAT'S what I call a review

By far the best way to promote a product is to provide a review which clearly shows that you have read it, in the case of a book, or used it if it is a software tool.

If you avoid the standard format and provide an imaginative review coupled with genuine enthusiasm your reader should be convinced – as I hope you will find from one of my actual reviews below.

---

A new book landed on my desk this week with a thud. Well I know that ebooks can't make a sound so we'll call it an e-thud.

It's an epic, two years in the making – a bit like Ben Hur.

I've only reviewed a few books before in my newsletter and when I saw the title 'Web Design Mastery' I expected to see the usual chapters about HTML code.

Well they were certainly there . . . along with Javascript, Cascading style sheets, advanced forms, graphics, web hosting, search engine optimization, credit card processing, autoresponders, website promotion, writing sales copy, ezine publishing, ebook creation, lots more

... and that was just Volume 1 !

In Volume 2 we have advanced web design with chapters on templates, email forms and topics I am completely unfamiliar with such as image rollover and image dicing.

If you have read my ebook Guru Magic you will recognize the authoress: Shelley Lowery who is one of the featured experts.

It was Shelley who produced the cover for the book. We exchanged countless emails to get it right, not because I wanted changes but until Shelley herself was finally happy. In other words a real professional who insists on producing a first class job.

And that's how you will find this book – it's an immaculate presentation.

One reader advised Shelley: "put it into print and sell it for \$79.95 a copy. I am positive Sam's Publishing Company could sell several million copies"

I would second that but I have 3 critical points to make

1. It was a waste of time mentioning a 12 month money back guarantee. No one will return this book. In a year's time you will still be diving into the huge reference section (that's Volume 3) looking up some rare code.

2. The title Web Design Mastery only conveys a fraction of what the book is about: it's really the complete guide to designing and marketing an ecommerce website.

3. Why is Shelley selling it for such a low price ?

Hurry to her [site](#) before she changes her mind

## Chapter 2: Affiliate Programs

### **Tip 7** **Put all your reviews on ONE page**

If you plan to have reviews of several products at your site then consider putting them all on one page.

Why ?

Well, quite obviously, it gives the visitor a chance to see your other offerings should he not be interested in the one you directed him to.

See how I do this at my [Product Reviews](#) page.

Notice the introduction

A review of all products at The ClickBank Guide which are personally used and endorsed by the webmaster, Harvey Segal of SuperTips

followed by the list of products

---

You direct your visitor to a specific product by using an anchor field in the link, as explained below

**1.** Link to an individual product p1 like this

```
<a href=  
"http://abc.com/page.htm#p1">
```

---

**2.** At the product review site, Product 1 is preceded by an anchor

```
<a name="p1"><!-- --></a>
```

**Tip 8**

**Why you should conceal affiliate URLs – and how**

It's a proven fact that many customers will not click on an affiliate URL at your site.

Maybe they resent seeing commission paid to an affiliate, maybe they feel less security when buying from an affiliate.

So, suppose they see a link looking like this in the browser status bar

*http://www.abc.com/123*

where '123' is your affiliate code.

They may decide to bypass the affiliate code and just type in the home page URL

*http://www.abc.com*

And that means you lose out on the commission.

Here is how to conceal not only the affiliate code but anything about that URL which may indicate it is an affiliate link. Use some Javascript.

```
<a href="http://....."  
onmouseover=  
"window.status='ABC';  
return true;"  
onmouseout=  
"window.status=' '";  
return true;">
```

Then 'ABC' will show in the browser status bar instead of the URL.

If you want to try more Javascript tips and tricks see the ebook [Javascript Magic](#)

---

But what about the case where you want to send out that URL in an email ?

That's an easier target, ideal for commission theft as you will see in the next tip.

## Chapter 2: Affiliate Programs

### **Tip 9** **Watch out for commission theft**

Certain affiliate link formats are not 'protected'.

In other words they have a simple format such as

*http://www.abc.com/123*

and if you display that in an email type message, for example in a newsletter, then your reader can substitute his own affiliate code and claim commission on his own purchase.

So you need to protect (or disguise) your link, and there are a few ways to do this

- Use a redirect file
- Use a 'short URL' service
- Use an ad tracking link

These may only partly eliminate the problem, the affiliate code might still be visible at the affiliate site.

The ideal solution therefore is to use an affiliate cloaking tool. I protect all my links with Affiliate Cloner which you can read about [here](#)

**Tip 10**  
**Getting the edge over rival affiliates**

Here are two ways to stay ahead of the competition

**1.** Your potential customer may have visited several sites, all promoting the same affiliate programs as yours, before deciding to purchase.

So what can you do to do to convince him to return to **your** site and buy ?

You announce a **special offer**, stating that you will provide a bonus (give details) if they buy from you. Tell them to send details of the receipt after purchase.

**2.** As an affiliate, once your visitor clicks on your affiliate link, you have lost him.

If he visits the product site and decides he is not interested there is no way you can get in touch and persuade him.

And even if he does purchase there are some affiliate programs which don't reveal the name of the customer so you would be unable to follow up with further promotions.

So is there a way you can make contact ?

Yes – you should offer a free report or free ebook which **presells** the product. You then have the contact details and can do whatever follow up is necessary.

**Tip 11**

**Which are the best affiliate programs ?**

- 1. For the most comprehensive directory of affiliate programs visit Allan Gardyne's [AssociatePrograms.com](http://AssociatePrograms.com)
- 2. For simplicity of operation, ease of sign-up and reliable payment choose any of the thousands of products at the ClickBank MarketPlace.

There is currently no direct search facility – instead you can use any of the free storefront sites. Click [here](#)

- 3. As a perk of having my own book I can make a personal recommendation.

[FutureWorld](#) offer an excellent source of information products in the form of hard books and tapes. You need to pay to join their affiliate program but the commission is 50%, as well as residual commission for recruiting others.

I joined them in 1996 – my longest running and most successful affiliate program.

## Chapter 3: Website Design And Content

### **Introduction**

It's possible to earn affiliate income simply from posting ads (in ezine publications for example). But the next step up is that you must have your own website.

As websites continually evolve you want to make sure that future changes are simple to apply so it's important to get the foundations right from the start – this is why stylesheets and Server Side Includes appear in this section.

And there's advice for you when you do decide to redesign.

We address the familiar topics of whether long copy is preferable to short copy and whether pop-ups should be used.

And show techniques to boost your sales conversion rate.

**Tip 12**  
**HTML – why it's a must know**

If you have a web site then you must learn, at the minimum, how to make simple changes and upload the changes. (There is **one** exception to this).

Even if your site has been designed by a professional there is always going to be a need for some change. Do you want to pay for, and wait for, a designer to do a simple alteration which could take you minutes ?

So you will need to learn the basics of HTML. You can pick up a good understanding by studying the code of existing sites and there are numerous resources on the Net.

You may find however some of this too technical, ideally you want to learn from the angle of setting up a business site.

Fortunately there is an ideal book specifically written for marketers which will show you how to create your **First Business Web Site In 10 Days**. Click [here](#).

If you then want to start adding a miscellany of special effects to your site, take a look at another book by the same author – **65 Instant Web Design Answers**. Examples of some of the tips

- How to create a table with rounded corners
- How to make a graphic act as a button
- How to make an automatic deadline for receiving free bonuses

More information [here](#).

---

And now for that one exception I mentioned.

There are tools available, which do not require technical knowledge such as HTML code, that can generate web sites.

These range from simple page generators to the **complete** e-commerce solution provided by [Site Build It](#) – an outstanding and highly recommended product.

**Tip 13**  
**Beyond HTML**

It is useful to be aware of other web associated technologies once you have learned the basics of HTML. A brief summary with references to ideal beginner's books follows.

## **1. CGI**

If you wish to install software, then a knowledge of CGI and the CGI-BIN is very handy.

CGI (Common Gateway Interface) allows communication between a site visitor and the site, via the browser.

It is CGI therefore that allows interactive operations such as forms on web sites, live surveys, shopping carts, search engines.

Click here for [The Absolute Beginners Guide to CGI](#).

## **2. PHP**

PHP is short for PHP Hypertext Preprocessor.

It is one of the various server-side scripting languages with which to write CGI programs, others are Perl, C/C++, Java.

Click here for [Simple PHP](#).

## **3. Javascript**

Javascript is a client-side programming language used particularly to create special effects on your web pages.

So it can create rollovers, splash screens, colored scroll bars, flashing and highlighted text, pop-up windows, mouse over effects. It can also validate forms, display date information and provide password protection.

As a comparison:

- A CGI script resides on the server and interacts directly with it, so a CGI program can run with any browser.
- JavaScript is run by the web browser, which limits its functionality to only things that the browser knows about.

Click here for [JavaScript Magic](#).

**Tip 14**  
**Long or short copy ?**

There's been endless debate on which is the best format for a sales page.

Some say that stats prove that long copy outperforms short copy.

Others say that most readers won't bother to read long copy.

The counter argument is that these readers were not going to be buyers anyway.

To find an ideal compromise let's look into the mind of your visitor. There are two key stages when he visits your site.

- 1. On arrival he needs an instant quick overview of what your site offers, for example "an ebook about search engines which costs \$27"

He does not want to wade through thousands of words to extract this information, so this is best dealt with by short copy.

- 2. At some point he begins to get interested and may consider a purchase. Now he wants to know **everything** about the product and how it can help him.

So now he wants to see all the detail – long copy.

So if it were possible you'd like to be able to switch from a summary to a full description.

You could start with short copy and at the end have a link to a second page with the instruction 'For the full details click here'

But a good alternative is to insert 'more detail' links throughout the body of the short copy and have them come up as pop ups which the reader can open and close while remaining on the main page.

Here is the code to do this

```
<a href="#"  
onClick = "window.open('more.htm',  
'more', 'height=400,width=450');">  
More detail here</a>
```

---

On the subject of sales copy I would say that copywriting is one of the most profitable skills to acquire and here is a demonstration why.

Suppose you spend the next 3 hours preparing an advertising campaign in a newsletter. You may produce successful results but these will appear as a one-off spike in the chart of your sales figures. You would need to **continually repeat** these campaigns to maintain the improved figure.

Instead let's devote these 3 hours to revamping your sales copy. They say that simple improvements to a headline alone for example can see conversion rates multiply by 5, 10 or more. But let's allow a modest increase – you are able just to double the conversion rate.

Then your sales figures will double from now on, and remain doubled **without any further effort**.

If you want to achieve these improvements take a look at this book about [copywriting](#).

But there's no need for me to 'pre-sell' it to you. If it does what it claims to then the sales page alone will do it for me.

**Tip 15**  
**Split your sales page**

As a customer what do you like to see at the end of a sales page ?

I expect you will say – an order form with

- the price clearly shown
- a minimum number of steps to complete the purchase

However I'm going to suggest a slight deviation from this, namely one additional step and the price not immediately shown.

How come ?

Well, many visitors in a hurry may click to a long sales page, immediately cast their eye towards the bottom, see the price and leave without stopping to read the benefits of purchasing.

Now look at my sales page [here](#)

Just when you expect it to end as per norm with a summary of benefits, a bonus and an order link it just says "Order Now and receive Bonus Title"

I believe that anyone reading through that page is going to want to know, even if out of curiosity and no intent to purchase

- what is the price ?
- what is that bonus ? – there's been no previous mention of it

On taking that one additional click they find a short easy-to-read page with

- the key benefits summarized as bullet points
- the bonus revealed
- an instruction "If you decide NOT to order please click here" which pops up a final inducement to order

If you took the time to read that second page then you may agree that splitting the sales page into two sections is well worth a try.

**Tip 16**  
**Testing your sales page**

They say that a simple change to a headline can make your sales rocket.

There's a way to scientifically test the impact of such changes.

The key point is that you should change **one component at a time** and measure the results, so that you are able to pinpoint exactly the effect of each single change.

So here are the chief components that you could experiment with to increase your sales conversion

- headline
- sub-headline
- bullet points showing the main benefits
- page design and color
- adding or removing graphics
- the ordering process (is it too complicated ?)
- the addition of bonuses
- the guarantee and refund policy
- the first fold (the initial visible screen of your page)
- site navigation

The tool needed to carry out this testing is an ad tracker and you can find more information about testing in my free ebook [Ad Tracking SuperTips](#)

**Tip 17**  
**Designing with stylesheets**

CSS (Cascading style sheets) enable you to use a common design format across your web site with greater control over all the HTML elements.

For example you can declare that all the main headings are a certain font, size and color: then you simply change that **one** declaration if you want to change the format of **all** the headings on your site.

Some time ago I took the plunge and rewrote a huge chunk of my site supertips.com (some 70 pages) to use CSS.

One immediate visual benefit was the smooth flow as I clicked from page to page and saw the same layout, color and format for headings and text compared to the previous assortment of different size headings and sub-headings.

The HTML code is now so simple that I no longer use a web design program to make changes to my pages – I just use a text editor (NoteTab)

Here are two indispensable free tools which helped me

- 1. W3C CSS Validation Service

Includes checks for invalid CSS which works fine in Internet Explorer but not in Netscape. Click [here](#)

- 2. TidyGui

This cleans up your code and also adds the closing tags for the elements. Click [here](#)

**Tip 18**  
**Solving the navigation problem**

Here are a few tips I picked up after redesigning one of my sites.

1. The old home page is [here](#)

As you can see the main navigation options are listed in two lines (both at the top of the page and repeated at the bottom). But as the site has expanded there are more pages I wanted to add, and having more lines would begin to look untidy.

The solution ?

A **vertical** navigation bar.

Here is the [new page](#)

This gives me scope to add more menu options easily but also, very important, I can group the options into categories.

2. I had a choice of putting the navigation bar on the left or the right. I chose right, one advantage being that the main text of each page (as opposed to the navigation bar text) is now nearer the top of the page which helps the rankings in the search engines.

3. I've long wanted to use SSI (Server Side Includes) for my navigation bar. This means that you just have one copy of the bar and any change takes effect in all the pages.

In order to 'include' an element such as a navigation bar in a page you need to give the page an extension of .shtml

The problem has been that for an existing site you don't want to rename pages which may be ranking well in the search engines.

The solution ?

I found an option on my server to process .htm or .html files as if they are .shtml files.

Note that there is one disadvantage of using SSI – you cannot view files locally as they would be seen online, the include instruction does not work.

However it's less of a problem for me than having to duplicate the bar in every single page.

**Tip 19**  
**When pop-ups are a must**

We know that pop-ups are controversial.

We know that many surfers dislike them, though marketers claim a good success rate in getting extra sales, all for the sake of a bit of additional code.

But, even if you oppose pop-ups, what cannot be denied is that if a visitor is going to leave your site without taking any action you may as well provide an **exit** pop-up.

As someone said "It would be a sin **not** to use a pop-up"

Here's an example of how it's done, by extending the 'body' statement.

```
body onUnload="window.open  
( 'pop.htm',  
'newWindow',  
'scrollbars=0',  
'resizable=0',  
'height=120',  
'width=170' )"
```

---

The content of the pop-up could be a final pitch for your newsletter, or a special bonus or whatever.

But there's an unusual and profitable idea you may wish to consider, explained [here](#)

**Tip 20**  
**Try hiding your email address**

It's a good idea to invite questions from visitors at your website, so that you can provide a personal touch and establish a good relationship.

But as your traffic inevitably increases you certainly don't want to be swamped by email queries.

So here is what you can do – and it brings added benefits.

First, you accumulate a list of common questions and set up a FAQ (frequently asked questions) page.

This is a common solution but at this point most sites provide a link from their sales page to the FAQ page but keep their email address on the sales page.

The secret is to remove the address and only put it on the FAQ page.

Why ?

This will force your visitor to read the FAQ first, hopefully eliminating 90% of the questions you would otherwise receive.

But don't just put a series of questions and answers.

- Take the opportunity to surround every question with a positive benefit.
- Introduce additional material that may have been too much to include on the original page.
- And finish up with some motivating copy to get your reader to order.

The result ?

Your reader will have gained by finding answers to questions he had not thought of and discovering extra benefits offered by your product.

And you will have fewer messages in your email box.

**Tip 21**  
**Never remove a web page**

You may be very surprised at how long information can remain floating around on the Net.

For example, I've had requests for articles published in other newsletters dating back several years.

The links pointed to pages at my site which I could easily have removed thinking that they were no longer needed and I would have lost potential visitors.

So rather than remove an out-of-date page simply change the content to point to a current one.

If you'd like to be notified every time such an occurrence happens there is a program [easyClick404](#)

which can do this for you and automatically do the switch (just one of its many features)

And for a variation of link switching: I no longer promote my very first book written in 1998 as it is so out-of-date, yet there are sites which still link directly to the .exe file as opposed to the download page itself.

Fortunately easyClick404 comes to the rescue once again and I am able to intercept the visitor and switch him to a more modern book – this one !.

**Tip 22**  
**When it's time to redesign**

I launched my first site SuperTips back in 1998, offering tips, information and advice about Internet marketing.

I've often said that if I were to begin again there is no way I would have such a site !

Why ?

Well, these days everyone has a site about Internet marketing and how to make money on the Net. The topic is much too general and extremely competitive.

So I wanted to redesign my site to show what is now my main focus – and that is having niche sites and books. In particular I wanted to bring together my main ebooks scattered over various sites and have their ecovers showing on the main page.

But a problem.

These cover images would have made the page very large in size and slow to access for dial-up visitors.

The solution ?

I asked around – at forums of course – for advice about acceptable page size and how to reduce image size. And I found a tool which did the job – for free.

Now what to do with that old page.

Here is what it looked like [before](#)

I've taken the core of it, removed unproductive links, and moved it down a peg so it is now accessible from the new home page, which is [here](#)

As you can see – much more focussed, with links just to the key areas of my business.

Maybe it's time for you to ask the question

*'What is the real purpose of my site ?'* and redesign it accordingly.

---

By the way, there's a fascinating site which contains archives of sites (maybe even yours) showing how they have changed over the years. Click [here](#)

## Chapter 4: Website Promotion

### Introduction

It's been said that there are only 3 things needed to succeed in online marketing

- A product that is in-demand
- A site that really sells
- Targeted traffic

There are volumes of books with ideas for bringing targeted traffic to your site. In this section, you will find some unique ideas, and we will also see how to track the success rate of your promotional activities.

Plus two enterprising ways to get your product noticed

**Tip 23**  
**Get your site reviewed – for free**

Here is a way to get free reviews of your site – and you can win customers as you do it !

The design and content of your home page is so critical that it's worth seeking expert advice.

But there's no need to pay a hefty fee to a consultant – ask the people who really matter ... your visitors !

Just add this to your main page:

*We'd love to hear your opinion on our site*

- *what did you like*
- *what don't you like*
- *how can we improve it*

*All your comments will be welcome*

Then sit back and get lots of advice – for free.

But here is how to get super added value from this idea:

1. Make it simple for your readers to submit their comments – don't make them hunt around for your email address.
2. Thank each contributor individually rather than send a standard automated message. This will invariably lead to further exchanges and new promising contacts.
3. Never lose the opportunity to promote your business. In your thank you letter remind the reader – who has already been to your site – about a particular feature such as a free newsletter.

And now ... here's how to multiply your response dramatically.

4. Give people an extra inducement to contribute

There are many free ebooks available on the Net. So just replace that last line with –

*All your comments will be welcome. As a thank you we will send you a free ebook about Internet Marketing etc.*

When you send the book you could say:

*Get your Free gift at [www.somewhere.com](http://www.somewhere.com)*

But we can still improve on that !

As we saw in tip (3) always take the opportunity to promote your site, so what you now say is

*Get your Free gift at [www.yoursite.com/freegift](http://www.yoursite.com/freegift)*

When your reader visits this page, at your OWN site, he will find the link to the book but you will have surrounded it with your best promotions.

---

PS. Don't have a free book ?

Then how about this one.

**Tip 24**  
**Win customers by giving away FREE information**

What is the best way to attract visitors to your site ?

Many would say by providing free information – but just how does this work ?

Here's an example which you can adapt to any business:

Suppose you are a supplier of video recorders. Hopefully you will be the owner of a professional sounding domain name, such as [www.VCRworld.com](http://www.VCRworld.com)

You write an informative article entitled "How to Choose a Video Recorder" which explains

- the key features of video recorders
- a guide to prices
- handy tips for using video recorders
- useful accessories
- potential problems
- future developments

Put this article on your website or have it available by email (on an autoresponder if you expect a big response).

While your competitors are all posting similar ads which say

"Buy, buy, buy our cheap video recorders"

or sending unsolicited bulk email to thousands, you will be posting short ads which say

Our Free Guide "How to Choose a Video Recorder" explains the key features to look for, prices and handy tips.  
Visit <http://www.VCRworld.com>

And whenever you contribute to any group where there are potential customers you include in your signature

"How to Choose a Video Recorder" (FREE guide)  
[http:// www.VCRworld.com](http://www.VCRworld.com)

Your visitors will be impressed by the quality of free information you are providing and your well chosen domain name: they will regard you as an authority on the subject.

They will be easily influenced to buy from your site while your competitors' unoriginal ads are consigned to the email waste bin.

**Tip 25**  
**Harness the power of testimonials**

Testimonials can be one of the most powerful inducements in your internet marketing toolbox.

But how do you make sure your readers will see them ?

There are a variety of ways.

- you can put a single link to a testimonial page from your home page
- you can sprinkle a few testimonials throughout the home page
- you can print complete testimonials on your home page or just show the first line in a drop down menu

But how about doing it the reverse way ?

In your ads or signature files take your reader **DIRECTLY** to your testimonial page.

They will then move on to your home page in a very positive frame of mind about your product.

---

By the way, I recommend that you include a clickable URL in the testimonial so that the author benefits not only from the publicity but from the additional link which improves his site's search engine ranking.

P.S. If you would like free extra publicity and IF you like my ebooks I'm happy to post your comments plus URL at these testimonial pages.

[101 SuperTips](#)

[Forum SuperTips](#)

[Ad Tracking SuperTips](#)

[Guru Magic](#)

**Tip 26**  
**The second MOST important page**

After the home page of your web site the most important page is the 'About' page.

Visitors will want to know something about the owner of a site. The more personal information you provide the more confident they feel in what you have to offer.

Make your email address easy to find so they know they can contact you.

Numerous, otherwise excellent, sites ruin their chances by failing to display even the name of the owner.

You can use the About page to reinforce the purpose of the site, to declare your USP, and to link to your main products.

But here's one special reason to have an About page.

Suppose you make a paid site submission to Yahoo.

They will examine your description and see how well it tallies with your site.

They will look at your About page to ensure it has the necessary contact details.

Now suppose you have a description of your site on the About page which almost matches the entry you submitted to Yahoo.

Like a subliminal effect the Yahoo editor will agree that your entry does indeed reflect your site and is very likely to approve it, probably unchanged.

**Tip 27**  
**Getting traffic – quickly**

Whole books have been written on the subject of getting traffic to your site.

The ideal goal for most is to get high rankings in the free search engines: you then have a continuous stream of free targeted traffic.

However it can take considerable effort and time to master search engine techniques to achieve this position.

The quickest method by contrast is to use the pay per click engines which will submit your listing in a few hours or days, with Google Adwords being immediate. This requires an on-going cost and you will need to monitor results and regulate your bids if necessary.

As a quick in-between alternative you should consider **ezine advertising**.

The advantages of ezine advertising

- By using an ezine geared to your topic you are reaching a highly targeted audience.
- You can expect to see results soon after publication.
- You pay a one-off cost with no need to do any monitoring (other than to note for future purposes the results of your campaign).
- It can be extremely cost effective, with good profits from a relatively small outlay.

OK, ready to submit your 2-line ad ?

Well, hold back.

My own results have been disappointing – especially with those services which promise to submit your 2-line ad to a batch of ezines.

The real success story has been **SOLO** ads.

These are ads, usually of unlimited length, which are sent to all subscribers of the ezine in a one-off mailing without any other ads or content. So you have the reader's full attention.

A solo ad in a popular ezine can be expensive so you may wish to experiment first in cheaper ezines and refine the ad content until you find a winning formula.

You can learn the techniques for writing effective solo ads and where to place them in [Ad Gladiator](#), an ebook which concentrates exclusively on email marketing with solo ads.

**Tip 28**  
**How to beat your PPC competitors**

Here's how most people submit to the pay per click (PPC) search engines

- Write a compelling entry
- Decide the size of the bid and submit
- Wait for approval
- Check out their entry, HOPING it stands out amongst the others

But there's no need to hope !

Try instead this idea

- Do a search for your keyword at the PPC and copy the page of results to an HTML file on your PC.
- Modify that file inserting your entry so that you can see **in advance** exactly how it will appear amongst all the others.
- Now you can experiment with all variations of title, description, length, ranking position (bid value) until you are convinced that it is **YOUR** entry which will catch the eye.

For a comprehensive guide to mastering the PPC search engines check out this ebook, [Pay Per Click Profits](#)

**Tip 29**  
**Are you tracking your results ?**

Are you tracking your results ?

Every business must advertise.

The more effective your ads – the greater your profits.

So how do you make your ads more effective?

There's only two factors

- The content – the words you use in your headline and the body
- The location where you place your ad

And, as the expert marketers will tell you, by constant experimenting, changing, tweaking and testing you'll eventually find the best combination.

So how do you carry out this testing ?

As visitors flock to your website how do you know which ad has brought them there ?

Are they coming from

- a banner ad
- a newsgroup ad
- a signature tag
- a published article
- a free link posting
- an autoresponder campaign
- a reciprocal link
- an affiliate program
- a free classified ad
- an ezine ad

- a forum posting
- an email marketing campaign

Wouldn't you like to know

- which of these received the best response
- whether free classified sites are worth the effort
- which ezines are the most profitable
- how a sponsored ezine ad compares to the standard one
- whether animated banners are better than static ones
- how effective are your email signatures: does the one with the word "free" in the headline fare best
- does the ad at the start of an ezine outperform the one at the end
- and so on

There's only one way to find out and to really know the effectiveness of every single ad, banner, link that you run.

**You need to use an ad tracking program.**

Then you can identify the success rates of all your ad campaigns, so that you can eliminate all advertising that is not working, and run more ads that are making you profits

Without doubt an ad tracker is one of the most important marketing tools.

Learn all about them at this site:

[The Complete Guide to Ad Tracking Programs](#)

**Tip 30**  
**Everything you'd like to know about trackers**

If the previous tip was your first introduction to ad trackers you may like to know that recording hits is just a fraction of their capabilities.

In particular

- You can get statistics on any 'action' at your site – an action being an event such as a sale, a download, a subscription to your mailing list, a sign-up to your affiliate program.

Recording a sale action for example can provide you with the important ROI (Return on Investment) figures which give you the real proof of how successful a campaign is. (You can actually submit to the tracking center the cost of your ad campaign and the price of your products and it will automatically calculate the ROI for you.)

- Advanced trackers can show the complete path of a visitor through your site and even, remarkably, after leaving your site: ideal if you promote affiliate programs.

In my free ebook [Ad Tracking SuperTips](#) you will find a chapter 'Super Ways To Use An Ad Tracker' showing unusual tips and techniques for using them with

- Ads: both online and offline
- Affiliate programs
- Ezine publications
- At your web site
- Pay per click search engines
- Ebooks
- Ezine advertising
- Signature files

**Tip 31**  
**Don't forget offline promotion**

Away from the Internet, there's a whole wide world out there who may just like to know about your web site.

Hopefully you have a short, memorable, meaningful domain name.

So why not start announcing it at some of the following places.

- Address labels
- Answering machine messages
- Billboards
- Books
- Brochures
- Business cards
- Catalogs
- CD ROM presentations
- Checks
- Christmas cards
- Classifieds
- Coupons
- Envelopes
- Fax cover sheets
- Flyers
- Freebies
- Invoices
- Leaflets

- Letterheads
- Magazine ads
- Mouse pads
- Newsletters
- Newspaper ads
- Packaging
- Pens and Pencils
- Phone book listings
- Posters
- Press releases
- Products
- Promotional material
- Radio ads
- Receipts
- Sales letters
- Shop notice boards
- Stationery
- Storefront
- T-shirts
- Television ads
- Trade shows
- Uniforms
- Vehicles

**Tip 32**  
**Did a VIP visit my page ?**

Have you ever waited for an important email reply from an individual ?

It could be concerning, say

- a review of your book
- an evaluation of your product
- a proposal for a joint venture

You would really like to know if he is going to take any action, so it would be useful if you could check whether he has visited your site, and when.

One way to detect this is by setting up a tracking URL specifically for that individual when you send your email.

However asking to visit an URL such as

*http://www.abc.com/a.cgi?a123*

may just alert him to the fact that he is being monitored.

But there is a way to monitor him which is completely undetectable.

If your page is, for example, a (.htm) file you could instead provide him with a (.html) file which redirects to the htm file. Then you would inspect your logs and check for any access to that page.

But . . . that is much too long-winded.

There is a software tool which fortunately handles this all for you – and will email you the moment that the page has been visited.

So in effect instead of asking your VIP to visit

*http://www.abc.com/jv.htm*

for your joint venture proposal you could provide this link

*http://www.abc.com/jv.html*

and you will know the moment he visits.

Can you think of more applications for this tactic ?

Monitoring the response rate at an online marketing forum, for example, where you would like to be notified of access as it happens.

The redirection and notification idea is just one of many unique features that you will find with the software tool [easyClick404](#)

## Chapter 4: Website Promotion

### **Tip 33** An offer they can't refuse

*"Harvey I like your site and I have a gift for you"*

said the email message.

A little hesitant, as I did not know the sender I clicked on the link – and was amazed to see that he had, unasked, produced a superb cover for my ebook Ad Tracking SuperTips.

You can see it [here](#)

And he also supplied two similar versions in different sizes saying

*"Use as you wish, no obligation"*

Well I did not have to think twice about replacing my own hand made version with this new one.

And as the author had an affiliate program it was an easy decision to use this in the credits section of the book appendix, a potential source of revenue for both of us.

How do you think his novel approach compares with a standard mailing saying "I like your site and wonder if you would like to promote my ebook cover service ?"

Can you think of a similar tactic for getting your product noticed – and make an offer they can't refuse ?

## Chapter 4: Website Promotion

### Tip 34 My very own mall

One of the perks of having a content site is that product owners often provide you with a free copy for your review.

Typical examples are the [ClickBank storefronts \(malls\)](#) at my site.

One owner however went far beyond this.

He could have said "Here is a free copy of the installation instructions – let me know what you think "

Instead he asked me to click on a link.

Try it [here](#)

Yes – that is a ClickBank storefront embedded within my own site – it fits into the site template.

He had actually taken the initiative, studied the HTML code and produced a version for me specific to my site.

Can **you** think of an unusual way to get your product in front of a reviewer or a potential JV partner ?

## Chapter 5: From Affiliate To Merchant

### **Introduction**

After gaining experience as an affiliate you may want to step up a level and become a merchant (or seller), as there are many advantages – which you will discover.

You will need to have your own product, we'll see how to create one or use one already developed.

Now it's your turn to have affiliates working for you – so there's ideas for finding, managing and motivating them

And advice on stopping a product being downloaded without payment.

**Tip 35**  
**Your own product: why it's a MUST**

The most obvious advantages of having your own product are

- You have affiliates working for **you** doing the selling
- You have complete control (over pricing, sales copy, etc) of your product

But there are additional reasons that may convince you

- If you see an interesting ebook or a software tool you can barter for it with your own product.
- If you are promoting an affiliate product you can influence your customer by offering your product as a bonus
- You can offer special commission rights to others (such as owners of large mailing lists) in lucrative JV deals
- You gain extra credibility. The top marketing experts all have their own product, they don't rely on affiliate products created by others.

**Tip 36**  
**Creating your own product**

Are you one of the many newbies who would love to produce an ebook but never get started because you don't know how to go about the actual 'selling' of it, with questions such as

- How do I go about taking the orders – verifying payments, dealing with credit cards, cheques, handling refunds ?
- Is special software needed ?
- Do you need a merchant account and where can I get one ?

I have good news for you.

All this can be handled for you with no intervention on your part.

The most popular company for handling digital goods, ClickBank, will carry out all the order processing for you. Look [here](#) for details.

With that out of the way we can list the key questions you should ask as a guide for producing and selling your own ebook. These are

- 1. What can I write about ?
- 2. How do I create an ebook ?
- 3. How can I add an ebook cover ?
- 4. Where do I host my ebook ?
- 5. How do I build an ebook website ?
- 6. How do I price my ebook ?
- 7. How do I promote my ebook ?
- 8. How can I track and test the results of my promotions ?

You will find answers to all of these at my site. Click [here](#)

**Tip 37**  
**Can't create your own product ?**

There is an alternative to creating your own ebook but still gaining all the benefits of having your own product.

You can purchase the resale rights to existing products.

Where do you find these ?

One way is to run a search for 'ebooks + resale rights' to locate sources for such items.

There are two basic sources:

- Individual authors who offer resale rights.
- Companies which offer a complete professional service and continually add books to their collection.

I have obtained books using both methods.

I can demonstrate how it works for the second case.

I use [eBookWholesaler](#) who offer an exclusive collection of books with resale rights so that you keep all the profits for yourself.

From their extensive collection of information products I chose an ebook "Making Money With Affiliate Programs" which fits in with the theme of two of my sites and is therefore of interest to visitors.

You can visit the sales page [here](#)

That page was provided for me – all I had to do was add my contact details and follow simple instructions to customize the book with my affiliate links.

It is now effectively my own product earning profits for me.

And in addition I have affiliates promoting it for me – using ClickBank of course.

All without writing one word of a book or sales copy or a line of HTML.

**Tip 38**  
**Where to find affiliates**

**1.** You can recruit affiliates at your site, however you should not display a direct link to an affiliate sign up on your product page.

This would allow potential customers to bypass the affiliate who brought them to your site, sign up and purchase under their own link. Some solutions

- Make the sign up link more difficult to find, e.g. on an FAQ page
- Only allow affiliation to purchasers or those who can make a convincing case for being an affiliate
- Have a separate product page, without the sign up link, to which affiliate links point

**2.** List your program on affiliate program directory sites (you can find free ones that make their money through second tier affiliate commissions).

**3.** Advertise in ezines focused on affiliate marketing.

**4.** Track down the affiliates of your competitors by finding who is linking to their sites.

**5.** If you sell with ClickBank then submit your site to the ClickBank Marketplace, making your affiliate program available to the huge ClickBank affiliate force. You can see how to do this [here](#).

**Tip 39**  
**How to manage your affiliates**

It's an obvious statement, often overlooked, but if you can give your affiliates the incentive to promote your program and equip them with good tools then you can only prosper.

So here are some ideas for building a motivated group of affiliates:

1. You must be able to keep in contact with them via, for example, a mailing list.
2. Provide them with good promotional material
3. Ensure that your sales page contains none of the 'leaks' mentioned in Tip 4 which would deprive them of their commission.
4. Allow the affiliate to purchase your product under his own affiliate link.

(Some programs forbid this because it allows a customer to register as an affiliate merely to get commission on his own purchase. This is only a problem if it deprives an original affiliate, whose link the customer followed, of his commission).

The benefit of allowing commission on his own purchase is that it increases the chance of the affiliate owning the product.

And why is this a good thing ?

Because he can now use one of the most powerful techniques of promotion – to provide a review recommending the product and showing exactly how and why he uses it.

**Tip 40**  
**Surprise your affiliates**

You can give this a try if you want to motivate an affiliate.

An unexpected bonus.

Soon after he has signed up, or maybe after his first sale, send a personalized mail and ask if he would like you to send him a copy of one of your products.

The benefits ?

You have started a personal dialogue with your affiliate. He will feel a great sense of loyalty and chances are he will give exclusive focus to your product.

And with a downloadable ebook you have nothing to lose.

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P.S. I know this idea is effective because I was the recipient of such an offer.

**Tip 41**  
**How to JV with a super affiliate**

One of the most effective ways to promote your product is to get someone with a large and responsive mailing list (a super affiliate) to offer it to his subscribers in a joint venture deal whereby you provide him with something more than the usual affiliate terms, typically a higher commission and of course a free review of your product.

Such super affiliates are inundated with requests to JV so you need to make your offer stand out. Here's how.

**1.** The main priority is to get your email opened, so an effective subject line is paramount. It must be personalized with a name, and ideally any extra pertinent information. For example

*Jim – regarding your post about Widgets on the Widget User Forum*

**2.** Start off with a quick introduction and immediately show you are acquainted with their works.

*Hi Jim – Fred Jones here from <http://www.freds.site.com>*

*I've enjoyed reading your article about Widgets at <http://www.jimsite.com/widgets>*

**3.** Now for your offer.

*I have an ebook about Widgets which would be a suitable fit on that page.*

*I would like to offer you a free review copy. It shows you 40 ways of producing a widget which should readily appeal to your visitors. It's been endorsed by the top experts as you will see.*

*It sells for \$50 and if you wish to promote it your commission would be 65% (normally 40%).*

*Let me know if you are interested in the review copy, there is no obligation if you feel it does not fit with your site.*

Note: don't send a review copy with your initial correspondence. The receiver may feel unfairly an obligation to review or promote it.

**Tip 42**  
**Don't let your product get stolen**

What is the truth about products being stolen – how does it happen ?

Essentially a merchant provides a customer after payment with a 'Thank You' or a download page which contains the instructions to acquire the product.

Thieves will try to guess the filename of this page and get the product for free.

How common is this ?

Well you would be surprised by the number of attempts made each week to gain access to the products I sell.

How do I know this ?

I can see all the different combinations of URLs being visited which end with guessed file names such as

*thankyou.htm*

*thankyou.html*

*thank-you.htm*

*download.htm*

*brander.exe*

*brander.zip*

I can see these by using a software tool easyClick404 which detects the attempt and reports back to me immediately before cleverly redirecting the visitor to an alternative page. It has many other useful features such as detecting broken links: you can read more [here](#)

And the solution to stopping your page being found ?

There are a number of security products designed to protect your download page. Some have additional features such as controlling access to a product. More details [here](#)

## Chapter 6: Ebook Publishing

### **Introduction**

The previous section showed the advantages of creating your own product.

So what product should you develop ?

The most popular choice for new merchants is an ebook.

Let's see some design tips, and decide whether your book should be given away free.

We will also look at techniques for rebranding books

**Tip 43**  
**Where to start ? At the end !**

The normal sequence of events is to write a book, then create the sales copy, then produce ads for your promotional campaign.

How about changing the order ?

**1.** Before even starting the book plan your promotional campaign.

And write the ad first !

That's right, before you write one single word of the book produce a 2–line classified ad and think how and where you will promote it.

The reason ?

This will force you to focus and decide on the main purpose (or USP) of your book and your target market.

**2.** Next produce a 20–line ad (similar to the sponsored ad you see in an ezine). Here you will outline the key points/features/benefits of your book.

**3.** You then use these points, adding more detail, to produce your sales copy.

**4.** Now that you have the sales copy, which is like a specification for your book, you go ahead and produce the book according to that spec.

You can take this forward thinking idea even further: before starting the first book consider possible sequels. Then you can entice customers with say your plans for subsequent books at a reduced price if they order the first one.

**Tip 44**  
**Spring is here**

Where is Spring ?

It's here right on this page

It's that vertical spiral running down the center.

[Note: this applies to the EXE version of this book]

Like it ?

It's just like a real book. Very eye-catching.

When I saw it first used in another book everyone commented favourably on it, more so than on the content of the book.

So I decided to use it here. It's one of a set of professionally designed templates, part of an ebook starter kit. You can have many variations and styles, you can include a delay factor to make the page gradually scroll into view – but as you are busy people I've suppressed that.

Motto: always keep your eyes open for new innovations.

If you would like to use a similar format for your ebook you will find it [here](#)

**Tip 45**  
**Time to cover up**

Having a cover for an ebook is worth it's weight in gold.

It makes your book stand out at your site.

It gives it a professional quality.

I've had covers designed for me for free using barter arrangements and in one case by a clever piece of initiative (see Tip 33)

The alternative, in the past, would have been to hire an expensive designer.

There are now tools, however, which can produce excellent covers without the need for special design skills on your part.

I decided to use such a tool to create the cover for this book which you can see in the Introduction section.

The bonus is that now, having produced the first cover, I can quickly churn out one after the other to complement a special report, an ebook, a software tool and so on.

And no need to get back to a 3rd party when I need to make the smallest change.

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I have created ebook covers with two products

- [eCoverGenerator](#)

Very simple to learn. Main restriction is that you cannot return to edit covers once created.

- [CoverFactory](#)

More features than eCoverGenerator without the reedit restriction. You can try an evaluation version free.

**Tip 46**  
**How to get your book checked out**

Before the launch of one of my books I needed to get opinions about the design and check that the rebranding instructions were understandable.

So I asked for help in a number of marketing forums.

The result ?

Just one person answered.

So I tried another approach, I reposted with the title

*'Lets' see if a bribe will work'.*

I explained how that one responder had walked away with an unexpected bonus gift.

I then had 30 offers !

It proved a very fruitful exercise: the comments made helped me to simplify the rebranding instructions, vital if you don't want a book launch followed by a hundred people saying they don't understand.

The obvious lessons learned

- Do take the time to get your work checked
- You can find great help from the marketing forums
- You MUST offer something in return to incite volunteers

But an unexpected bonus.

The result of the numerous exchanges with the volunteers discussing my book ?

I formed a number of new profitable alliances.

**Tip 47**  
**Free or paid ?**

Should you make your book free or paid ?

To answer the question we must first clarify how you make money from a book ?

Here are the 3 primary ways.

You make money by

- Direct sales of the book
- Commission from affiliate links within the book
- Indirect profits from list building, where you capture the contact detail of the readers

We now see how these 3 methods apply to the two options – free or paid

**1. Advantages of a free book**

- Wider distribution than a paid book results in more commission from the affiliate links
- Wider distribution than a paid book, means you can build a larger opt-in list
- More places to promote and easier to promote, especially in forums where no advertising is allowed
- You don't need to produce such an effective 'sales' page as for a paid book

**2. Advantages of a paid book**

- Money from direct sales
- You can get affiliates to sell it for you
- All the benefit of having your own product particularly for purposes of barter and JV arrangements

Difficult decision ?

We'll throw in more complexities when we look again at this topic after talking about book rebranding.

**Tip 48**  
**Make your book rebrandable**

If you have a paid book you can use affiliates to help sell it.

What do you do with a free book ?

You offer rebranding rights.

This allows your reader to insert their own affiliate links in the book.

A few tips on rebranding:

- Some authors force you to squeeze in your name or email address in some unlooked corner of the book

In my books you have a whole web page placed in the most popular section of the book. Your page can have any content you wish and any design.

- Some authors charge you for rebranding but the book opens with a welcome page immediately announcing how the reader can in turn rebrand the book, bypassing your version with no compensation for your efforts in bringing the customer to the author.

When I charge for rebranding rights I ensure that you in turn receive commission for the purchase of rebranding rights from your customized version of the book.

- You can simplify the rebranding of affiliate links by just requesting that the affiliate number be entered.

So if your link is

**<http://www.abc.com?123>**

you just ask for the affiliate's equivalent of '123' to be entered.

Similarly if you have 10 ClickBank affiliate links you can arrange that the affiliate's ClickBank nickname is entered just once.

**HOWEVER** the downside of this method is that if the affiliate link format changes you cannot rebrand the book to correct it.

The better, if more cumbersome, solution is to provide the full URL. A further advantage is that you can use a tracking URL instead of the actual affiliate URL to monitor the hits, and even allow remote redirection of the link if say the affiliate program is discontinued.

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How is the rebranding done ?

You need an ebook compiler with a rebranding feature. The one that I use for all my books is [Activ E-Book Compiler](#)

**Tip 49**  
**Make your book viral**

How do we get the rebranding balance right ?

If you give away an ebook and allow **all** the affiliate links to be rebranded that is a great deal for your 'customer'– but what do **you** get out of it ? No affiliate commission, just subscribers maybe for your mailing list if you have a sign–up form in the book.

Conversely if you give away only a few affiliate links then that provides little incentive for the customer to distribute the book.

Ideally what you want is the maximum motivation for your customer which would be

- to allow free rebranding
- to allow all the links to be rebranded

but in a way that you can still benefit.

Is that possible ?

Yes – there are 3 ways

- 1. Obviously if the affiliate links in the book are for your own products.
- 2. If the links are for products for which you have resale rights.
- 3. If the links are for two–tier affiliate programs so that you get 2nd tier commission.

What you now have is a very powerful **viral** product with all parties gaining as the book gets passed on from one to another.

Viral marketing with a digital information product is probably the number one method for generating traffic and sales – if set up properly.

You first need to understand the five fundamental pillars of viral marketing, find more about them [here](#)

**Tip 50**  
**Solving the free book problems**

There are three problems with a free book

1. A major drawback of a free book is that it is perceived as being of less value than a paid book.

What can be done ?

You need to create the incentive to download it by producing a download page just like a real sales page, full of benefits and features as if it was for a paid book. This page could also point to a testimonial page of happy readers.

2. There is less impetus for the reader to open and read a free book, compared to a paid one, once he has downloaded it.

The solution ?

Send a follow-up message after a few days asking if the reader had any problem downloading and reminding him of the benefits of the book.

3. When your book is given away by others (whether it's the original copy or a rebranded version) they can capture the reader's contact details at the point of distribution but not you.

So what you need to do is implement **within** the book a method for capturing this information: for example a special report or tip.

**Tip 51**  
**Free or paid ? – more choices**

Now that we have discussed rebranding we can expand on the comparison between free and paid books in Tip 47 by introducing two further options.

- 1.** You can offer a rebranding option for the affiliate links. Then you can charge for rebranding or you can offer it free. Or you can have part customization or full customization.
- 2.** You can offer resale rights (for a paid book). You can also offer the right to grant resale rights.

Also, for a paid book you could offer any combination of resale rights and rebranding options as an incentive to purchase.

So which route to go ?

Every case is different but to help you decide

- Try to get a figure for the value of a subscriber on your mailing list
- Try to get a figure for the value of a repeat customer.
- Make sure your decision is not irreversible. You can decide to turn a free book into a paid book. But it would be unfair on purchasers and affiliates to turn a paid book into a free one.

**Tip 52**  
**Why not write a Tips book ?**

Still searching for a topic for an ebook ?

Then consider an information product and present it in the format of a tips book.

Just like this one.

The advantages

- How-to books are extremely popular.
- Spreading the content over say 101 tips makes it easily digestible for the reader. It also helps to categorize them into chapters.
- Suppose you plan to use affiliate links in a book. A long list will tend to convey that you are pushing for the sale, but by spreading the links across the individual tips the effect is diminished.
- You can produce effective sales copy for the book by listing specific tips with the corresponding tip number, for example

*6 mistakes to avoid in buying a widget – see Tip 47*

*Discover where to get free widgets – see Tip 53*

- You can respond to questions in forums by providing part of the answer and explaining that further information can be found in your book and indicate the EXACT tip number.

It makes it more convincing when you can give a specific number – and if your book is free it encourages the reader to download it and quickly find the answer.

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You are welcome to copy the same ebook format as you see here.

[Note: this applies to the EXE version of this book]

Which now gives me a perfect example to illustrate the referencing of tips in a book.

- For the ebook compiler see Tip 48
- For the design format see Tip 44

**Tip 53**  
**Rivals: if you can't beat them**

By strange coincidence in March 2003, three people wrote books about Internet Marketing forums, probably for the first time on the Net.

When top Internet marketer Michael Green decided to start his own forum he could not find any useful guides to answer many of the issues in question.

After much research he finally established his now popular forum and put together his findings to produce an ebook [How to Start a Forum](#)

(There's a tip: if you have ever had to do similar research on a topic then consider recording your findings and producing an ebook)

As you may know I'm a great believer in promoting legitimately at forums and I was writing my own book at the time [Forum SuperTips](#) showing how to profit from your forum postings.

So Michael's book was a natural complement to mine and I included it as a resource.

Then my eye happened to catch a signature (in a forum posting of course) and I discovered a similar sounding book to mine [Forum Profits](#) by Rebekah Nahai.

A potential rival ?

Would we end up trying to outdo each other's books ?

Well, completely the opposite.

We actually promote the other's books !

Rebekah's book is mentioned in my book and she offers mine as a free gift to subscribers.

So why not take a look now at your main competitors and see if there's a way to work together.

## Chapter 7: Theme Sites: mini sites and content sites

### **Introduction**

As we've said before you don't want to follow the thousands of other affiliates producing the same 'make money on the net' sites.

The key to success is to find your own niche.

Then set up a 'theme' site devoted just to that topic.

We look at two ways to achieve this

**Tip 54**  
**Why a theme site ?**

Several factors contribute to the rise of small theme sites in contrast to the huge diversified sites of the past

- The marketing experts are advising us that niche sites (i.e. sites with a narrow focus) are the way forward.
- The free search engines are beginning to favour sites with a common theme running throughout.
- The cost of a very basic small site is now very low, for example you can pay as little as \$20 a year for both hosting and the domain name combined.

There are two types of theme site which we discuss in this chapter

- A mini site: typically consisting of one page which concentrates exclusively on getting your customer to make the purchase.
- A content site: a site filled with useful information, resources and tips and which is not overtly a sales site.

We will look at the pros and cons of each and how you can promote them.

**Tip 55**  
**Creating a mini site**

## 1. Description

A typical mini site has just one page which is essentially a sales pitch culminating in an order. This page concentrates exclusively on getting your customer to make the purchase.

There are no other distractions, no external links to other resources, no unnecessary graphics.

## 2. The advantages

- Quick to set up
- Good conversion rate

## 3. The disadvantages

- Unlikely to be acceptable to search engine directories
- May not rank well in the free search engines

## 4. How to promote a mini site

- In order to improve search engine rankings it is advisable to expand your site to at least 5 pages, so you need to fill them with useful content but at the same time ensure that they do not distract from the primary goal of getting the sale.
- Use the pay per click search engines

Probably the best source for successfully creating mini sites is the ebook [Minisite Profits](#)

**Tip 56**  
**Creating a content site**

## 1. Description

A content site is one filled with useful information, resources and tips and which is not overtly a sales site.

## 2. The advantages

- A site with good content will rank well with the free search engines.
- You can submit to the main paid submission engines such as Yahoo and Looksmart, also to the Open Directory which is free, and be confident it will be approved. (In contrast a one page site is unlikely to get approval).
- You gain recognition as an authority in your niche, and others may recommend your site or will link to your site in order to provide useful material for their own visitors.
- You can refer to it in forum postings without sounding like an ad e.g. see my review in 'The Complete Guide to Widgets' as opposed to 'my affiliate program for Widget-123'
- Similarly if you use the pay per click search engines, there is the advantage that other listings will show individual products whereby a title such as "The Complete Guide to Widgets" has more chance of capturing the reader's attention.

## 3. The disadvantages

- It takes time to develop and keep current a content site.
- The sales conversion rate may not be as high as for a sales oriented mini site, although there can be gains made from acquiring subscribers with a mailing list.

## **4. How to promote a content site**

- Free search engines
- Pay per click search engines
- Paid submission engines
- Using a signature in forum postings

**Tip 57**  
**Selling from a content site**

How does a content site, which is not overtly a sales site like a mini site, make a profit ?

Let us take as an example my site [The Complete Guide to Ad Tracking Programs](#)

The primary income comes from commissions from the affiliate programs of the ad tracking products which appear on the review page. There are also long term gains by inviting visitors to the mailing list.

However some people are put off by affiliate links or they will remove the agent code at the end. Or they consider that there may be bias towards a high-earning product (Incidentally some of my recommendations actually earn me the **least** commissions)

For these reasons the links on the product review page do not look like affiliate links – the affiliate code is concealed using Javascript code, as explained in Tip 8

Now, the site was built on the principle that it would be unbiased and without hype and in the beginning I did not favour a particular product. I just listed them all.

The result ?

Few sales.

So I then added some form of ratings against a selection of the top products.

This only made a small difference. Visitors don't like to have to make a selection.

So I then decided to abandon neutrality and pick a particular product, the one I personally use, as a recommended purchase.

But . . . to my surprise . . . still no rush to purchase.

Then came the clincher. I added

"Click [HERE](#) to read a special review on why this is our number one choice"

This led to a new page stating the reasons why I favoured it and specific examples of where I used it so that readers could see real proof of how it works for me.

And from that day the sales soared.

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Once again, as mentioned in other tips, a personal review or recommendation is more convincing than any other factor.

**Tip 58**  
**Turn your content site into a book**

It can be daunting for many people to collect all the information they need from a large content site, no matter how good the navigation and design.

A good alternative is to put that content into a free ebook.

You can present the information in the book in a different format and add additional content not found at the site. This will help persuade your visitor to download the book and this allows you to get their contact details.

And if your content site is continually being updated you can mention in the book, where appropriate, that the reader should continue to visit the site for further information. Ultimately you want to get them on an opt-in mailing list where you can mention site or product updates and include further promotions.

But there's another great benefit from producing an ebook.

It's best illustrated by my own example.

I get people linking voluntarily to my Ad Tracking site as a source of useful information for their visitors. I find people posting at the forums, in response to ad tracking questions, saying that answers can be found at my site.

It's great to have others link to or recommend your site but I wanted to find a way that they could financially benefit from such links.

The solution ?

When I turned my site into an ebook I allowed a rebranding option whereby they could replace the affiliate links in the book, give it away free and profit from commissions. You can see how [here](#).

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Book rebranding is discussed in Chapter 6: Ebook Publishing.

**Tip 59**

**Add a forum to your content site**

An increasing number of online marketers are setting up their own discussion forums. In many cases the topics are so widespread (such as Internet marketing in general) or they are divided into so many sub sections that they do not particularly stand out in comparison with other similar forums.

However when you attach a forum to a **content** site you are inviting visitors who are interested in your specific niche and therefore highly targeted, but that is just one of the benefits.

Here are some reasons to have your own forum for a content site.

- You build credibility and reputation: you can be seen as the expert in your particular field.
- You can learn from the input of your visitors.
- You can set up a support section at your forum if it is appropriate (for example if you sell software products).
- You can capture the names of visitors and send the occasional mailing with your latest promotions.
- You can improve on the previous point by getting your visitors to voluntarily subscribe to a regular forum mailout: the ideal vehicle being a selection of top posts.
- Best of all you can simply announce your products or make special offers. Any posting which begins with ADMIN always gets a big audience.

You can learn how to start and profit from a forum from one who has successfully done so. Click [here](#)

## Chapter 8: Ezine Publishing

### **Introduction**

Every visitor to your site is a potential customer, even if not on the first visit. So you need to be able to make contact with them after they leave.

In other words you need to get them to subscribe to a mailing list. The usual way is to provide an ezine newsletter.

## Chapter 8: Ezine Publishing

### Tip 60 What can I write about ?

Even when you are stuck there's always something you can write about.

Here is how I introduced one issue of my newsletter.

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*"Haven't you finished writing that newsletter yet ?"*

That's my wife nagging me.

*"No – I'm just trying to think of the introductory section, that's the part I always write last and for once I'm stuck on what to say. Also, I've got to do the finishing touches."*

*"What are they ?"*

*"Well,*

- I need to run a spell check
- then I make sure the line length is suitable – I use a maximum of 60 characters
- then I send it in an email to myself just to make sure it formats nicely.
- then I move any articles that I use to my 'used article' file
- and send a note to the author advising that I have published it
- then I set the newsletter issue up in my archive list"

*"Well there's a few useful tips that your readers might like to hear. Why not use those ?"*

*"Thanks. Good idea"*

---

So, if you are searching for content consider the various activities you do in the course of the day, the problems you face, the solutions you use, the decisions you take. There's bound to be some information of value there.

**Tip 61**  
**Why don't they subscribe to your ezine ?**

If a new visitor arrives at your site and is immediately greeted with a pop-up asking him to join your mailing list, **before** he has had a chance to look around, the chances are that he will ignore it.

You need to give him a little time, maybe 30 seconds or more.

And then you need to give him a really strong motivating reason to join.

As an example I have a sign up page for my [ClickBank Guide](#) site.

The original text said

*We will be adding more tips, product reviews and resources to this site. If you would like to be kept informed please join the mailing list*

Well that is not too inspiring and brought in few subscribers.

Here was my revised version

*Would you like to*

- *Find out **what's going on** at ClickBank*
- *Hear about new ClickBank **products***
- *Get **special deals** on ClickBank products*
- *See the latest **tips and resources***

Then please sign up to our mailing list. It's free and your e-mail address will never be rented, traded or sold.

---

A further tip – after your visitor completes the sign up form do send him to a thank you page. Don't keep him guessing whether the subscription worked or not.

## Chapter 8: Ezine Publishing

### **Tip 62** **Why don't they read your ezine ?**

There are some excellent ezines around – but I **don't** read them

Conversely there are some inferior ones – and I **do** read them.

Does that make sense ?

It's not really fair is it.

Some quality ezines, with excellent content, ruin their good work by failing in the most important area ... **PRESENTATION**.

Imagine that you had produced a best selling novel and sent it to a publisher in a battered package containing a hand-written manuscript with crossings out and ink stains. Meanwhile someone else sends an inferior work but in a professional, typed up presentation.

Needless to say whose work gets read.

Similarly with an Ezine would you bother to struggle to read huge blocks of text bning the width of the screen, with no paragraphs, no breaks, no indenting, no index ?

The point is this.

No matter how great the content of your newsletter **good style and layout** are crucial.

**Tip 63**  
**When it pays to forget an item**

Have you ever sent out your carefully worded sales letter in a mailing campaign to your ezine subscribers only to realize that . . . you had forgotten to include an important point or a useful feature of a product.

Conversely when you reply to customers or follow up on their initial enquiries do you wish that you had some additional news to convey ?

Then why not combine the two ?

In your sales letter you can **deliberately** omit some information.

For example

- a special discount offer
- your own personal experience with the product
- comparison with other products
- references from satisfied customers

And then be sure to mention these as an extra **motivating** incentive in your very next communication.

## Chapter 8: Ezine Publishing

### Tip 64 How to exchange ads – properly

A popular method of getting subscribers for your newsletter is to exchange ads with other publishers for your respective newsletters.

Here's a sample correspondence you can use

*"I publish a weekly newsletter, the 'ABC Ezine', and wondered if you would like to exchange ads for promoting our newsletters, which would be of mutual benefit.*

*If you want to see a sample of my newsletter visit <http://www.abc.com/sample>*

*If you are interested then please send me your ad, here is mine: etc"*

Here's how to get some useful feedback. Add this sentence at the end of the above message.

*"If you can improve on my ad and I can do the same for you let's give it a try."*

And what about the subject of your email message ?

You want to make sure that your message does not get discarded without being read amongst the many mails that publishers receive.

Well, nothing gets the attention more than seeing one's name, or the name of their own newsletter, in the incoming mail, so put something like this in the title

*"Joe, an idea for the JoeSmith Weekly Newsletter"*

## Chapter 8: Ezine Publishing

### **Tip 65** **Beat that publishing deadline**

The first 33 issues of my SuperTips Ezine went out on a regular schedule, which involved a lot of hard work in producing new tips, finding new resources and locating good articles written by others.

One day I asked myself why I had to work to a schedule. I have no paid advertising in my ezine so I am not committed to publishing on a certain date.

I looked around and found that a number of my favourite ezines did not adhere to a schedule: which makes them somehow more welcome when they arrive in the post.

From then on I have just produced shorter issues, scrapping the long articles and publish **as and when** I have something useful to say.

No more deadlines, less stressful, more enjoyable.

So one of the major decisions you should take before starting an ezine is about the frequency of publication and, as a related issue, whether you will have paid advertising.

**Tip 66**  
**Mailing out your newsletter**

If you are just starting up a newsletter it's worth using a free service, like Yahoo Groups, which handles all the hassle of distribution, subscription processing and bounced emails – merely at the cost of having ads inserted in each issue.

Don't even attempt to process these manually.

When your list has grown to a considerable size you can then decide on making your newsletter look more professional by using a paid service (without ads of course).

Here's a tip: Suppose you do decide to move to another list management service. How do you resolve the problem that you may have many adverts, articles, directory entries sitting around on the Net pointing to that service, e.g.

**abcezine–subscribe@yahogroups.com**

OR

**http://www.yahogroups.com  
/group/abcezine**

The answer is to avoid the problem in the first place.

Don't use that specific URL but point to a page on your own web site e.g.

**http://www.yoursite.com/abcezine**

where you can be in control of any change.

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Mailing list tools also incorporate autoresponder services. Before making a choice see Tip 95 about autoresponders

**Tip 67**  
**Avoiding a mailing list disaster**

Have you ever received a newsletter where the publisher has to apologize for the previous posting ?

This can happen when a publisher accidentally posts something to his list. For many mailing lists sending out an issue merely involves sending one email, containing the content of your newsletter, to one particular address.

It's not difficult to select the wrong entry in your email address book and send out a message to the wrong recipient.

If that recipient happens to be your complete subscriber list you could end up looking rather foolish.

Here's a simple tip to make sure it does not happen:

Keep that address well away from the others. Make it the only entry in a separate address book and give that book a title such as 'Subscriber list – HANDLE WITH CARE'.

**Tip 68**  
The reverse of list building

There's so much written about building your list that we forget to pay attention to the reverse situation – **keeping** your subscribers

There are some obvious rules for making sure your subscribers don't press the unsubscribe button, such as the need for good content and presentation and to limit special mailings.

But you can also try this: at the end of each ezine issue provide a **tantalizing** glimpse of what to expect in the next issue.

Also, remember to include the 'how to subscribe' instructions even though your reader must obviously be a subscriber.

Why ?

Because he may wish to change his email address or recommend your publication to others.

---

Back to the normal question – how to get subscribers. Here are some ideas:

- capture contact details at your site
- search engines
- ppc search engines
- give away free ads
- trade ads with other publishers
- write your own articles for other publications
- submit your ezine to ezine directories
- signature files
- pay for subscribers
- pay to advertise in other ezines
- offer freebies
- ezine web rings
- submit to announcement lists
- write a press release
- discussion lists
- ask your subscribers for referrals
- give away a free autoresponder course
- solo ads
- newsgroups

- free subscriber services
- JV with other ezine publishers

These methods and more are described fully in this [book](#)

## Chapter 8: Ezine Publishing

### **Tip 69** **Why don't you GREET your subscribers**

No doubt you have an automatic message in response to new subscribers to your ezine, welcoming them and reminding them what they have signed up for.

Why not take it a bit further ?

I regularly scan the list of newcomers and check their email address to see if they have a website. I then pay a visit, look around and see if I can contribute any useful suggestion or just send them a greeting.

Often a useful exchange follows.

And of course a future loyal subscriber is the result.

## Chapter 8: Ezine Publishing

### **Tip 70** **Don't throw away your old ezines**

You've heard it said many times.

The number one form of promotion, most Internet marketers would agree, is to publish your own ezine.

The main reason ?

You can build up a circulation of loyal subscribers, an opt-in list, who will eventually trust your advice and be amenable to your product offers.

To achieve this you'll need to provide valuable content such as articles, tips, resources, tools in every issue.

But what happens to all that useful information once your issue has been published ?

Usually it's lost – forever.

What a waste because, as you will now see, your old ezines can prove your number one traffic generator.

The solution ?

You need to archive your ezines.

Now some mailing list services will allow you to do this automatically – but that's the easy way out.

Do you really expect your reader to plough through countless tiresome web pages entitled, for example, Volume 1V issue 39 just to get to the good bits ?

No – you are going to have to resist the temptation of the automatic archive and put in some extra work but, I promise you, the results will be spectacular.

First, set up each issue of your ezine on its own web page. But don't just paste in the text as a straight copy of the email version. Make it an attractive, well formatted page with active links: add appropriate meta tags. Choose a consistent style for all issues.

Now for the key item: construct an 'Index' page linking to every issue and highlighting the top tips or articles in each one, like a table of contents. This page will also contain the sign-up instructions. (Feel free to copy the style I

have used for my own [ezine archives](#) ).

Your visitors will be delighted that they can easily scan your best offerings and zoom in directly to the particular issue.

And now we launch our traffic generating attack:

- Submit these archives to the Search Engines. They will just love those text rich and keyword laden pages.
- Use your index page URL in your signature rather than lengthy sign up instructions.
- When you swap ads with other publishers who ask for a sample just point them to your index page.
- And similarly when you submit to an ezine announcement list which requires a sample.
- There should be a page at your site where you describe your ezine and invite visitors to subscribe. Here's how to persuade them – provide a link to the index page showing what they can expect.
- Here's my favourite:

As you probably know a great promotion tactic is to contribute to a discussion group, adding a signature to your posting so that your expertise will be recognized and readers will hopefully visit your web site.

Now with the wealth of resources buried in your archives there will be numerous occasions when they contain the very answers to a discussion group question.

You can then submit a simple one line posting which says

"I've written an article addressing that topic at [www.....](#)"

You don't even need a signature !

Your link will take readers right to the appropriate issue, surrounded by your impressive resources and of course your product offers.

Your old ezines live on – winning more subscribers and potential customers day by day

**Tip 71**  
**My favourite newsletters – and why**

I am subscribed to, and read, dozens of newsletters: many are excellent, but I have decided to restrict my choice to the top five, shown here in no particular order.

**1. Phil Wiley**  
**"Letter from Phil"**

Phil has a friendly style and you cannot see the join as he effortlessly links his opening sentences about what he's been doing to subtle promotion for the latest product. Phil only recommends products he has tried and will describe weaknesses where necessary.

**2. Allan Gardyne**  
**"Associate Programs Newsletter"**

Allan's newsletter is essential reading for anyone promoting an affiliate program. He keeps you up to date with the latest news and warns you what to avoid.

**3. Sean Burns**  
**"WebmastersReference Newsletter"**

A highly readable newsletter on a potentially difficult subject – search engines. Sean provides lots of valuable content for free.

**4. Michael Campbell**  
**"Internet Marketing Secrets Newsletter"**

Michael's speciality is also search engines, particularly the linking of different sites to get top rankings. His newsletter is more detailed and technical than Sean's but similarly packed with great advice.

**5. Jim Straw**  
**"Business Lyceum e-Letter"**

More of a general marketing newsletter than an Internet marketing one. Jim covers topics you may not be familiar with, such as the import/export business, but even if you don't understand you can appreciate the wealth of practical advice that he provides.

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Let's recap on some of the reasons which make these newsletters so highly

rated

- Valuable free content
- Unbiased reviews
- Authoritative (the authors are experts in their subjects)
- No hype
- A personal style – talking to the reader as an individual

I've put the sign up details for these newsletters [here](#) along with some of my other favourites.

## Chapter 9: Security and Recovery

### **Introduction**

By this stage you could be deeply involved in online marketing with websites, affiliate programs, ebooks, mailing lists.

So you need to pay great attention to anything that can harm your business and to anticipate things going wrong.

It could be argued that the number one tip in Internet marketing is to backup your data. But even that might not be sufficient as our first tip shows.

**Tip 72**  
**When your PC backup is not enough**

If you run a business on your PC then regular backups of your critical data are absolutely vital.

But that's not enough.

How do you know you can recover the data ?

Answer: you don't

You need to test out the recovery option and actually prove it.

You just never know until you try it whether everything you plan to save is actually recoverable.

I'd try it right now if I were you.

The next issue is how often you make a backup. Every 3 days, every 7 days, every month ?

Well actually it does not make sense to have a rule which says make a backup every week or every three days or whatever. If you made no changes for 3 days say there would be no point in backing up on the third day.

Conversely if you spent one morning making massive changes you might wish to make a backup there and then. The only advantage of a regular backup frequency is that it gives you the discipline to do it.

I'd advise you to backup whenever you reach the point where data loss would be a hazard.

---

And so, in the event of a hard disk failure, if you've just run a backup you should be able to restore your data just as it was.

And carry on as if nothing had happened ?

Well I'm afraid that may not be so – as you will read in the next tip.

**Tip 73**  
**Disaster recovery: the KEY file**

If you think that a backup of your critical data is sufficient to recover if disaster strikes then read on.

Suppose your hard disc crashes or your computer has been wiped out, stolen, gone up in flames.

What about the programs and utilities that you regularly use

- do you have the original discs ?
- if you downloaded them from the Internet do you remember the source ?

Can you recall the personalized configurations that you have applied to your software or those simple shortcut keystrokes which you use so often that it's hard to recall the original method ?

Can you remember all the passwords you are using – for connecting to your ISP, retrieving your POP mail, checking your affiliate statistics ?

Do you have vital contact information such as your ISP dial up number ?

What you need to do is create a file containing all the vital information mentioned above (passwords, configuration details etc).

- Include this file in your regular backup.
- Keep a printed copy handy – and another one in a remote location.
- Copy the file to your website – so that in the event of a total disaster you can begin rebuilding your business from anywhere in the world.

---

Of course, ideally, all the regular backups of your data should be transported to a remote location.

You can NEVER be 100% secure unless you do this – and your business will always be at risk. Even that can backfire if your backup copy proves to be deficient.

In November 2003 I came across a different type of solution: the off-site data backup service.

Such a service is no longer the costly preserve of big companies – there are inexpensive solutions for the one–man marketer (just a few dollars a month).

The result ?

After a few minutes I was (and still am) hooked.

I have now 'binned' my CD rewriter and I can run a backup instantly whenever I want – it just takes 3 clicks. Or I schedule backups to run at any interval.

Backups are very fast because only the changed files are copied over. They run in the background and I can continue normal work on my PC.

I can easily restore a file from any backup cycle I choose.

Every negative aspect and weakness in my previous methods has been resolved, resulting in great savings in time and effort in backing up manually plus having no media to buy, maintain and store.

AND, above all, 100% peace of mind.

Full details [here](#)

**Tip 74**  
**Pay a visit to the Cybercafe**

If you lost the use of your PC could you run your business from another PC ?

Don't guess the answer – try it out.

Pop down to the CyberCafe and see if you can collect your email, update your website, check your affiliate program statistics.

Did you have all the necessary passwords available to you ?

Are you struggling to input data without the use of those special function keys and shortcut keystrokes on your own PC ?

Now is the time to put right any missing instructions – not when disaster really strikes.

---

And while you are at the Cybercafe, check out how your website looks on (possibly) a different size screen or browser.

It's also possible that a web page that looked perfect to you cannot be seen by anyone else.

How come ?

Because it has an erroneous link to a file on your hard drive, like this

*a href="c:\website\page1.htm"*

I've actually seen this happen.

**Tip 75**  
**You will never be shutdown if . . .**

It really is alarming the number of times I read that someone has been falsely accused of spamming and then without warning their site has been closed down or their ISP has cancelled their service: requests for an explanation fall on deaf ears.

Does that not alarm you ?

Your business is effectively put out of action on hearsay evidence.

Can this be avoided ?

Yes !

Simply get an assurance BEFORE it happens from your service company. Ask them what their policy is when a spam complaint is registered.

I'd do it now if I were you.

Here's a letter (that you can copy) and a reply from my ISP (filed in my archives)

"You sometimes read horror stories where an ISP closes your account because one person has made what turns out to be a false complaint about spam: for example they did not remember that they had subscribed to your newsletter.

What is your policy about checking such claims before taking action ?"

Reply:

"Any claim of abuse made to the Abuse Team is investigated as far as possible before any disciplinary actions are taken.

If they are required, then the Abuse Team will contact the customer in writing and will listen to any comments from them."

If you don't get a similar satisfactory reply consider moving elsewhere.

**Tip 76**  
**The mail must get through**

If your PC is out of action and you need to attend to your online business what is your first priority ?

I suggest it is to access and answer important email.

Now we know that Hotmail users can access their email from any PC but most likely your business email is addressed to whatever@yourdomain.com

How do you access that from someone else's PC without spending time configuring their email client ?

Well it's likely that your host may similarly have a 'webmail' setup where you can read your mail online at your site.

But, you don't want to be finding out if this feature is available or how it works when you're in the middle of a crisis.

So how about trying it out – right now.

**Tip 77**  
**Beware of using a fixed URL**

Two questions:

- 1. Can you guarantee that an important URL that you use will **NEVER** change ?
- 2. And if it does change can you alter it in **EVERY** place it appears ?

Here's an example of (1): you use an affiliate URL and the affiliate company decide to change the format of the URL.

And for (2): you've got that URL embedded in an ebook with thousands of copies circulating around the Net, providing you with steady profits as your readership grows. You can't recall the book, you can't change the content once it's out of your hands.

The solution is never to use a fixed URL if there is a risk that it can change.

Instead use an ad tracking URL.

Now when the real URL changes you simply update the link at the ad tracking control center. There's another great advantage – your tracking system will provide stats on the clicks to your links.

But you could be doubly unlucky ! – see the next tip.

**Tip 78**  
**How to stop a double disaster**

How unlucky can you be ?

You've sensibly used tracking links for the affiliate URLs throughout your book to safeguard against affiliate companies going bust.

Now the company who provide your tracking service has folded – leaving you with invalid tracking URLs throughout your ebook.

Well if you are going to use links which are so critical you have two options

1. Don't risk an online service, install a CGI script at your own site
2. If you are still keen on the online tracking service replace the links with redirect files at your site which contain your online service links

You can read more tips like this in my **FREE** ebook: [Ad Tracking Supertips](#)

**Tip 79**  
**Have a backup browser**

A recent frustrating experience:

It was taking ages for online web pages to FULLY load. Although I could quickly access a page there was a LONG delay before I could scroll down or before the links become clickable.

Slow connection at my ISP ?

On a hunch I suspected it might be the browser, Internet Explorer, not the first time it has misbehaved.

Fortunately I had backup in the shape of Netscape.

Netscape ran OK – which proved that there was no fault with my ISP.

And I was able to use Netscape to quickly hunt through the search engines for a solution: that would have taken hours with my crippled Internet Explorer.

The problem turned out to be spyware which had infiltrated my PC.

So it's an idea to make sure you have a backup browser on your PC **right now** even if your main one is currently working properly.

Why ?

Because if it does go drastically wrong how will you download an alternative ?

## Chapter 10: Experts

### **Introduction**

There are a number of ways to learn from experts:

- We can copy them
- We can interview them and get them to appear in our book
- We can ask them how they would become a top name again if they had to start from nothing

Let's hear what they have to say.

## Chapter 10: Experts

### Tip 80 Who are the experts ?

Back in August 2001 I wrote my first ebook Guru Magic.

The idea was to interview a selection of top Internet marketing experts and ask them for their top tips.

So who would **you** choose as the top experts ?

It goes without saying that 100 people will pick 100 different lists but here's how I went about it.

I started with those experts who I had personally dealt with over the years. These ranged from the master of Internet promotion Jim Daniels (I bought his first product back in 1996) to the authoritative voice of the highly respected Ralph Wilson.

To these I added names that I was familiar with based on their fame, appearances at high profile events (such as Internet Marketing conferences), products, tributes and recommendations from their peers, their postings in discussion lists, etc.

I then searched on the Net and found other people who had drawn up their own lists of experts. I ended up with a list of about 100 experts. I visited each site to check them out.

One criteria I applied was that they should have their own product and not merely be an affiliate for other programs. (Talk about shooting yourself in the foot. I'd ruled myself out as I had no product of my own at that time. That's right – no amount of pleading could get me to include myself in the book.)

It's a fact. Whatever your definition of a guru it's unlikely you will find one without their own product. Do you ever see one leaving their signature in a discussion list with an affiliate link ?

And the one factor that influenced me above all else ?

The quality and volume of genuine testimonials at their sites.

Testimonials will always add credibility to your site and turn visitors into customers.

## Chapter 10: Experts

### Tip 81 How to approach an expert

The idea of using experts to provide input for a book can be applied in any field.

Here is how I did it for my book Guru Magic – an example of my initial email follows.

**Title:** Fred, I would like to feature you in my ebook

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Dear Fred,

I am developing an ebook with profiles of the top Internet Marketing experts – and would be delighted to include you.

Each expert will have his/her own page with a short bio, some expert tips and a link to his site (or discussion list or forum).

The plan is to offer the book free, with the option for a reader to have his own sponsored page in the book – again for free.

I am sure that the combination of the free book, free sponsored page and the list of well known names should ensure an ever growing circulation.

In addition the link will take the reader to each expert's site, where appropriate, so he can see and learn how the expert writes a sales letter or designs a site or advertises his service. For those who have affiliate programs I will use my affiliate link.

If you are happy with this idea then could you please send me two things

## 1) Your bio

A short profile of yourself: you are welcome to add any impressive stats or any extra facts or thoughts that make you stand out so that readers will then move to the next section which is . . .

## 2) Your top tips for Internet Marketing success

I suggest about 5 tips. They don't have to be your most secret tips, they could be obvious and common tips but ones which you believe are fundamental for success, for example

- You must have your own newsletter
- You must have your domain
- Follow up your visitors 7 times with autoresponders
- Automate every aspect of your work
- Reply to emails asap
- Track and test all your ads

or motivational tips or whatever you like.

Regarding the format: bullet points, or 2 to 3 sentences per tip, will be fine.

Most entries so far are averaging about 300 to 400 words in total for the bio plus tips.

That's it.

If you need time before replying – so that you can come up with a great submission which distinguishes you from your fellow marketers and will have readers jumping to your site – that's no problem. (You can just reply now with a 'Yes' so I know you are interested)

I look forward to hearing from you.

Thanks

Harvey Segal

Note the strategy I used

- I started with a personalized introduction
- I explained the benefits for the guru, but held back on some (the reason later).
- I provided examples of what I wanted
- I asked for a decision on whether they would contribute but stressed that there was no rush for their entry.

And why did I hold back on the benefits ?

Because I knew that some experts would not respond for one reason or another to this first letter so I prepared a follow up which re-emphasized the benefits and added some additional ones.

We'll see the response in the next tip.

## Chapter 10: Experts

### Tip 82 What the experts told me

Here is the response I received from the experts who I invited to participate in my ebook Guru Magic.

It should prove a useful warning if you similarly plan to put together a compilation of tips or articles.

- The very first expert to reply said he would be up all that night writing the best tips you'd ever see. Two weeks later I still had not heard from him.
- Others promised to submit an entry and never did.
- Others lost their mail and had to be reminded of what was required.
- Quite a few did not understand what was meant by an entry of about 500 words and sent over 3000.
- There were 3 or 4 cases where the expert offloaded the task to me, suggesting I somehow extract the bio and tips from his site. So I wrote the entry myself and got him to approve.
- Out of the original list invited some 25% made no reply to either my first or second invite. A disappointing figure, however what was most pleasing was that some of the very top names – world famous – were delighted and gracious to appear and thanked me for the opportunity.

So, after all that what did the experts say ?

You can read their response in my book Guru Magic which is free [here](#)

**Tip 83**  
**How good are these experts ?**

The two questions asked by every newcomer to Internet marketing are

- Where and how do I start?
- How can I compete against the big names?

Someone had the bright idea of taking that second question and asking the experts themselves, like this:

You suddenly lose all your money, along with your name and reputation, and only have your marketing know-how left.

You have bills piled high and people harassing you for money over the phone.

Plus, you have a guaranteed roof over your head, a phone line, and an internet connection for only one month.

You no longer have your big guru name or JV partners. Other than your vast marketing experience, you're an unknown newbie.

What would you do, from day 1 to day 30, to save yourself?

PS: You have to save yourself totally marketing on the internet or offline (depending on where your skills lie), no borrowing money from relatives or getting a day job.

So how do you think an expert would fare if you took away his huge mailing list, websites, and JV partners – and left him penniless ?

If he had 30 days to save himself could he do it ?

The answers were put into an ebook which has become a runaway best seller – "30 Days To Internet Marketing Success".

It has been hailed as the best compilation product of experts ever seen.

So what I want to tell you is

- Once again you can see the power of a simple idea – getting experts (in any field) to contribute to your book.
- As one of the contributors I am able to pass this book on to you at a **much** reduced discount. Details [here](#)

## Chapter 10: Experts

### Tip 84 Let's copy an expert

Are you totally confused by all the experts saying different things out there ?

Then here's what you can do

- pick a select few that you particularly like
- ask yourself what specifically is their appeal
- now follow them and model their particular forte

Maybe you are impressed by their copywriting technique, or their newsletter style. Or you like the way they make announcements and promotions.

Whatever it is you can be a copycat.

You can write your newsletter the same way, you can take their sales page and use it as a template for your product.

(As long as you are not obviously stealing their content and harming them.)

And keep your eyes open for their latest ideas and adapt accordingly

Want a personal example ?

Well, after reading hundreds of ebooks I came across one which gave me an idea. It contained 101 mini articles and had an eye-catching internal design.

And so was born this very book 101 SuperTips with the same design – these pages with the vertical spring in between. [Note: this applies to the EXE version of this book]

It's a copycat idea but quite legitimate. However, out of courtesy, I informed the author beforehand and told him I'd mention his book here. So take a look at the forerunner to 101 SuperTips. Click [here](#)

## Chapter 11: Companies

### **Introduction**

Why do we tolerate poor service on the Net ?

Well there are ways to get the upper hand.

**Tip 85**  
**Before you choose a company**

Here's a common type of question that you find in forums and discussion lists.

- How do I choose a web hosting company ?
- What is the best autoresponder service ?
- How do I select an affiliate program ?

And here's the answer:

Whether it's a web hosting company or any other support company here is the acid test

*. . . How do they respond to your emails ?*

**Step 1**

Find out the email address of their customer service or support department. If you have to hunt all over their website to find it (or not find it as the case may be) then eliminate them.

**Step 2**

Send in a question. Any question will do whether it's highly technical or a deliberate naive enquiry.

**Step 3**

Note the speed of the response. If you receive an automated message saying "your emails are very important to us and we promise to respond within 24 hours" then eliminate them.

**Step 4**

Check the quality of the answer for relevance, accuracy and helpfulness. If they drum up a standard reply, or a minimum of explanation or can't be bothered to include your name in the reply then you know how they will treat you as a future customer.

**Tip 86**  
**If you can't get a response**

How do you deal with a company that ignores you ?

Here's a real example of how I extracted a response – from a pay per click search engine company (we'll call them Company ABC )

Four weeks after opening an account they still had not processed my submission. I had no response to EIGHT emails and THREE phone messages.

When I finally got through to Customer Support they convincingly said they would investigate. Nothing happened.

The final straw was a reply to an email – which took 11 days – completely missing the point of my question and using the same standard message.

My patience snapped and here is the action I took. I visited their website and collected the email address of everyone listed in the company, some 25 names spanning their Marketing, Sales, Business Development and Customer Support departments.

I sent an email to all of them entitled "An ABC fiasco" which started

*"I am forced to send this message to a number of ABC email addresses in the hope that SOMEONE, SOMEWHERE may respond.*

*If this is not forthcoming my next posting will reluctantly be to all the pay per click discussion forums explaining what a complete shambles I have encountered at ABC."*

The result ?

Within 15 minutes a Vice President had assigned a member of staff to handle the case with the message

*"Please take care of this ASAP and let me know what happened"*

## Chapter 11: Companies

### Tip 87 Pay up or else

This is the story of how I extracted a refund from a hosting company. If you have a genuine complaint you can try this too – with any company or situation.

After 3 days of frustration when my site was down for long periods and my web host – now my EX web host – managed to ignore every email I sent them I began to pursue a refund for the remainder of my year's hosting.

I was told

*"You can cancel your account any time, but we cannot offer a refund after your 30-day money back guarantee has expired."*

So I pointed out their 99% uptime guarantee and the loss of my site for over 10 hours in one period

But I was told

*"99% of 365 days makes 361 days only, anyway you can continue using your account now"*

So I then complained about their complete failure to respond to my messages.

And here was the startling reply

*"We were working to solve the problems, that is why we were not responding."*

When I recovered from this response I answered

*"That is pathetic. It takes one second to send out a standard message explaining the situation. How does that tie in with your mission – We promise to do our best to help."*

I was then put firmly in my place by their next response.

*"Let me explain something to save your and our time, you have no right to request any refund after your 30-day money back guarantee and your account is currently functioning ok, so it is better to continue using it."*

Well now it was time to pull out my secret weapon.

*"OK. I have a record of all our conversations, and all my messages which were ignored. I will post them on a web page and announce this to*

- *all the top marketing forums*
- *all the web hosting discussion forums*
- *my subscriber list of (x thousand) Internet marketers*

*I will make no adverse comment, I will just let the facts speak for themselves but of course I will point out that when you have problems and your clients are bursting with frustration because they have no idea what is going on then it's because you are too busy to reply."*

Back came the timid reply

*"Ok, please do not do that because we have refunded your money – all your money."*

## Chapter 12: Productivity Ideas

### **Introduction**

The most common complaint from Internet marketers is

"Why are there only 24 hours in a day ?"

Hopefully this section of short tips will help solve the problem.

**Tip 88**  
**Make automation your goal**

If you are spending 23 hours a day building your business on the Net you are facing a dilemma.

Your aim might be to have your web traffic, your customers, your orders to double, then treble, and so on – but how will you cope with the corresponding increase in the requirement of your time as more emails, orders, opportunities pour in ?

Here is the solution.

You need to ask yourself this one question – continually.

It's not

*"How can I make more money on the Net ?"*

It's

*"How can I fully automate every single aspect of my business ?"*

By making the second question your goal you will eventually attain the first.

You will find there are many tools, services and ideas around to help you, for example

- autoresponders
- mailing software
- automated order processing and affiliate payments (for example ClickBank)
- email filters
- canned email replies
- text replacement utilities
- automatic domain and hosting renewal plans

Start now – ask the question for every task you do today.

**Tip 89**  
**My favourite free tool**

If you are using Notepad sling it in the bin.

Imagine a tool that is one thousand times better, with so many features that I still use only a fraction of them after several years.

Introducing **NoteTab**.

Some of the main features include

- The ability to open and edit many documents at once
- Text drag-and-drop editing
- Clipbook tool for reusing common extracts of text
- Favourites list to quickly open files or directories
- A Paste Board file to save text clips automatically
- Can edit huge files
- Strip HTML tags from your files
- Complete document statistics
- Powerful search and replace tools
- Macros to speed up your work

I have NoteTab permanently open on my desktop and practically run everything from it.

I can click on an URL in a text file and it fires off my browser.

And I don't use a design tool such as FrontPage or Dreamweaver to create my web pages. I simply use NoteTab: it helps that my sites use Cascading style sheets – see Tip 17 – so that I am mainly editing text.

All this and more – and it's Free !

Visit the NoteTab site [here](#)

**Tip 90**  
Text replacement utilities

Are there fields of text that you need to type over and over again in the course of your day ?

Then a great time saver is a tool which replaces text.

The one that I use, [ShortKeys](#) can be used with any program that allows text input such as a word processor, text editor or e-mail program. It replaces a word or code of your choosing with the required text which can range from a sentence to several paragraphs (up to 3000 characters).

So, for example, I have set up these short codes:

'e' for my email address

'w' for my main website address

If I type in #e it is replaced by hsegal@supertips.com

If I type in #w it is replaced by www.supertips.com

You may have seen similar features in text editors such as NoteTab or email programs such as Pegasus but the advantage of ShortKeys is that it works at keyboard level and so can be used for ANY program that you are running.

There is a similar tool [BizAutomator](#) which has the additional feature that you can select and click on the short code that you wish to use.

**Tip 91**  
**Form filling**

Forms can appear in several different guises at web sites, ranging from an obvious order form awaiting entry of purchase information to a forum posting page – yes that's also a form.

You can cut down on form filling time by using text replacement utilities as described in the previous tip, but a much better method is to use a **form filling tool**.

This will insert predefined fields into a form such as name, email address, home address, phone number, even credit card number.

And the good news is that there's an excellent tool freely available.

It's just one of the features of the Google Toolbar, others include

- improved navigation
- advanced search options
- pop-up blocker
- blog creator
- page information
- page rank display

You can download the Google Toolbar from the Google site.

**Tip 92**  
Visiting favourite sites

There are many specific sites which I may need to visit in the course of a day.

For example

- my favourite discussion forums
- affiliate center sites (to check hits and commissions)
- various member sites
- pay per click accounts
- ad tracking control centers
- ISP and hosting support
- and more

In addition some of these will require entry of userid and passwords.

So how do I quickly find these links and associated information ?

I set them all up on a LOCAL web page on my PC (actually one main page with links to additional pages) and make this page the default home page of my browser.

The payoff ?

If my screen is showing only the Desktop and I need to access an important site I can reach it with just two clicks

**Tip 93**  
**Stop the hassle of posting at forums**

In certain types of forums you cannot edit after posting – so you obviously need to get it right first time.

In the worst case you may need to set up as many as 7 fields, for example

- Name
- Subject
- Email address
- Message Content
- Link URL
- Link title
- Image URL

My method is to set up all this information first on a file, and run a spell check and line reformat on the content field section. I then copy it all to the Message Content field at the forum.

This means that I now have all the information in one place and can simply cut and paste to the real fields. In case I accidentally hit 'Submit' during the process I leave the Name field to the last as this is a mandatory field so any submission will be rejected if it is not present.

There are more tips on posting at forums (for profit) in my **FREE** ebook: [Forum Supertips](#)

**Tip 94**  
**Fun with filters**

No doubt you are receiving vast amounts of junk mail in your message box every day: and wasting precious time sorting it out ?

Then take a look at the mail filtering tools provided with your email client. You'll find ways to detect messages from certain sources or with certain content and discard them.

You can also apply routine processing to legitimate messages such as moving them into particular folders or sending out an automatic response.

Then it remains to eagerly scan your reduced list of messages for those eagerly awaited commission notifications.

But you don't have to !

If they have a specific format or are sent from a specific address then you can configure your email reader to filter them out and take an appropriate action.

With my email client (Pegasus) I arrange for these messages to automatically change color to red.

I've also heard from others, who make such messages play a sound or even have them forwarded to their mobile phone.

That's a bit too advanced for me.

I'm just happy when I see red.

**Tip 95**  
**Using and choosing an autoresponder**

The benefits of an autoresponder are so well known that there is no need to explain them here.

(But if you are not aware of them then here's a tip: as with any product visit a sales page and you can find lots of good ideas on how to use the technology.)

The first basic autoresponder would simply reply to an incoming message, then gradually more features were added such as a series of follow-up messages: then came a merging of functions so that an autoresponder tool can now provide a mailing list facility with a database of contacts.

When I first started my newsletter I used a free service Yahoo Groups to handle all the hassle of distribution, subscription processing and bounced emails.

Then I started looking for a product where I could maintain a database of contacts including subscribers to the newsletter and those who request my articles, download my books, join my affiliate program and so on.

Plus the facility to follow up with autoresponder messages.

Here are the options:

- 1. An online service

Disadvantage: the expense of a monthly recurring fee and the risk of loss of service if the company disbands.

- 2. PC based product

Disadvantage: it can only send instant automatic replies when your PC is up and the software is running.

- 3. A server based product.

Installed on your own host this has none of the above disadvantages.

Consequently this is the option I chose. The particular tool that I use and highly recommend is [AutoresponsePlus](#)

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Once you have your autoresponder installed you will want to set up autoresponder courses, each follow-up message building on the other, preselling your products until ultimately your reader becomes a customer.

Or alternatively ... he unsubscribes.

Because if you don't manage it properly that will be the unfortunate result. You've probably taken the same action yourself after a barrage of blatant product announcements with no useful content

But done properly it's the ultimate in automation and sales generation.

Learn the right way to do it. Click [here](#)

**Tip 96**

**The best invention since the wheel**

They say the greatest invention ever was the wheel: so I reckon the second best is ... a mouse with a wheel.

It allows you to scroll easily through documents without having to position your cursor on the scroll bar.

If you are ever forced to revert to a basic mouse you will find your finger constantly reaching for the wheel that's not there.

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Well I guess that must be the shortest tip in the book – so I'll add another mouse tip here.

Have you ever found that your mouse had a mind of its own ?

It fails to point where you want it to, you struggle to select items of text for copying or cutting. Very frustrating – but the solution is simple.

Just unscrew the base and you will see a few rollers which surround the tracking ball. They will probably be coated with deposit which you need to scrape off.

And then, as if by magic, you will have a perfectly behaved mouse

**Tip 97**  
**How to stop procrastination**

Pardon – you'll come back to this when you have more time later ?

No – I suggest you stop now and read on.

Here are 3 situations which induce procrastination – and I show you how to overcome them.

**1.** It's great fun to visit the forums and spend hours reading the posts, or to continually interrupt your work checking your email for sale notifications or interesting messages.

The solution ?

Set yourself a specific work target, such as completion of a book chapter, at which point – and only then – do you allow yourself to revert to your favorite pastime.

**2.** You can spend forever planning the ideal web site – in terms of layout, color, images, tables, lists and so : and you will never get it off the ground.

You cannot afford to wait until it is perfect. The solution is to set up your web site as soon as you can even if it is only 80% of where you want it to be, but ensure that the structure is right so that further improvements will be additional changes to your pages rather than a complete redesign.

Don't become a victim of 'analysis by paralysis'.

**3.** You are daunted by the size of a project you are about to start – and consequently are unable to start.

Suggestion: why not do individual steps in the reverse order ?

So for example, when creating your own product, rather than struggle with the difficult task of writing sales page copy (step 1) knowing that you then have to set up the ordering mechanism (step 2), get step 2 out of the way first.

Once achieved this will give you the impetus to complete step 1.

## Chapter 13: And Finally

### **Introduction**

There are plenty tips to pick up when you see my **top mistakes**.

Then comes my greatest tip.

And we end with a way for you to make money with this book – a must read

**Tip 98**  
**My top mistakes**

I'm often asked questions like these

- What advice would you give to newcomers
- What would you do differently if you started again

One way of answering is to describe my worst mistakes. Here they are:

- Relying on 2nd level commissions from affiliates in preference to getting commission from my own sales.
- Not capturing email addresses from readers of my articles or books for 'fear' that they may object to providing this information and leave my site.
- Following the thousands of other affiliates promoting the same 'make money on the net' products. The secret is to find your own niche.
- Trying to flog a dead horse.

In other words I would delude myself that the poor initial results from a new product or a new idea would somehow improve and would spend endless hours trying to tweak it. Nowadays I would quickly terminate a new project if this situation arose.

- Not realizing early on the superb resource available to all of us for free in the shape of the marketing discussion forums.
- Failing to understand why certain products were not generating sales. It's important to remember that surfers are often looking for free information. Also what YOU may think is an enticing and irresistible offer may not be how your visitors see it. What you must always do is track and test your results – that's where ad tracking programs are so useful.
- Sending more and more traffic to a site BEFORE I had worked on optimizing the sales page.
- Finally, not checking out a particular ebook when it was first launched.

I've read hundreds of books since starting online back in 1997, a few excellent ones, many mediocre, but here is the one that has made the

most impact.

'33 Days to Online Profits' is the VERY best book that I have ever come across on the subject of online marketing. You'll see why [here](#)

Chapter 13: And Finally

**Tip 99**  
How to get more great tips

So – have you liked these tips ?

Well you must have, to have got this far.

Would you like to read more of them ?

No problem.

Simply subscribe to the SuperTips Ezine.

It's a newsletter with no ads and no hype.

I only produce an issue when I have something useful to say. And I'll keep you informed of future books and updates.

You can sign up [here](#)

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Thank you for reading this book so far.

You'll see in a moment how you can effortlessly make money from it – and it will cost you nothing.

But next I've saved for the last – the greatest SuperTip.

Chapter 13: And Finally

**Tip 100**  
The greatest SuperTip

After 99 SuperTips I've saved the best for last.

It's the ultimate way I know for generating traffic and sales.

I've actually mentioned it earlier in the book.

I've shown exactly what you need to do but if you followed it you will have realized there is an obstacle. I'll show you how to remove that obstacle.

Send a blank email to

**tip100@supertips2.com**

and you will have the details in a minute.

**Tip 101**  
**How to make money with this book**

Prepare for a **shock**.

I'll tell you later, but first let me say this.

I'm sure you have found the tips in this book profitable but I believe the tip you are reading now will make you the most profit.

It involves rebranding this book – a very simple operation, however . . .

## 1. The truth about book rebranding

In case you don't know, rebranding an ebook means changing the affiliate links to yours, so that **you** receive commission (not the author) should a reader make a purchase from the book.

Unfortunately, with many books you get this unsatisfactory situation

- Poor content.
- The book is packed with link after link, overwhelming the reader.
- Some links are completely inappropriate – for example in a book about hypnotism you get a link to a web hosting company.
- Low commission items.
- You may only be allowed to rebrand a few of the links,
- You will be charged anything from \$20 upwards for rebranding. I've seen prices of \$250 and above for rebranding a **paid** book: remember a paid book only has the limited circulation of its buyers, in contrast to a free book with unlimited distribution.
- Finally, the author leaves you to get on with promoting the book offering no advice.

## 2. How I do it

- The links in this book all fit neatly with the context.
- There are many links in this book however they are spread across the

individual tips as opposed to a long overwhelming list in one place

- You will be able to rebrand **ALL** the 'SuperTips' ClickBank links – I'll explain in a moment.

Let's see a typical example of how this works.

A reader of this book sees that

- the content is good
- there's no hype
- there's no shouting in upper case letters, no exaggerated claims, no pressure to buy anything

So he **trusts** my advice.

When he goes to Tip 98 for example he learns about the book which has made the most impact for me as the best book that I have ever come across on the subject of online marketing.

That's all I say about it.

No big presell.

Simply clicking to the sales copy page should convince him of the quality of the book.

And then – quite likely – a purchase.

Now suppose it's **your** rebranded version they are reading.

Then bingo, you've just earned commission.

(Maybe while you were asleep )

In this case **51%** (no paltry 20%). Every commission you receive from this book is 51%.

### **3. The cost**

Now for the shock I promised you.

What do I charge for rebranding rights ?

The answer . . . .

Nothing.

That's right – zero.

It's free.

#### **4. OK – explain. Is there a catch ?**

Glad you asked.

There's no catch at all.

If you read the section on ebook publishing you'll see why.

It's a win–win situation.

For example, when you made commission of 51% on the book in Tip 98 above, I received 49%.

That's because I own the resale rights – I bought them because the book is that good.

It's one of over 15 'SuperTips' products in the book where I own the resale rights and for which you can rebrand the links.

So you will receive 51% commission for all those products when you give away the book.

And that's another thing ..

Promotion.

I'll show you a unique selection of great ideas on how to promote the book.  
For example

- a winning template letter you can adapt for your mailing list
- selling to the huge newbie audience
- providing a free gift – using a special technique
- posting in forums
- using a viral article
- and more

#### **5. How does the rebranding work ?**

Well, before Version 5 of this book you had to download rebranding instructions, run the rebranding program, and upload the book to your site.

Using a new technique you no longer have to do any of that !

You just have to promote one URL !!

## **6. Let's go**

OK, please collect the instructions [here](#).

Thanks,  
Harvey