

# Web Marketing Explained

Real people share their success stories

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***"People with goals succeed because they know where they are going... It's as simple as that." - Earl Nightingale***

Dear Friend,

It's a fact. The Internet has changed our lives, and our way of doing business and making money dramatically.

Never before has it been easier to create an extra income, using the amazing power of the World Wide Web.

Anyone with a PC and Internet access can now set up a business on line, and start selling and marketing products and services.

People will always need information or products... and the Internet is a great place to deliver it to them; it's fast, easy, and the market is huge and still growing!

And don't think that only the big companies are making money on line! Ordinary people like you and me can do it too... and for only a fraction of the cost! Just ask Terry Dean, Jimmy D. Brown or Ken Evoy (to name only a few).

These guys are making thousands of dollars right now via simple, but highly effective, Mini Sites that urge their visitors to pull out their credit card.

Unfortunately, many new on line businesses fail, because their owners don't realize there are a few important things to consider, when you want to become -and stay- successful.

It's no longer enough to sign up for a couple affiliate programs, set up a web site, submit your pages to the search engines, and wait for people to come over and spend their money with you...

You better do the right thing... because if you don't know what you're up to, you will fail... just like the rest!

To succeed with your business you will have to...

- Constantly promote and advertise your products to the right people
- Create a marketing plan, and set achievable goals
- Create different streams of income
- Set up joint ventures with other business owners
- Send a steady stream of new traffic to your Web Site or Ezine to find new leads
- Capture email addresses from your web pages to follow

up on your prospects, etc...

If you want to find out how Web Marketing works, I recommend you sign up for my FREE "Internet Marketing Success Tips Ecourse".



This 10 day email course will show you how anyone can make a profit on line. Plus, you'll receive a FREE copy of my "How To Make Money With Affiliate Programs" Ebook. You can sign up here <http://www.ebooks-made-easy.com/successtips.htm>

Read and learn from the insider advice that these experienced people share with you, and I guarantee you that your business will succeed.

All the best!

Dirk Dupon,  
<mailto:editor@ebooks-made-easy.com>



## Joe Vitale

Joe is an author first, copywriter second and a speaker last. He wrote 13 books and has a tapeset with Nightingale-Conant. Joe wrote one of the first books on Internet marketing back in '95. He is a full-time nettie now and makes virtually all of his income online. He's doing well enough to live where he wants, drive what he wants, do as he wants. Thank you, Internet! :-)

### - Do you sell your own products?

Some. Not all. I have arrangements with affiliates. Aesop Marketing has done the best at selling my ebooks, such as "[Hypnotic Writing](#)" and the brand new "Hypnotic Marketing."

**- How long did it take you to build a profitable business?**

I had two false starts. Then took a year to get on my feet. Maybe 5 years more to be thriving. Now I'm soaring!

**- What do you consider the most difficult part about running an on line business?**

Learning to offer a specific audience specific material. Too many people want to over their product to "everybody." You'll do better being focused. Sell dog products to dog lovers, kid products to parents.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Email rules. It's the under-used and under-appreciated golden key to riches online. I build relationships with email. I find whoever I want with searches and then email them. I urge them to sell my products and split the profits with them. I also build my own email list and keep in touch with them.

**- Why do you think so many on line businesses fail?**

They don't know marketing or they are too broad in their hopes.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

No. I tried it and lost my shirt. Forget it!

**- What is your opinion about web promotion software and "traffic generating tools?"**

Helpful but not the end all. But I'm also no expert in this area.

**- What is your most effective marketing technique, and why?**

Email. Building my own list of names and emailing them offers is THE road to gold in cyberspace. I now email my list twice a week. But I'm clear about offering them news or VERY relevant offerings.

**- What are some of your daily marketing tactics that build your on line presence?**

I work email moment by moment, answering it, sending out more. I build and maintain relationships.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Pay me for a one hour consultation! :-)

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Create a newsletter people WANT. Make it interesting to THEM. Ask them to sign up for it and love them, love them, love them!

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Read my new book "Hypnotic Marketing." Don't worry about a great website. Worry about great offers to a targeted group of people.

**- Anything else that you'd like to add?**

Try whatever you think might work. The Net is young and anything goes. We still don't know what the rules are. I created high ticket e-mail only e-classes when no one else did.

Why? It was a wild idea. Well, I raised \$21,500 in one week.

Try your ideas! Go for it!



**Jason Potash**

Jason is a software guy. Over the past 8 years, he "earned his stripes", working within various startup companies selling and marketing software into niche markets. Most of his past success in software has been through the use of direct mail. About a year ago he began to market 100% online and hasn't looked back since.

**- Do you sell your own products?**

Yes. My latest software product is called EzineAnnouncer (<http://www.ezineannouncer.com>). I developed it after going through the pains of launching my first ezine several years ago.

EzineAnnouncer automates your ezine promotion -submits to 85 ezine directories, blasts out your articles to 1163 ezines that accept articles... that sort of thing.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes. I am an entrepreneur by night, but I also do contract work by day. While most people get home from work at 5:30 and kick back, my working day is only half over. It's hard work, but I'm having fun and that's the main thing ;-).

Once I released EzineAnnouncer, it made a profit the very first month. This is not the norm. I had a distinct advantage having had a strong background in sales and direct marketing. However, even though the product experienced rapid success, the planning was exhausting. It took me about five months to actually develop the product.

**- What do you consider the most difficult part about running an on line business?**

TIME! Without a question. Managing and finding time is a constant battle -time to reply to e-mails, time to maintain your business and further develop new ventures. I have automated much of my business but I'm always looking for new ways to further automate.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I don't claim to have a bunch of "insider secrets" that no one else knows about. I tend to rely on the time-tested principles and proven fundamentals of Internet marketing. Product marketing, ezine marketing, affiliate marketing, ebook marketing -they all feed each other. You must do them all and quickly build your opt-in list(s).

If you haven't learned this yet, then your bank account most likely shows it. It's all about exposure. The more exposure you get, the more sales you'll make. More traffic = more sales.

And how do you get exposure? ...ANY (and EVERY) way you possibly can (without using SPAM, of course)!

**- Why do you think so many on line businesses fail?**

This in itself could be another ebook. While I'm not claiming to be the expert on the subject, here are a few of my thoughts. I think that every online business has failed at some point in time. It's very rare that you step up to the plate and hit a homerun your first time at bat.

And failure is good -it puts you one step closer to success.

I think that in this day and age of "same olds" on the Internet, you need to be different. How many "how to make BIG cash online" products have you seen this week? 5, 10, 40? It quickly becomes tiresome.

Without a keen understanding of your potential market, you

are more likely to fail. Many people foolishly launch a product without proper research. You might as well rub your lucky rabbits foot and hope for the best. Learn, understand, research your market, and your chances of success will be much greater.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes, I use ezine advertising. It has been extremely effective for me. The best part is, I don't pay for most of my ezine ads. I simply write a new ezine article each month and blast it out to the top 40 article directories, announcement lists, hundreds of other ezine publishers, and my affiliates. To do this, I actually use the tools I create -EzineAnnouncer lets me promote and market my articles with ease.

**- What is your opinion about web promotion software and "traffic generating tools?"**

Before you spend any time or money on some new "killer" promotion technique, do your homework first. Many of the tools out there today can do you more harm than good. Case in point -search engine submission software. The rules have changed. If you go happily submitting your site using the hundreds of available "freebie tools" out there, you could get your site blacklisted. Know what you're doing before pressing "submit".

In terms of other traffic generating tools, I tend to use tools that help me generate traffic to my site via my ezine, articles, and ebooks. Since these areas tend to fall under the tools that I produce, I tend to practice what I preach.

**- What is your most effective marketing technique, and why?**

Without a doubt, ezine articles and ebooks. They go hand-in-hand. Both of these techniques have a tendency to quickly spread and grow -like dropping food coloring into a glass of water.

If your content is interesting and unique, you'll generate tons of instant free publicity, traffic, and sales.

**- What are some of your daily marketing tactics that build your on line presence?**

Rather than spend time marketing each day, I tend to work in "blocks". For example, I'll usually set aside a couple of days per week and just go crazy on marketing.

This includes contacting other online entrepreneurs about joint ventures, sending out my articles, announcing new products to my lists, etc.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

If I had \$100 to spend to promote my website, I would probably invest it in a few good ezine ads (preferably sponsorship or solo ads). A well placed ezine ad (and a half decent product) is sure to generate some quick sales for you. Once you've generated a few sales, you can then reinvest your money back into new ezine ads and other new areas to keep building your business.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

I'm sure you saw this one coming a mile away ;-) ...I use my own product, EzineAnnouncer. It's a real time saver when promoting my ezine and blasting out my articles to attract new subscribers.

Getting prospects to my website is the first challenge. Getting them to opt-in is my second challenge. To get my prospects to click the "subscribe" button, I'd be lost without my pop-up window. They are really easy to create, yet still many people don't use them. It's a real shame.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

My advice is simple. To succeed online, you need to be self driven and extremely persistent. True success never comes easy.

You also need to master the written word. If your grammar is poor, your language is boring, and your e-mails are non-persuasive, this will directly impact your success.

Don't get me wrong, you can always hire copywriters, proofreaders, or ghostwriters. But these all cost money. And money is something struggling entrepreneurs simply don't have. Plus, the more control you have over these activities, the better off you'll be.

In terms of what not to do, here are a few quick tips:

A. Don't quit after 5 months online because you haven't generated \$10K.

B. Don't become an affiliate with every program under the sun -be selective and define your niche (gardening, fitness, etc.).

C. Don't be deceptive, dishonest or misleading. It's a small world online -reputation is everything- and this will inevitably come back to haunt you.

**- Anything else that you'd like to add?**

Read, study, learn ... never stop absorbing new information. The



more you know, the better your chances are for success.  
I wish you great success as an Internet marketer!



## **Teresa King**

Teresa had many jobs throughout her life from waitress to Ballroom Dance Teacher to Real Estate, and never was paid what she was worth. When she first got online it had nothing to do with working at home. She headed straight for the chatrooms... That was at the end of 1997. In the middle of 1998, she realized that "thar was gold in them thar hills." The question was, how to get a piece of it?

She wrote "[AutoResponder Secret Courses](#)" with Patty Baldwin, and is an affiliate with many others.

### **- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, I work full time on the net. Building a niche for yourself on the net takes some time. I was making a full time living within 2 years of starting my business and it grows every month.

I also believe that the last year has made a vast difference in how long it can take someone to start making money.

There are now products everywhere that are easy to get. And, so much advice that is easy to get your hands on that people can get started a lot faster.

### **- What do you consider the most difficult part about running an on line business?**

In managing an online business you are not just one department, you are all departments. You are product developer, designer, marketer, tax person, bookkeeper, and a secretary. It takes a lot of self discipline.

### **- Can you explain how you market your products (or affiliate programs) on the Internet?**

I developed a theme for my website, surrounded that with affiliate programs, and write a lot of articles which I submit to a lot of ezines.

### **- Why do you think so many on line businesses fail?**

That's a tough question because it has many factors. My first thought is total lack of motivation.

People join up to watch money fall off trees, find out that is so UNTRUE, and quit, because they don't want to give up their sports, their TV, their friends, their Friday nights and their weekends... because that is what it takes to become successful.

The other reason is no direction or planning. 80 percent of "real world" businesses fail. I think that net businesses have an even higher failure rate.

Why? Because they are on the net, they give their business a couple of months, don't find any money, and then turn to another business on the net, and the pattern continues.

In the "real world" business, people have invested most of their money into it... and they will fight harder to save it before they quit or change to another "product."

### **- Are you using Ezine advertising? How effective is this form of advertising today?**

I write articles. It's my free way to get noticed.

Ezine Marketing is one of the top ways to get visitors, however, finding the right one for your business is not an easy task.

You need to run small ads, in several ezines and track those ads. You need to subscribe to the ezine that you are planning to put your ad into.

Do they send their ezine out when they say they will?

Are you being bombarded with more than one Solo Ad per week from the ezine owner?

Are they taking care of business by making sure that they are not putting the same thing you are selling at the same time someone else is selling it?

Another idea is if you don't write, instead of paying for an Advertisement in an ezine at some 80 odd dollars, have someone ghost write an article for you, then you submit that article everywhere.

### **- What is your opinion about web promotion software and "traffic generating tools?"**

It is okay to join a club that has some tools. It is okay to buy a software that will save you time. It is not okay, to see HYPE, HYPE and more HYPE about getting traffic to your site.

Just be aware of the kind of traffic that you want.

If they tell you they will get you 2,500 hits... do your homework, ask questions. What kind of hits? Where do they come from?

**- What is your most effective marketing technique, and why?**

Helping people. I help people by writing quality articles that will help them make money. I help people by answering questions in forums.

I help people who ask me questions and I have never met them. I will make a logo, or give some suggestion to help someone who is struggling. I enjoy helping people, and most who are helped, will remember you. They will recommend you. There is nothing stronger than the word of mouth.

**- What are some of your daily marketing tactics that build your on line presence?**

I check out my favorite forums, I write articles and submit those articles. And, I brainstorm to find out what is wanted and needed on the net.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Ezine advertising tests...business cards.

If I didn't have things that I knew I needed I would spend it on that. Such as mailing program, an autoresponder program, or a graphics program.

Another thing I would do is scour the net for a great ebook that had branding ability, and I would pay the owner to have it branded for me, and I would give that book out to as many people that I could.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Well, since I refuse to put pop ups on my site, I know I am hurting the signups. I know I should not put personal feelings before business.

However, I despise being bombarded by popups so much... I just can't do it. So strike one against my ezine growing at a faster rate.

I do give away free bonuses for signing up.. however, in reality why should I? What I should promise them is a high quality newsletter with very few commercial breaks. For that is what a high quality

ezone should be.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

They need to know that an online business does not happen overnight. They need to not harass their friends. Any company that tells you to make a list of friends and acquaintances and then bother them... is not teaching you properly.

It is time consuming to try to convince someone to join in with what you are doing. Spend your time and efforts to those that are truly interested.

Find a product that you LOVE. We all share. Have you seen a movie you like? You tell someone, "wow I just saw such and such, you should go see it!"

Hear the excitement in your own voice, your exuberance, and feel that twinkle in your eye as you remember a certain part of that movie that just made you laugh or think. Did you love it? YES. Did you share it? YES. Did you make any money? NO...

That is because you were sharing something that didn't make you money. Now, imagine, that same scenario with something that you love, and you share it, then you make money, too. Now feel that twinkle.

Once you find the product or create a product that you want to share...then you get a domain name, a web host and a way to accept credit cards. Use your exuberance to write that sales page. Learn all aspects of your business and excel in what you do best. In other words, yes learn how to build your web site however, if you find you don't like it, or you just can't get good enough, then hire someone else to do it.

Use your best skills to make yourself a success, and let others who are better at what they do, do things for you. If money is a problem, barter with someone.

Like, you could have a skill such as making logos but your sales copy is rotten, so you find someone with a lousy logo and great sales copy and say, "I will make you a logo, if you help me with my sales copy.

**- Anything else that you'd like to add?**

Yes! Keep your chin up and believe in yourself! And, stop on in to [www.tipsfortop.com](http://www.tipsfortop.com)

# Web Marketing Explained

Real people share their success stories



## Bryan Honesty

Bryan is the author of "[Electrifying Ebooks](#)". It is Bryan's own system that helps anyone write infoproducts with lightning speed. Bryan wrote a special FREE report for people who think they can't write, and it's called "Unleash The Author Within". The course shows people that they really CAN write! The report comes in .pdf format, and you can download it instantly [from here](#). Bryan is also the editor of "The Online Marketer" newsletter. It's a "Where-to How-to" guide for marketing online.

### **- Do you sell your own products?**

Yes, I have always had a sense of owning my own product. It's always been clear to me that the one who owns it, controls it. So, in most cases, they end up making the most money.

When I first got online, I got swept away in selling a whole bunch of products. That was a mistake.

Now, I am primarily promoting one product that was created by me and it's made a world of difference. Now, I can't wait to create my next product!

Actually, when I get an idea now, I immediately find a domain name(always a .com name)for it and register it at GoDaddy.com. That way I can claim ownership of the title. From there, it's just a matter of putting the rest of the puzzle together!

### **- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

My intentions were to work my online business part-time. This will probably change soon since my new project is demanding more of my time. I need to be in front of my computer screen a lot more now to oversee things.

### **- What do you consider the most difficult part about running an online business?**

I can tell you in a nutshell: Customer service. I thrive on it and it can be difficult at times to keep everyone happy.

You have to keep your customers happy.

You have to keep your superaffiliates happy.  
You have to keep your newbies(bless their hearts)happy.  
You have to keep your online marketing peers happy.

You have to basically give the best customer service everytime or you will lose points with your audience.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Right now I like to focus first with Joint ventures and my affiliates. Then, I use ezine and pay-per-click advertising. All of these methods play a role in my promotion.

**- Why do you think so many on line businesses fail?**

Well, I'm not sure if it's the business more than the person behind it that fails. I think many people get caught up in believing they can make money overnite. And grant it, it's very easy to do online.

It's easy to make that quick money, but it's just as easy to lose it!

In reality, people aren't building a business at all. They're ready to make the money before they're ready to start a business. It has to be the other way around.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

I believe ezine advertising is one of the most effective means of advertising out there. It's a great way to announce your product and create a buzz. Once that's done, your affiliates can take over alot of that advertising for you.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I have never been a big fan of this type of software. I do like software programs like "Ezine Announcer". It can get your articles out fast to several ezines at once. This is a true time saver.

**- What is your most effective marketing technique, and why?**

I really like the power of joint ventures. It is simple, fast and free. Plus, the relationships you build can continue on to future projects. You automatically know who to go to promote your next project.

**- What are some of your daily marketing tactics that build your on line presence?**

I like to keep all of my affiliates updated and active. I keep my super affiliates updated personally. I participate in marketing forums and create articles for submission.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

This is a tough question. A \$100 isn't going to get you too far contrary to what some might think. I would have to either use all of that money on pay-per-click advertising or on a service such as the "Ultimate Mailer".

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Well that's easy! The Pop up!

**- What would you like to recommend to people who want to start up an on line business? And what not?**

I would tell them not to take any short cuts. Model everything that successful online marketers are doing... And I mean everything! Follow them to the letter and don't reinvent the wheel too much.

They're might be some things that you can't do at first but you can always build to that point.

**- Anything else that you'd like to add?**

Yes. It is crucial to get your name out there. Promote it everywhere. Even if you sell other people's products, people need to know who YOU are. Brand it! Eventually, people will buy from you just from your name alone.



**Pamela Heywood**

In her previous life in the UK, Pamela spent around 20 years in business administration and accountancy. She escaped to Tenerife in the Canary Islands, Spain in 1992, since which time she has worked in the local business sector and, being fluent in both Spanish and English, this lead to work translating and reporting for local English language magazines and newspapers, working from home since 1995/6.

Pamela's education has included economics, marketing and basic psychology. She lives in the wilds of north Tenerife with an Internet

connection, her six cats and dog called Holly.

**- Do you sell your own products?**

The only item I sell that's totally mine is advertising in my ezine.

However, I do have resell rights on some items, which give me 100% profits and plans to create products of my own, but I'm keeping the details secret for now. :-)

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, this is now my only occupation. I was asked to do some regular work for one of our local newspapers again last year and, even though they raised their rate by 50%, I still turned it down because I earn considerably more online!

Although I've been online longer, I guess I got serious about it when I started TuCats-Design.com in October 1999. I had a small trickle of income by summer 2000, but finally reached my initial target of earning at least the same as I could in a 40 hour a week J.O.B. by February 2001.

It therefore took me approximately 18 months, but even now there's a lot I get wrong, more could add, or do better.

Then that's part of the fun, isn't it? :-)

**- What do you consider the most difficult part about running an on line business?**

Dealing with people who have bad attitudes! No matter how careful, legal, ethical one is, it seems there are more and more every day who cry spam if they get out of bed the wrong side or receive one message that they didn't like, or who just love to find something else to moan about!

Keeping lists clean of bouncing and false addresses has now become almost a full-time job (at least it now HAS to be automated), because people don't want to give real details or think they can get freebies without. These problems mean a lot of time is wasted setting up cheat-proof systems, etc.

Yet, conversely, actually getting one's ezine delivered to people who really do want it, because of more and more spam filters being applied, is also becoming a nightmare.

Then there's viruses, which anyone with a large list will confirm becomes a huge problem, requiring necessary security measures, anti-virus, firewalls, etc.

The upshot is that admin grows to such an extent that



finding the time to make actual progress marketing, at times, becomes difficult.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Other than driving traffic to my site in general (which I don't sweat over) and promoting these items in my newsletter, I am doing very little to promote them.

**- Why do you think so many on line businesses fail?**

Because their owners give up too soon or because they simply failed to build something which follows normal business rules involving the sale of genuine products and services that people actually WANT and at the right prices.

I really do find it difficult to understand why people fall for the hype or why they think that the Internet has some kind of magic powers to pay \$\$\$ bills directly into their CD ROM drives, but there is a large percentage of people online who just don't seem to get it at all.

The Internet is just a tool and like any tool, it's only as good as the person operating it. It may be fast and cheap to set up \*shop\* on the net, but the 5% who are actually working hard at providing solutions, developing presence and personality are the ones making 100% of the money.

The 95% who think they can short-cut the system are sadly mistaken, yet, if they haven't made a fortune with next to zero effort within a week, they consider it doesn't work and give up. It does work and as so many have said already, it just takes hard work, learning and application.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes, I do use ezine advertising, both free and paid.

I still find that as long as you offer something targeted to the specific ezine audience and you use these small ads to generate leads or subscribers and NOT to sell, that even the classifieds DO bring responses.

Ezine ads are still more effective than many other methods. Obviously, one's ad is competing with more and more every day, but the onus is on the advertiser to make sure their ad attracts attention. What is most important is tracking, testing and to keep honing one's headline writing skills.

**- What is your opinion about web promotion software and "traffic generating tools?"**

There are undoubtedly some which can do more harm than good. I'm thinking of anything which could lead to over-posting, mostly from the point of view of getting penalised by the search engines.

Like all tools & weapons, they can be dangerous if used incorrectly.

In general though, just about any method can be made to be effective if used ethically and the right way -for you. This is again where testing and tracking come in.

**- What is your most effective marketing technique, and why?**

I really only have one simple strategy. All \*outside\* advertising is aimed only at growing my ezine subscriber base. I'll find solutions to their problems later!

**- What are some of your daily marketing tactics that build your on line presence?**

Sometimes I think it's not nearly enough! I promote my ezine, I write articles occasionally. Adding pages to my site so that it draws search engine traffic. I also have various freebies on my site that are viral in nature, in that they carry on promoting us automatically.

Then there's doing interviews! And something people forget, personal (not mass) emails. You know, actually talking to other people one-to-one, building relationships, etc.

There's so much one can do, it's just finding the time, but the best advice I can give is that there is no one magic cure-all. When you get a good idea or find one to adapt, add it to your list of things to do & keep chipping away at it.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Presuming I have covered all my basic expenses for hosting, list server, etc., then I would most likely spend the money on some form of advertising. Probably ezine ads. Give me a bit more and I'd buy subscribers!

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

This is going to sound like a plug, but my own ezine co-op [http://www.roibot.com/w.cgi?IM8301\\_coop](http://www.roibot.com/w.cgi?IM8301_coop) has brought in more subscribers than any other single method, so far.

I honestly don't know of anything else that currently attracts

the same numbers, other than buying subscribers.

My favourite tool is undoubtedly Jason Potash's "Ezine Announcer".

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Do something you are going to enjoy. If you don't have the knowledge, you can get that by researching online, but you are going to have to want to do it enough to be committed.

You will have to invest a LOT of time and some money. The less your budget, the more you'll have to do yourself and, thus the more time it is likely to take.

Remember that YOU, not the program or product, are the basis of your business. Pick your theme, build your list, get to know the people's needs then solve their problems.

**- Anything else that you'd like to add?**

Thanks for giving me the opportunity to take part in this project. I don't tell it \*pretty\*, but I do hope that some of what I've said will help people to realise sooner that there is a great future in web marketing and doing business on line -when it's done right.



**Alex Sampson**

Alex is the founder of Ultra Marketing Enterprises and a bit of an author and ezine publisher. Basically he dedicates his time to helping others "Build an online income they can be proud of," as his company motto says.

**- Do you sell your own products?**

Yes, I certainly do... In fact one of my main products ([Perfectly Profitable Products](#) -the first system to completely dissolve all of the pains associated with self publishing an informational product for very profitable resale online) is based on teaching people how to successfully create their own products for sale online fast as possible.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, I am full time. I started off part time pretty much like most of us, while learning the ropes. I came online and fiddled around quite a bit - over two years actually, bought everything I could afford and then some ;- ) did some sucky websites...

But within six months of launching my first business in a real, almost methodical way I was able to leave my job.

**- What do you consider the most difficult part about running an on line business?**

Well actually, I think it's patience, persistence and the willingness to actually do!

But if you're looking for a more conventional answer, I'd say, the testing and tweeking of your sales process. Not at all that it's brain science, but just a 'bit' if you're lazy like me ;- ) Hey, but I do it anyhow and everyone has got to.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Wow, big question... I'll just list my five favorite methods or else I'd never end.

\* Joint Ventures (Hint give away large % to start. I even offered 70-80% when I was starting with PPP.

\* Ads in ezines (Great to test before a massive rollout)

\* Pay per click SE (Takes some time, but if your system is a proven seller, you got a literal goldmine here.)

\* Writing articles for ezines (The new way to use ezines if not testing... Hint, hint!)

\* Viral ebook (Talk about leverage)

**- Why do you think so many on line businesses fail?**

Some people might disagree with me here but I think people spend too much time contemplating and perfecting and are too afraid to actually get off their butts and do something...

People in my humble opinion are far too caught up in getting some great big magic formula before they say, 'Hey, why don't I actually get going?'

Sure you gotta get good advice, but when you get it, far too many of us are like, 'Is that it?... Where's the 8th wonder of the world?'

I say invest your money wisely, buy quality info, and for Pete's sake, do what it says... How do you think the guys that are full time make it? They actually practice what they preach. Don't matter if you think it's simple - Heck it works for them doesn't it?

And yes, buy good products and learn. (hey, you'd spend good money on a college education right? Just a thought, but I was studying law before I got into online business seriously, and I think for me, my spend on good online info was more worth it than my spend on a law degree... And a heck of a lot cheaper to get started with. But that's just me ;-)

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes, I am Dirk... I like to launch new products with a blast of ezine ads. I gotta admit that it's a bit more expensive now, but still worth it if you track and tweek your system and your ads.

But my all time favorite way to use ezines is actually FREE! ... Doing Joint Ventures ;-) Nothing like a good endorsement from the ezine owner. Puts money in my pocket everytime!

**- What is your opinion about web promotion software and "traffic generating tools?"**

Well it depends I guess. This is just me, but I'm NOT a 'guaranteed traffic' kinda guy. Sorry it just doesn't work for me. So if it's a no-effort fill in the blanks and presto, I'm rich too, I think twice.

But then there are things like viral ebooks that can be considered web promotion tools, and I'm a big fan of those, so it's really a matter of the tool in particular.

Sorry but that's best as I can say it.

**- What is your most effective marketing technique, and why?**

Joint Ventures hands down... Nothing and I mean nothing sells like a personal endorsement to a list who trust you. Why not get someone with a list that trust them and... Oh yeah, it's free cash, leads and recognition by the way. hmmm...

**- What are some of your daily marketing tactics that build**

## **your on line presence?**

Well I'll give you a few..

1) I'm a big fan of relationships... So I work at building relationships. Emailing a publisher, engaging myself in some conversation, looking for new ways to partner and network.

2) Advertising. It's simple actually. No marketing, no profits! So you gotta keep promoting your product. At least two ezine ads a week, new terms in the Pay per click engines, writing an article every week for others to publish. (Yeah, I'm lazy. One article/week.)

3) And right now I am re-vamping my affiliate program. That's like the ultimate JV right there. So I'm really gonna be big on that in a new way for the rest of the year.

### **- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Buy anything Alex Sampson sells. lol

If, I'm just beginning you mean? Well I'd get a copy of ["Internet X Factor"](#), yep Terry Dean, can't help it that's a really simple but tremendous little book.

And with the other \$60, I'd take out a few ezine top sponsor ads and really track my response. I'd go for emails leads first, then sell them a real cheap front end product, like \$17.

And as long as I can break even or make a little profit I'm happy. I'm building that list and making just enough to re-invest in more advertising.

In six months you got a hot shot list, starting with \$100 and then I make my profits on the backend! (Even before 6 months mind you.

### **- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

I give away a little ebook virus based on a phone interview I did with Yanik Silver (["Grilling The Net Guru's"](#)), that's good enough to sell on its own, but I do it on a pop up.

No kidding, popups are great!

### **- What would you like to recommend to people who want to start up an on line business? And what not?**

Recommendations first ;- Don't be a cheap skate. Sorry but it had to be said. This is a business and although you won't

need alot you'll need some money.

Come on people this isn't a game! You wanna make a living outta this then I'm sorry but it'll take some investment.

Purchase some good info from the top names like Terry Dean, Yanik Silver, Marlon Saunders. Save if you have to.

Learn to write copy, learn to write copy, learn to write copy. Start building a list NOW!

Stay away from, guaranteed and 'too-easy-to-be-true' flings and don't be afraid to start something and make your mistakes!

Learn from them and keep at it.

**- Anything else that you'd like to add?**

Sure, pick up a copy of one of my ebooks soon okay guys. ;-)

Hey anyone can do this, really. Just give it time and you'll see, those that are serious will always rise to the top!

Thanks for thinking of me Dirk. It's been a pleasure. (But er, do I talk too much? :-)



**Shelley Lowery**

Before Shelley launched her Internet career, she worked closely with top management at Worthington Industries, a Fortune 500 company, where she was a "Production Scheduling Coordinator." Currently, Shelley is a full-time Internet Marketer, Writer and the author of several successful ebooks. Her articles have appeared in hundreds of electronic and print publications including Microsoft Value Added, Internet Magazine, WebProNews, SiteProNews, Add Me, iBoost, A.I.M., NoBoss Online, WhatUseek, and many others.

Shelley owns and operates Web-Source.net - A complete resource portal for the Internet Entrepreneur. The site assists the entrepreneur in developing a serious Web presence by providing a wealth of free information, resources, tools and content.

**- Do you sell your own products?**

Yes I do. I am currently marketing two products -Ebook Starter and Web Design Mastery.

[Ebook Starter](#) is a do-it-yourself ebook design kit that includes over 100 Ebook interfaces and cover templates.

[Web Design Mastery](#) is a complete step by step guide to professional web design. I won't just tell you how to design a great site, I'll take you by the hand and show you with 100's of copy and paste codes, diagrams and screen shots.

**- How long did it take you to build a profitable business?**

I have been marketing on the Internet since 1997. It took me a couple of years before I began to see any substantial income.

**- What do you consider the most difficult part about running an on line business?**

The lack of human interaction.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

My opt-in list is my main marketing tool. Not only for my products, but also any other products I may be promoting.

I also write weekly articles and distribute them to my list of publishers and announcement lists. My articles are published by many Internet publications and this enables me to advertise to millions, completely free.

I also market my products on my website and in free ebooks I provide to my visitors.

**- Why do you think so many on line businesses fail?**

I believe so many online businesses fail due to a lack of understanding of exactly what it takes to succeed online.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes I am. Ezine advertising is one of the most effective forms of Internet advertising.

**- What is your opinion about web promotion software and "traffic generating tools?"**

Although I have tried various promotional softwares and



traffic generating tools, most have been a waste of time.

**- What is your most effective marketing technique, and why?**

Writing articles and allowing them to be freely published has been my most effective marketing strategy.

By writing articles you will not only build your credibility, but it also enables you to promote yourself as an expert in your field.

**- What are some of your daily marketing tactics that build your on line presence?**

- Submitting articles to announcement lists and directories
- Submitting free ebooks to ebook directories
- Joint ventures

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Ezine advertising

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

[Opt-in Lightning](#) with an incentive. I have literally increased my subscriptions 500%. I highly recommend this software.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Do your homework and don't try to reinvent the wheel.

Follow in the footsteps of successful Internet entrepreneurs who are already successful. Not only will you save yourself a lot of time and money, but you'll also have a road map to success.

There are so many "Get Rich Quick Schemes" on the Internet. Keep in mind...if it sounds too good to be true, it probably is.

**- Anything else that you'd like to add?**

Your attitude is the MOST important factor in determining your success. You MUST think positively and be willing to tackle any obstacle that comes along. The fact is, you CAN do whatever you put your mind to. You simply have to believe you can and believe in yourself above all else.

# Web Marketing Explained

Real people share their success stories



## Dan B. Cauthron

Dan owns and operates a website at [www.Revenewer.com](http://www.Revenewer.com). His entrepreneurial career began in 1961, when at age 9, he invested \$2.95 in a sample kit of all occasion greeting cards and began taking orders from his neighbors. By age 11 his greeting card re-orders amounted to several hundred dollars a year. Dan used that capital to branch out into Watkins products, and later Amway. Of course, there was the proverbial after school newspaper route, as well. (Not bad for a little kid!)

Since that time, Dan has had a bone stuck in his head that makes him automatically think like an entrepreneur. He has done flea markets and corporate board rooms alike... and says that it's all been great fun!

### **- Do you sell your own products?**

I offer products that I've developed myself, and some that have been developed by others. In either case, I try to put my own unique twist into the offer. This seems to be a 'missing key' for a lot of hopeful online marketers.

### **- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

I certainly devote enough time to my online endeavors to call it full time, although I continue to hold down a 'day job' that I love and refuse to give up.

Like many people, I started by promoting OMP (other marketer's products.) The results were slim. When I started promoting products that I owned and controlled, I got into profit almost immediately.

### **- What do you consider the most difficult part about running an on line business?**

That would definitely be staying abreast of the trends and changes within the online market. A business trend that may take a couple of years to develop in the 'dirt world' can happen online in a few weeks or months. An online marketer who doesn't stay aware will get left behind in the dust.

### **- Can you explain how you market your products (or affiliate**

## **programs) on the Internet?**

I market primarily to my newsletter readers and established customers. I'm also a firm believer in viral marketing. It takes longer to get that ball rolling, but the results are often quite amazing.

There are also a few established newsletter publishers who plug my products frequently for a generous cut of the sale.

### **- Why do you think so many on line businesses fail?**

Surely there are dozens of reasons. That could be the topic of an entire volume. But I believe many business failures are caused by a fundamental lack of market perception . . . in other words, what does the buying public want or need, and how can you provide it with a minimum of hassle.

### **- Are you using Ezine advertising? How effective is this form of advertising today?**

I've cut expenditures in that venue about 50% the past few months. Direct sales from advertising are just not as easy to achieve as they were only a year ago. This obviously surrounds the global economic crunch. My remaining ezine advertising efforts are now geared more toward introducing my business and gathering new subscribers. I do the marketing later.

### **- What is your opinion about web promotion software and "traffic generating tools?"**

Maybe someone else knows of one that is a 'magic bullet,' but I haven't found one yet. I'm not interested in getting 'hits.' I'm interested in 'targeting.' The best "traffic generating tool" I've used thus far has been my own promo publication, ['eBook Bonanza.'](#) Needless to say, I have some others in the works.

### **- What is your most effective marketing technique, and why?**

Giving! Making it worthwhile for a customer or prospect to stick with me and read what I send them. Whether it's new information, a hot new resource, or some of my time given freely to coaching a beginner, this pays me in self-satisfaction as well as increased sales.

I also offer a 50/50 split on all sales through ClickBank to all who wish to promote my products. This alone pays off handsomely!

And word of mouth advertising shouldn't be discounted. Some feel that it doesn't work on the Net, but that just isn't true. When I released my last original product, my traffic jumped 300% in about ten days while my promotional expenditures remained the same. Explain that some other way.

**- What are some of your daily marketing tactics that build your on line presence?**

Writing and releasing newsletter articles has done well for me in the past. That effort will be increasing shortly.

Also, I've recently begun scheduled publication of my own original content newsletter, after resisting that avenue for quite some time. It seemed that the market was already over-crammed with ezines, and I've never subscribed to the 'herd mentality.' Boy, was I wrong about that!

Less glamorous chores include personally replying to emails, and acknowledging every single order with a personal note. It's time consuming, but it's time well spent for me.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Viralize the latest red hot release with my own links, of course!

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Again, it has to be my own publication, 'eBook Bonanza.' Since the original release in November 2001, I've gathered literally thousands of new prospects and highly valued customers from that tool alone.

**- What would you like to recommend to people who want to start up an on line business?**

Whatever you do, make it uniquely yours. And don't quit five minutes before the miracle happens!

**- And what not?**

Never compromise your own values. Don't let the need for income, no matter how desperate it is, lead you to do anything you'd be ashamed to tell your Grandmother about.

**- Anything else that you'd like to add?**

Yeah... thanks a million Dirk!





## Derrick VanDyke

Derrick started "NetSite Design" in 1997. He made over \$10,000 his first 3 months online and didn't even know what he was doing. He just took projects and learned as he went.

At that time, it was easy to get tons of traffic from search engines, especially Infoseek. Derrick had more traffic and business than he could handle. He started a search engine placement service and charged \$10 per keyword successfully placed in the top ten. If someone gave 40 keywords, he could usually get them all up in one evening and make \$400 bucks. Later, he raised the price to \$25 bucks and made a killing.

Times have changed, haven't they? Now, Derrick hardly pays attention to search engines at all.

- Do you sell your own products?

Yes, I developed the software for [QuickPayPro.com](http://QuickPayPro.com) and sold it to Lee Benson and company (due to some health problems I've had recently). I'm working on a new autoresponder system that will be simple to install and has tons of features. That will be at EZMailPro.com.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

I quit my job as personal trainer to work full time online (and take care of my four kids). I've been making good money from day one.

**- What do you consider the most difficult part about running an on line business?**

A lot of successful Internet marketers say they only work a few hours a week. That's bull. They might take some time off after working feverishly for 3 months on a project. But, it's not as easy to create a new product as some would lead you to believe.

Not a quality product anyway.

So, I'd say the hardest part about running an online business is ACTUALLY getting to the point where you don't have to work anymore (if you don't want to) - automating everything.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Mostly through my list and affiliates. I get them to do the work for me. I buy a lot of leads through co-reg services.

**- Why do you think so many on line businesses fail?**

They don't learn the fundamentals like HTML editing, uploading files, etc. They expect to join a "program" get a link and make millions.

Everybody wants something for nothing and nobody wants to work hard to build a business. They waste too much time looking for "freebies" instead of chipping away at the proverbial wall of Internet marketing.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes, I think it's very effective. But, it's also risky. You can lose a lot of money on advertising if you're not careful. Test your ads, track your ads, and test them some more before you roll out an "all out" campaign.

**- What is your opinion about web promotion software and "traffic generating tools?"**

You need basic stuff like a list manager, autoresponders, affiliate tracking, and ad tracking. Otherwise, I think the "ad blasters" and "search engine blasters" are a waste of time.

Again, people don't want to work. They just want to push a button and blast there ad to thousands of sites. Most of that crap is just a waste of bandwidth.

**- What is your most effective marketing technique, and why?**

Building a relationship with my subscribers, customers, and affiliates. If you establish trust and credibility, they'll follow you to the end of the world :o)

**- What are some of your daily marketing tactics that build your on line presence?**

Writing articles and creating new offers for new products.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I'd buy 667 leads at WorldWideLists.com and funnel them into my autoresponder series.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Popups and co-reg services. I also get a fair amount from FreeTrafficBuilders.com

**- What would you like to recommend to people who want**

## to start up an on line business? And what not?

Don't quit you day job! Build your business slowly. Get your own product. Build a list. Start an affiliate program. Learn everything you can about email marketing and affiliates and shut everything else out. Stay focused!

If you just want to market affiliate programs (other people's products), concentrate on building your own mailing list instead of sending traffic directly to the affiliate owner's site. That way, you own the list and can generate multiple streams of income from it.



### Jeff McCall

Before starting a business online, Jeff was working part-time as an independent mortgage adviser. That work was fun, as Jeff met a lot of nice people. But the selling part was hard! Jeff found that people are generally suspicious of strangers trying to help them. However, it was a good learning ground for working online. If you can't build up trust face to face then you're never going to do it on a web site.

When good leads became hard to come by, Jeff looked to the Net and decided to try something new. His original intention was to sell web sites to local businesses, but things evolved rapidly to where he is now.

#### - Do you sell your own products?

Yes, I do! My first product sold online was a video tutorial on CD created using Lotus Screencam. I recorded a set of instructional sequences that showed how to build a website using software called Eshowcase Pro.

I then used all the stuff I'd learnt in order to sell that product online, to create a subscription site called [The Success Library](#).

My most recent product is an ebook version of a book I wrote and published a few years ago. It should be a good seller, as it has a well defined niche market that's easy to reach, and has no competition.

#### - Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?



I'm not a full-time entrepreneur at the moment. I'm still quite interested in a my paid occupation. However, I'm about to begin training as a Life Coach. This is an area that interests me greatly. Who knows, when I've completed my training I may decide to go into practise professionally and work this alongside my Internet business? I think they should complement each other quite well.

**- What do you consider the most difficult part about running an on line business?**

The most difficult parts about running an online business for me are time and self discipline. I work long hours in my full-time job, so finding the appropriate amount of time to spend online can be difficult. But also it can be hard to discipline myself to get to it, after I've had a hard day in the office. Sometimes I'd just like to crash out in an armchair for the evening.

For business in general, it's hard to sell when you can't be there to answer a potential customers questions or concerns. You have to anticipate them and deal with them there in your sales letter or in you're follow-up messages.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I use all the excepted methods of marketing that I can. I mean, you can't have too much promotion can you? The main ones that have proved most effective form me include; giving away free ebooks, reports and courses, all branded with my sites and products of course. Also advertising in ezines, but more importantly submitting articles for publication to ezine editors. I also use sig files effectively in all my outgoing e-mails and any forum submissions.

**- Why do you think so many on line businesses fail?**

I don't think it's necessarily the businesses that fail, it's more likely the business owners. People are generally misled into thinking that business on the Internet is a license to print money.

It may be all the get rich quick scams and enthusiastic headlines that promise the earth, that entice people into business online. These people probably wouldn't even consider running an off-line business thinking it's too hard. In my experience, working online is harder.

The biggest reason they fail is because they simply give up.

They have no real commitment to succeed in the first place. If you want to succeed in anything, you need to be totally committed and self disciplined. You can't expect to make a fortune overnight, it simply won't happen. If you want to get rich quick then go buy a lottery ticket!



## **- Are you using Ezine advertising? How effective is this form of advertising today?**

In effect, ezine advertising is my main source of leads. However, I don't use too much paid advertising these days, because having my articles published is better than any ad I can pay for, and it's totally free.

I'm not sure about the effectiveness of most normal ezine ads these days. A lot of ezines pack so many ads into each issue, it's sometimes difficult to find any real content. This devalues placing an ad there in the first place. I think that if you're selective about where you place your ads, you can still do very well with it. But you've got to be prepared to invest some money. Like everything else, you get what you pay for!

## **- What is your opinion about web promotion software and "traffic generating tools?"**

I think I've always been a bit wary of using stuff you can't target properly. Most of this stuff seems to rely on a 'scatter gun' approach.

Let's face it, all traffic is not good traffic. If you have the money, you can get thousands of hits to your site every day.

You probably wouldn't make many sales though! Any traffic you generate must be potentially interested in what you have to sell, or else what's the point?

## **- What is your most effective marketing technique, and why?**

Apologies for repeating myself, but getting articles published in other ezines has been by far my most effective method. Not only do you get to advertise something in the resource box, but you also get to advertise yourself as well. If people do visit your site after reading your article there's already an element of trust there.

This has been responsible for the bulk of subscriptions to my ezine.

"But what about traffic to your site though?" You might ask.

Well, I'm more interested in getting a subscriber to my ezine than a one-time visitor to my site. A subscriber will see many references to my site and products and be exposed to unobtrusive promotion every issue, whereas a new visitor may only visit my site once and not sign-up.

## **- What are some of your daily marketing tactics that build your online presence?**

The main one's got to be hanging around in forums. The one way you can build trust with potential customers is by not being a stranger. You need to market and brand yourself online as much as your products. You simply must get your name known and put

yourself about!

The easiest way to do this is by contributing to online forums. Help people, then help people some more! Don't expect to get anything in return and you may be pleasantly surprised. It's a universal law that you have to give before you can receive.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Probably on my own education. I'd buy a tape set or an ebook or course that looked worth having. Or even join a new subscription site get access to new information and resources. You never stop learning in this game!

There could be one scrap of information, one idea, one technique waiting for me to discover that could make a big difference in the scale of my success. Investing in yourself is also an investment in the future of your business!

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

I use a piece of software called Optin Lightning to manage my ezine. It makes it easy to collect email addresses from any of my sites. That's all I've ever used, so I don't know if something else would be more effective. I'm happy with it, and it does the job all on its own so I've no complaints.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Don't do it unless you're prepared to commit at least 6-12 months of hard graft without significant returns. Any money you make in that time should be reinvested in your business to help it grow rather than finding its way into your pocket. Chances are that if you do things right, you might not have to wait that long to start making reasonable money, but don't bet on it!

What you don't want to do is spend more than you make. There's absolutely no reason why you need to spend large sums to get yourself started. There are simply thousands of people queuing up to take your money if you let them. Anyone asking for a large sum to help you is most probably a fake.

So be careful out there!

If you don't have a lot of money to begin with, you can start on the cheap. Just use any profits to pay for more and better advertising, building your business as you go.

**- Anything else that you'd like to add?**

There are many times when conducting a business online can be an absolute pleasure. When you receive feedback and testimonials from satisfied customers for example. Also, many of the marketers whose names you see appearing regularly are big in heart as well as knowledge, and any dealings you have with them can be very bountiful.

Just remember not to gauge your own success and achievement simply by the amount of money you make. Life experiences and relationships are often more valuable than money!



## **Chris Elliott**

Chris started on-line in 1996 helping independent music artists market their web pages when he was only 15 year old. He would go around mp3.com and e-mail artists that he thought had potential and offer to help them get their web pages looking more professional and tell them ways to promote so their album sales would increase. After a while he didn't even need to seek new business, the artists he helped would tell other artists and boom, he'd have daily e-mail asking for help. Chris made between \$300-\$800 a job so this proved pretty lucrative. He also didn't even have a web page at the time!

Then in 2000, Chris wanted more. Being only 19 at the time he started promoting a well known eBooks package through a free web page, that's right, a tripod home page. He actually did pretty good with 3-5 sales a week but this just wasn't what he had in mind for becoming more successful so in 2001 he started <http://www.eprofitsoldiers.com>.

This site was the beginning of his dream and he's been loving every minute of owning this site. His pride & joy, The Roll Call Newsletter, currently has over 2000 subscribers and he frequently picks up consulting jobs that bring in \$300 an hour as a result of his articles. Chris also uses the site and newsletter to move a few select eBooks and is doing quite well with that also. He's now 21 years old (April 20, 2002) and living the dream of owning his own business.

### **- Do you sell your own products?**

I do sell my own product now. It's called TrackBiz and we did \$5000 in sales the first week :) You can find it here:

<http://www.trackbiz.com>

I also sell an eBook by a very successful Internet marketer and it's bringing in the majority of my income but I am near completion of my first two eBooks, my membership site, and a commercial software product that is launching next week.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

I am now a full time entrepreneur and glad to say that :) It took me 2 months to start generating an substantial profit but that's what you have to do in this business: Work hard and keep at it until you get the results you desire. I see so many people come and go on-line because they didn't make \$10,000 in a weekend and it's just sad to see people get that motivated and then just throw it all away. If you can maintain your level of motivation and have a real "Kick-Ass And Take Names" attitude then you are guaranteed to eventually succeed.

**- What do you consider the most difficult part about running an on line business?**

The most difficult thing to me is keeping on track. It's real easy to get on-line and spend the entire day surfing and not accomplishing anything.

It's true, owning your own business is great because you make your own hours but you need to make sure the hours you set aside for work are used for just that, work. If you make \$1000 this month and then don't do anything next month you'll end up with an empty wallet. Maintaining & growing profits in the on-line world takes constant effort and constant promotion. Keep on track and you'll keep growing, simple.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

When I promote a product that isn't mine I follow a simple guideline. Don't do what everyone else is doing! If you paste up that standard sales letter that every other affiliate is using then you'll never achieve a very high sales rate. You can take 2 or 3 hours, redesign the site, re-write the sales copy, write some original ads and you're in the money.

Take this quote to your grave: "Innovation NOT Replication Creates Success"

**- Why do you think so many on line businesses fail?**

The only reason that I see people failing is a lack of motivation. If you're new on-line, don't expect to make \$10,000 by this weekend, it won't happen. Just like any business, you need to work hard, invest time, and build up respect in your market to make money. Decide what you want, write a plan of action to achieve those goals, and stick with it. Success goes to the determined.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

eZine advertising is very effective. Find eZines in your market and test a product that appeals to that market. That's right, test! Place one ad and see if you can turn a profit. Place three different ads and see which pulls the greatest response then pump that ad out all over the place. eZine advertising is all about testing small until you have a winner then going global with every eZine you can find.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I don't use any search engine, FFA, or classified submitters simply because they don't work! That is the best way that you can waste your time. If you want a good search engine placement, read up on search engine optimization and submit yourself or hire a professional. If you want to make FFA pages work, start your own and collect the e-mail address of every person who submits to your FFA page. As far as classified ad sites, I can't really comment because I've only tried them in my market (Internet Marketing) and they didn't work. I assume they would for other niche markets though.

**- What is your most effective marketing technique, and why?**

My most effective marketing technique is by far Joint Ventures. I can setup a product, contact someone in my market with a huge customer base and offer them a percentage of the sales if they'll e-mail their customers about it. In essence, you use someone else's credibility and customer contacts as your own and they then become your customers. Joint ventures are very profitable.

**- What are some of your daily marketing tactics that build your on line presence?**

I frequently write articles and submit them to a large database of publishers I have come to know over the past year. I have currently been published in over 50 different eZines hitting millions of internet marketers from around the globe. This produces a lot of traffic for me and also a lot of new subscribers to my newsletter. I also frequent many message boards and post to help my fellow internet marketers and place a link back to my site which also generates a substantial amount of traffic.

I use eZines to promote products when I launch them or if I would like to spike up sales of an older product. I mainly use free advertising methods for the promotion of my newsletter though.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I would find 3-4 eZines that have decent subscriber bases: 3000-10,000 and purchase solo ads and direct them to a lower priced product that I was selling. The reason I would buy smaller eZines is because I've found eZines with large subscriber bases usually don't pull very well in term of click through ratios. The smaller eZines usually have more active subscribers and are more likely to buy.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Submission of articles to other eZines and keeping an active roll in the internet marketing scene through chat's, message boards, and news groups. Keep your name everywhere and you'll see a considerable jump in your subscriber accumulation.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

If you would like to start an on-line business just remember one thing: "No Matter What You Sell On-Line, You're In The Business Of Collecting eMail Addresses" Most people don't take this to heart when you have to in order to succeed.

You need a way to get people who say "I don't want to buy this right now" to give you their e-mail address so you can stay in touch with them and eventually make them customers. Have a form on your web site for visitors to enter their e-mail address in exchange for a free report relating to your market or even an updates list. Also, keep active with them. Mail to your subscribers at least once a month so they remember you and keep your business in mind.

**- Anything else that you'd like to add?**

Write down your goals and then write how you can accomplish them. Never give up on your plan of action and success will be yours. You will fulfill all of your goals, live your dreams and forge ahead, it just takes persistence.



**Robert Smith**

Bob started working full time on the Internet in 1996. He lost his skilled trade as a color separation specialist for the printing Industry.

(You have seen his work on one of Microsoft's software packages.) As high-end graphic computers came into the trade in the early 1990s the market changed, Bob's skills became less valuable and in less demand. Bob could not support a family with jobs paying less than half the income he had learned to depend on. It became clear that the skills he had developed over the years would no longer provide the security he had come to expect. In two months, he was in trouble.

Bob lived off his savings for months and worked 100-hour weeks as he gradually learned Internet marketing from the beginning. In retrospect, he should have kept any day job while learning. He bought into the hype and didn't expect it to take as long as it did to learn business.

In 1996 hardly anything was selling on the Internet. Bob discovered early on that access to good information was the key to success and marketing information would be the most profitable product to sell.

It's six years later selling marketing information niche is the most competitive on the Internet, but because Bob started so early and developed a content rich website of over 5,000 pages he has a huge head start on recent newcomers.

#### **- Do you sell your own products?**

Yes, I sell three information-based products.

["Be Your Own Boss"](#) is an ebook about inventing your own successful home-based business based on your own individual strengths and passion.

It covers about 80 topics related to growing your home-based business online. It is intergraded into a huge archive of tutorials by respected and successful Internet marketing professionals on my website. I sell this ebook as a stand-alone product and include it free it with my other two information products. I also offer reselling rights.

My second product is a huge [downloadable ebook package](#) about Internet marketing a home-based business that comes with reselling rights. This package started with 6 ebooks and now contains over 78 and is still growing. I offer free upgrades and have kept the price the same for over two years.

I also sell a much bigger package on CD. At over 470 Megs it's too big to download, it contains business tools and software in addition to downloadable and resalable info products, graphics, web design templates and software.

#### **- Are you a full time entrepreneur? If yes, how long did**

## **it take you to build a profitable business?**

Yes, I work full time. A lot has changed since 1996. Now anyone can get a merchant account and start a successful information business based on whatever special expertise they already have in a matter of a few months. Software to create ebooks is cheap and it really doesn't take nearly as much skill development as it did to when I started.

It took me 3 years because to earn a living income. I started out totally inexperienced before there were many people buying on-line. If I can do it anyone can.

Through automating sales and delivery of your products its possible to actually grow your business when you are not able to work. Last year I got sick and couldn't work for over 4 months, yet my income continued to grow during that period.

## **- What do you consider the most difficult part about running an on line business?**

Spelling and grammar are really difficult for me. I always require longer writing good sales copy less than most of my fellow marketers.

I love what I do; I find it difficult to turn the business off. It seems that there are always projects needing doing and everything requires more time than it would seem.

## **- Can you explain how you market your products (or affiliate programs) on the Internet?**

I maintain three high content websites totaling more than 5,000 pages. I attract customers with the cooperation of the search engines by offering highly specific targeted and compelling content.

I also publish a weekly email newsletter and a monthly ezine with about 25-feature articles hand picked to help people understand how to sell online. These articles attract traffic for me and for the authors making it a win-win marketing strategy.

All three of my products feed off each other and are steadily growing.

I constantly update the products and keep the price the same. I offer free upgrades to grow the product's perceived value over time.

I maintain control the copy write and of distribution to the Marketing CD product but I offer duplicate CDs for resale for \$5 to folks that already purchase the original CD from me.



Maintaining control of marketing it this way I can keep a stable sales price. Everyone is selling the same CD for the same price so the product's value won't become diluted over time in the marketplace. This strategy has worked well.

I also maintain an affiliate website selling individual ebooks handpicked for filling an identified desire in the marketplace for that specific information.

I offer affiliate programs so people can partner with me and earn 50% of the sales just for referring visitors to my sites through a third party (clickBank) and I have installed a script that protects the commissions of the affiliates by masking their affiliate IDs and the download locations etc.

Affiliate sales are growing and a very good option for folks starting out without the money or skills required to develop their own website.

### **- Why do you think so many on line businesses fail?**

It's really simple, businesses don't fail, most never get off the ground. Most people expect too much too soon. Starting a business is like launching a rocket into space, most of the energy is spent just getting it off the ground. It requires less and less effort as a business grows, and profits grows exponentially over time.

We are conditioned to expect to make a set amount of money for a set amount of work. When we work a job we get paid less than we earn in order to make a profit for the employer. We accept this model because it's a sure thing and we can count on it.

Growing a business is not like that. Look at authors, musicians, and actors as motivators; their money comes after the work is done. In the information business, you develop your products and your income comes later AFTER you do the all work.

No one fails that doesn't quit. The key is to realize that your business WILL eventually pay and YOU are ultimately in control of the outcome.

### **- Are you using Ezine advertising? How effective is this form of advertising today?**

Targeted ezine advertising is effective. I use mostly in my own weekly ezine. I also use ezine ads and cheap newspaper ads to test my ad copy.

### **- What is your opinion about web promotion software and "traffic generating tools?"**

I have found many if not most of the traffic promotion schemes to be a waste of time and/or money. People visit the Internet to find specific compelling information and that is the model I use to attract targeted traffic.

I generate all my traffic from two automated submission programs and I optimize my pages to capitalize on free advertising available through the search engines.

I generate well over 5,000 visitors a day using this strategy but it's not fast, it's taken years.

**- What is your most effective marketing technique, and why**

Internet marketers often overlook cheap classified ads in weekly newspapers. I find it's even less costly than many ezines and easier to track sales. It's more effective when you can get someone to get on-line in order to visit your website than it is to convert someone to visit your site when they are already on-line for a different purpose.

**- What are some of your daily marketing tactics that build your on line presence?**

Answer email and answer questions generated from a link on every page on my website titled "ask bob".

Develop automated follow-up messages.

Create autoresponders for my articles and sales letters

Write articles, syndicate them to other ezines and publish a small newsletter

Publish the articles of other professional marketers on my website

Develop and submit new content for my websites every day

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Purchase resale rights to an information product I could resell.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Most people that subscribe to my ezine do so after reading one of my articles published elsewhere on the web or on my website or they subscribe after visiting my on-line ezine.

I find most of my subscribers remain on the list for years and

many become loyal return customers. This is an area where I need to focus on.

Offering some sort of free ebook to subscribers would help a lot I just haven't done it, hopefully by the time you read this I will get it done.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Keep your day job until you replace most of your income and don't do as I did and start a full time venture without a backup income. A job provides a secure income while you take the time to develop your business.

Don't expect it to pay off right away and don't get discouraged too soon, can't never did anything - "Can't Couldn't".

GOD made time is to keep everything from happening at once. We couldn't handle it. Our success depends on a progression of developing understanding in interrelated business concepts that must be personalized to our own strengths and passion over time.

**- Anything else that you'd like to add?**

The most important tip I can give anyone starting out is to consider the product LAST and research and develop access to your niche market FIRST. Most people already have access to a powerful market based on what they already know or what they do in their free time - they just don't see it as a market.

Find a market that is easy to reach and then a need in that market you can satisfy. This is the easiest way to success in business and almost everyone overlooks it.



**Andrew Fox**

Andrew is a very self motivated person and a high aiming guy in life. He believes there is no limit to what you can achieve and you must genuinely believe that to succeed in what you do.

**- Do you sell your own products?**

Yeah Lawrence (My business partner) and I have about 5 of them.  
My main one is <http://ultimatemailer.com>

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Sure am! In under 2 years I have went from \$0 to \$350,000+ per year so I'm pretty happy with that. But I want a boat at \$2 million I'll have to keep working :-). After that it will probably be a jet lol!

**- What do you consider the most difficult part about running an on line business?**

I wouldn't say this as being difficult but you have to keep on top of your business. Treat your customers well and keep in touch with them.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

At the moment I'm marketing many various ways. Ezines, Search Engines, Affiliates. Marketing is a science, just a numbers game.

**- Why do you think so many on line businesses fail?**

People need to understand it takes time and need good quality information. Stick with names like Yanik Silver, Frank Garon, Terry Dean, Lee Benson and you can't go too far wrong.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Ezine advertising is very good indeed. However it has its limits. I'll explain that in my new site released late April 2002....

**- What is your opinion about web promotion software and "traffic generating tools?"**

Well saying I build some programs I'd have to say some are good :-). They can be good, just need to know how to use them the right way

**- What is your most effective marketing technique, and why?**

Managing your opt in list. Emailing special offers etc.. Looking after your customers

**- What are some of your daily marketing tactics that build your on line presence?**

Really depends - Some times I read through various newsletters and approach people for JV Deals. Other times write to people to exchange links. Or I might just drive about in my car burnin' rubber :-). I love cars!

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Ohhh hard question. There really is no answer as it would depend on the individual website

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

I use a pop up on my Ultimate Mailer home page offering a free course. It does pretty well.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

It's gonna take a lot of time and learning but it is worth it. Don't fall for get rich quick schemes. Life is about Karma - You give to people and in turn you will be repaid. One of my favorite quotes is something I read on Jonathan Mizel's web site "Empty the Coins of your purse into your mind and your mind will fill your purse" Obey it!



**Mani Sivasubramanian**

Mani is a doctor, writer and ezine editor who has been publishing email newsletters since 1996. With over 15 ezines reaching around 15,000 readers a month, he has chosen to focus on being known as \*the\* ezine expert and have authored two books and three popular newsletters about ezine publishing and marketing. His most known book is ["Ezine Launch"](#).

**- Do you sell your own products?**

Yes. Three ebooks, one paid subscription newsletter.

**- What do you consider the most difficult part about running an on line business?**

Gaining customer trust and sustaining it. That's where an ezine plays a vital role.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Two major strategies I use today with success are:

- mini sites
- ezine marketing

The first closes the sale when an interested prospect comes to the site. The second, which is more important, actually \*gets\* the prospect to the website.

**- Why do you think so many on line businesses fail?**

A lack of focus, unrealistic expectations (hoping to make a fortune overnight without any hard work at all) and giving up too early.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

I used to exchange ads with other e-publishers and sometimes buy ad space in ezines. It is a great vehicle to market your business.

However, nothing can beat the benefits of building your own mailing lists, with an ezine or other offers.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I haven't tried many except Overture's pay per click program. While they may work in bringing traffic into your site, the value of these visitors to your business bottom line might vary a lot depending on their interests and focus.

**- What is your most effective marketing technique, and why?**

Ezine marketing. It is inexpensive, can be repeated multiple times, it develops a relationship with the customer and builds trust before the sale is even offered.

**- What are some of your daily marketing tactics that build your on line presence?**

Discussion group posts, answering email with sig files, ezine advertising

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Ezine advertising. There isn't anywhere else a sum of money that low can make any meaningful difference.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

A sign up form on each page of the website, asking ezine subscribers

to recommend others and listing on many directories. Writing articles on other sites is another nice technique.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Be realistic about projections. Be prepared to work hard. Automate as much as you can. Don't ever give up before putting in your best effort.

**- Anything else that you'd like to add?**

Thanks for the wonderful opportunity to share my views with your readers!



**Jian Wang**

Jian is a Chinese boy who worked in an international cargo logistics company. Two years ago, he successfully persuaded two online gurus to give away their million-dollar-mind ebook to him for FREE!

Then one crazy idea appear on his mind: why not write an Ebook about this online experience which inspires people to go for their dream?

So Jian finished an amazing ebook named ["Hypnotic Persuasion: How To Influence People And Get Anything You Want."](#)

He tells people several tactics to persuade others to do what you want. Beyond that, he also added personal true story to help them to achieve all their goals.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, I am a full time entrepreneur. I spend more than 6 months to build a successful online business.

**- What do you consider the most difficult part about running an on line business?**

Test, test, test! You don't know what works or not. What works for others will not work for you. What works before will not work for now. You must test all the time. Know which one works and use it more time.

Be Patient! You should stand every failure and hold a winner attitude. Sometimes hope will appear when you feel no hope. One more mile and you will win! It's very easy to say but hard to DO. I invested more than \$3,500 to my web site at first and didn't see any result. Don't quit! Hold on and win the game!

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Writing articles is a fantastic way to get free, targeted traffic to your web site. If you direct this traffic to products or services you are selling directly or through affiliate programs this is a great way to boost sales.

You will get a free article by sending a blank email to [sale@sendfree.com](mailto:sale@sendfree.com) and [calljian@getresponse.com](mailto:calljian@getresponse.com)

**- Why do you think so many on line businesses fail?**

Faith. You must prepare and plan to success! Some people have a great goal. It's right, but they don't have correct plan to achieve that. Divide your plan into daily plan and do your homework every day to achieve your little goal. Some little goals will make a big goal.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes, I am using Ezine advertising! At the beginning when I lanuched my ebook, I was wondering how I should start to promote. I chose some ezine to place ad for my ebook.

I got several leads and some sales. Then I paid more to place ezine ads, I got more! Never stop your ad campaign. I know an author who published a bestseller ebook only using the above method to promote his ebook. At last, people will read his ad everywhere on email world except you don't read email.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I don't trust any web promotion software because it have little result. Instead, you can hire some guru to help you promote your online business.

**- What is your most effective marketing technique, and why?**

Ezine blast! Send a sale letter with affiliate link to webmaster. Ask them to join my affiliate program. When they host my sales letter on ezine or web page, they will earn some cash when visitors order my ebook from their member link. I need zero promotion!



I only pay half my earnings when they make a sale. In that way, I think ezine blast is the best way to promote online business today.

**- What are some of your daily marketing tactics that build your online presence?**

Compile a contact list of targeted ezines. And send them a personal email for my latest article. They'll review my article and some will even place my article on their web site or newsletter. I'll get more leads and sales from that.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I would place several ezine ads on some newsletter with different links. After I will know which ezine ad would get the maximum result and put most I earn on next ezine campaign.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Autoresponders! You could offer a free chapter or article on your web site. When the visitors ask for that article, they will give you their email address. Then you'll add them to your mailing list. Don't forget to send them a welcome letter.

Of course, all the above will be on the autopilot. You just place the html code for your autoresponder form on your web page first.

**- What would you like to recommend to people who want to start up an online business? And what not?**

I like the concept of passive income from Rich Dad. Ebook marketing is just like that. You wrote an ebook and you would get income year after year by marketing online.

Modern science help you accept credit card, deliver the information to the customers and inform you income daily by email. All the thing is on autopilot so that you don't do anything. It's your personal cash machine. You'll smile all the way to the bank.

All you need are 3 things

1. Hot Info Product - Download Link After Order
2. Killer Sale Letter-Direct Response Web Site
3. Payment Processor- Accept Credit Card

You can make E-money from people all the world!

By the way, don't accept the get-rich-quickly theme online.  
You must pay more to achieve your dream. You can't become  
Bill Gates in overnight!



## **Donesia Muhammad**

Donesia is a 28 year old wife and mother of two daughters. She has experience in sales and journalism, but wasn't really sure how to use this towards a satisfying career.

Since she stayed home and received her computer from a relative, she taught herself the ins and outs of HTML and web design, learned to install cgi scripts, and set up her own ezine "My IBiz Weekly"...

When Donesia started her first web site "My IBiz Helper.com", she did like most do; put up a bunch of ebooks to resell, and thousands of affiliate programs to promote. She realized that she wasn't batting a thousand with this approach.

Donesia always heard from the serious marketers about being in control of your own business. So it was time to do things the right way. She set up her own ezine, began writing articles, got a business license, and said "Now what product can I sell?"

She realized that she was no software genius, nor did she have the start up funds to hire a team of experts. So she looked into the service industry for some ideas.

Donesia was very interested in the world of ezine publishing, particularly ezine advertising and started to find out about ezine advertising co-ops where advertisers can submit their ad to hundreds of ezines for one low cost.

She toyed with the idea for a few weeks weighing the pros and cons and then plunged right in. Hasn't regretted it since. Hence, "[Ezine Ad Helper.com](http://Ezine Ad Helper.com)" was born.

### **- Do you sell your own products?**

I am in the process of creating my first of many ebooks and of

course Ezine Ad Helper is a service oriented business which I own outright 100%.

**- How long did it take you to build a profitable business?**

Ha, I am still building and in the meantime still broke :-)

No seriously, as a full time entrepreneur I define a profitable business as not having to rely on any outside financial resources and since I am just starting out I have had various reality checks tell me that it is a long and slow process but well worth it in the end. Just because it is not a brick and mortar business doesn't mean you will get rich any quicker.

**- What do you consider the most difficult part about running an on line business?**

Trying to decipher between the hype and the real deals.

Understanding the rules and etiquette of the online world is another problem in the beginning. You may think that because it is online you don't have to conduct yourself as a business person. Every piece of email you send out represents you and your company so treat it as such.

Another difficult aspect is learning to balance between work and home. It is hard to handle your day to day duties when you are trying to figure out whether a virus has hit your computer or why your script keeps crashing. In the meantime your food that you cooked is burning and your kids no longer pay attention to you because you are always on the computer. Balance is a very hard thing to do and it takes a lot of time and a lot of cooperation from your family to help support you in your online venture.

**- How do you market your products or affiliate programs on the Internet?**

Right now I am promoting through mostly ezine advertisements, original articles, ad swaps, etc. I plan to get involved in pay per click programs plus joint ventures. It is always good to build a good communication with fellow publishers and webmasters when promoting your products.

Joint ventures benefits everyone involved. When you first start out, any money you make goes right back into the business promoting so you try to many low budget options to help you until you are able to afford the more high end ways to market your product or service.

**- Why do you think so many on line business fail?**

I think many online businesses fail due to the business owner

having unrealistic expectations.

Certain methods may be cheapest but owning an online business is not much different than a physical brick and mortar establishment.

Some will think that you can make thousands in a short span of time which is just pure hype. Reminds me of how telemarketing scams were about before more laws were passed to control these type of scams.

In reality you are lucky to see a steady \$100 a month, every month. It takes months before you are receiving any money on a steady basis.

Anyone can spend thousands on buying a huge subscriber list, hire someone to design a flashy website, and promote your product everywhere, but that doesn't mean six months down the line you are showing a profit or quite frankly even in business.

You can't over extend yourself. When first starting out, if you are trying to promote a fad, new trick, or a re-hashed idea, your business will fail unless you plan and plan correctly. You should have not only Plan B, but Plan C, D, and E.

#### **- How effective is Ezine advertising today?**

Ezine advertising is very effective in marketing your product. Placing catchy, realistic ads in ezines which target your niche is still a good marketing idea.

It does not make sense to promote alcohol advertisements in a newsletter designed for children so you have to use common sense and good judgment on where you want your product seen.

Combined with other forms of advertising and the countless number of newsletters out there, you will be very happy with your results.

#### **- What is your opinion about web promotion software and "traffic generating" tools?**

I don't really trust those products which will automatically submit your site or ad to thousands of other sites. They give you an unrealistic number of sites that they promise to submit your site and there probably aren't even that many sites like that out there. If they are so promising and correct, they would list each site individually so you know where your material is going.

#### **- What is your most effective marketing technique, and why?**

The funny thing is right now my most effective marketing technique are my original articles. People appreciate that you know what you are talking about and do not deliver a lot of hype writing. Through

my articles have come about some very profitable joint ventures.

Now ask me again in six months and I would probably have more techniques to tell you about but right now my articles and good targeted ezine advertising is what helps.

**- What are some of your daily marketing tactics that build your online presence?**

Submitting articles to publishers.  
Swapping ads with other publishers.  
Giving quality feedback on publishers and their ezines.  
Answering my email as swiftly as possible.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it**

\$30 would go to any scripts or programs that would help automate my site, so I can ease up the workload for myself. \$60 would go right back into the business to help promote my site and services, and the remaining \$10, right back in my account "just in case"

Even though ten dollars isn't much to a newbie that's a lot.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Ezine Ad Coops, and Ezine Directories where I can list my ezine for free or a small nominal fee. I also offer one free ad per new subscriber and that has been helpful to bring in the readers but it doesn't keep them there. It's my original articles and professionalism that keeps them coming back week after week.

**- What would you like to recommend to people who want to start up an online business. And what not?**

Free Hosts are for fun and practice, not for business. A poorly designed site will not get results. Your site can have the cure for every disease out there, people still like good eye candy.

Don't believe every piece of email that comes to your inbox. It is all hype. The best method so far is to come up with your own product and service and to find your niche.

Don't try to keep up with the Internet Jones's If you are just beginning there is no need for the most expensive list host, the most expensive web host ( expensive does not equal reliable) and spending money on things that you don't need. Flashy money doesn't mean a thing. It just means that people may smell a scam coming a mile away.

**- Anything else you like to add?**

If this business interferes with your family to the point that one has to go, shutdown your computer and go spend time with your family.

You can't cuddle with your computer at night time. You can't tuck the computer to bed every night, or fix their favorite meal. If your home life was screwed up before, then fix what is broken before you plunge into the world of online marketing because it will take up a lot of your time and you have to learn to balance your life first and foremost.



## Jim Vigilante

Jim jumped online in July 1999. He was a landscaper in the summer and drove Tractor Trailers in the winter. Started trying to make some money with free stuff and a couple of low cost deals in November. Jim opened his own web site ( <http://www.opportunityseekers.com>) in January, 2000. Registered the business in May 2000, OpportunitySeekers in Union County, New Jersey.

From January to May he was really just trying to figure things out, what works, what's going on around here, information overload. He started his own Ezine in May 2000. July 2000, opened OpportunitySeekers Downline Club. Went well and lasted 18 months before he recently shut it down. Went full time, Sept. 2000, no more J.O.B.S. April 2001 opened ProList, still open and going well today. June 2001 opened VigilanteMarketing, still open today. May 2001 opened PowerMoney, also still going well today.

Had a few little things in between, MoneySystems for one, his attempt at getting involved in the hosting business, bad idea, sold it after only 2 months.

Got tired fast of building downlines in start up programs that didn't last, so he opened his own stuff and started working a large established MLM company, although he still dabbled in the start ups, not nearly as much and didn't rely on the income. Tried to be quick there, 3 years is a lot to fit in.

### **- Do you sell your own products?**

Yes, ProList is a service and VigilanteMarketing is a training site.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, Full Time. It took me about 8 months to start making money and 10 months to go full time.

**- What do you consider the most difficult part about running an on line business?**

Since the Internet is open 24 hours a day it has many advantages, for me, it is also the main difficulty. I get caught up and can totally lose track of time. The Internet is always open, it is in my house and I can work whenever I want which is all the time.

I have learned to manage my time better, but it took a while to be able to do that.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

My philosophy is not, how many you sign up, but who you sign up. If you sign up the right people under you, this is of course only for MLM type programs, then you don't have to market all that much, they will do it for you. I learned early on to build relationships with the people that were serious about their businesses.

As far as straight affiliate programs go, where you only get paid on sales you make, I have built contact lists of 30,000, give or take a few, so I normally just promote to them.

With my web sites, to get new traffic, I use the search engines, pay per click services, ezine advertising, etc. The usual suspects, but rather than spending all of my time marketing like I did my first 2 years, now I pay companies to market for me. My time has become my most valuable resource, so at some point you have to make the trade off and spend the money.

**- Why do you think so many on line businesses fail?**

I can only speak for our little corner of the Internet, the home based business market, I cannot speak for companies like, Pets.com etc. I have no idea why they would fail. As for our industry, I think people fail to realize that this is a real business that requires work and a commitment of time and money. They get caught up in the hype and think it really will be a get rich quick, get paid to do nothing venture. It is not anyones fault,

there is just so much misleading information that why shouldn't you believe it if everyone is saying it.

So, they never attack the business the way it should be run, they don't take the time to get set up, with their own web site, newsletter, building contacts and relationships, they don't protect their reputations, they program jump and do all the things that we would never do in offline business.

I did it and I think most do, the people that succeed come around and figure it all out. They settle down, they take the time and they get set up to make money, which is the real key.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

I do use it, not as a main source but once in a while. I think it all depends on the ad and the type of ezine. Look for an ezine where the publisher chit chats with their readers, this publisher will have a subscriber base that reads each edition more than a straight business type of ezine.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I do not use any software, although I used to use them all. Every submitter available that would post to every place. The only submitters I would use now would be search engine submitters.

I think traffic generating tools are great for new people, but much too time consuming once you have a business to run.

**- What is your most effective marketing technique?**

The Internet changes so fast, that techniques also change just as quickly. My most effective technique has always been to build a relationship with anyone I want to work with. So, if it is an ezine editor, I subscribe, place a few ads, write back and forth and get to know them.

A program owner, same thing, check it out, ask questions, join up under them or buy their products, build a relationship with them.

I am sure, most people are looking for me to say, search engines, ezines, classifieds, whatever. But, these things have not worked nearly as well, even my own ezine has never worked as well as what I explained about.



Build a relationship with someone that owns a program or a large ezine and watch how quickly they can explode a downline or sell your product/service.

**- What are some of your daily marketing tactics that build your on line presence?**

At this point, I just stay in contact with the people I already have in my programs, MLMs, or on my contact lists. I write articles, free reports, send out updates, run conference calls and voice chats, make sure they know I'm still here and ready to help.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

If I was new, I would buy training.

Now, I would spend it on joining 2 hot programs under 2 different people that I wanted to work with. They would be my sponsor and would want to work with me, chat with me, etc. This would build a relationship with them, since I joined under them in whatever it was they were promoting, I did not try to sell them or just cold call them.

They may decide to join with me in my deal, maybe not today, but if I keep that relationship going, eventually. This of course does not always work out the way it is planned, but I have made a bunch of great friends along the way.

If they didn't contact me after I joined, work with me, etc. then I made a mistake thinking this was someone I wanted to work with in the first place.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

I use Free reports on all of my web sites. These are the best way to get people to opt in and are how I built my large contact lists.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Attack your business, go all out. People spend 4 years in college to learn how to get a JOB, you can spend a year training for your Internet Marketing Career.

If you are going to build a Network Marketing business on the Internet, pick one main company and wrap it in a few

generic resources that everyone wants. The generic resources will be easier to sell than the main deal and will make you money while you are building your long term downline.

If you are going to just sell your own products, make sure you have an affiliate program attached to it and let others sell it for you.

If you are going to just sell other peoples products and just get one time commissions on only your sales, I can recommend against that. This can be a great source of extra income, but should not be your only source.

This is the Internet, you might as well utilize other people, get paid for their efforts and capitalize on their marketing. I recommend Network Marketing online, something that has a residual income and use those other income sources as extra money.

#### **- Anything else that you'd like to add?**

"Get Set Up to Make Money".

Forget the hype and silly promises, get serious, if you take the time, learn as you go, treat it like a real business, the lifestyle that comes with a successful Internet business cannot be beat.



### **Sam Vaknin**

[Sam Vaknin](#) is the author of [Malignant Self Love - Narcissism Revisited](#) and [After the Rain - How the West Lost the East](#). He is a columnist for [Central Europe Review](#) and [eBookWeb](#), a [United Press International \(UPI\)](#) Senior Business Correspondent, and the editor of mental health and Central East Europe categories in [The Open Directory](#) and [Suite101](#). Until recently, Sam served as the Economic Advisor to the Government of Macedonia. Visit Sam's Web site at <http://samvak.tripod.com>

#### **- Do you sell your own products?**

Yes, I do from here: <http://thebook.cjb.net> Both my books and e-books are also available through [Barnes and Noble](#) and from

online bookshops. My articles are, of course, published by many print and Web media outlets.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

I operate as a freelancer and author and so, in a way, I am a full time entrepreneur. I owned many business ventures in my life (I am 41). This specific publishing business, owned by my fiancée, Lidija Rangelovska, became profitable in less than 18 months. My book "Malignant Self Love-Narcissism Revisited" is now the #1 bestseller in its category in [Barnes and Noble](#). My e-books are selling briskly.

Still, the term "profitability" as it is used in income statements in traditional businesses - is pretty useless when it is applied to entrepreneurial, online, self-employment, flexitime, or part time businesses. How should an entrepreneur cost his or her time invested in the business? What about "overtime"? Or the use of part of one's apartment as an office? Is "free" advertising really free? What is the value of reciprocal links and author bylines?

The "balance sheet" aspect of such enterprises is no less problematic. How to measure and quantify the increase in one's reputation and goodwill brought about by growing exposure to the media or enhanced traffic to one's Web site? How to evaluate brandnames and trademarks? What about other types of intellectual property? How should one establish the intrinsic value of print books - in terms of derivative e-books and syndicated material?

The accounting profession and the tax authorities must respond to these challenges.

**- What do you consider the most difficult part about running an on line business?**

Interacting with people. The Web is inordinately suffused with difficult, aggressive, or mentally imbalanced people. The ethos of "everything for free" fosters unrealistic expectations among potential and actual customers. They demand - sometimes disagreeably, vociferously, or threateningly - way too much bang for their buck. Often they expect way too much bang for free. Scams and spam are on the rise. Add to that business failures, obligations and contracts reneged on, credit card fraud, and severely overburdened infrastructure - and, as far as I am concerned, the online environment is becoming less and less agreeable by the day.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

The repertoire is fairly familiar by now. I have invented nothing new. But whatever I do - I do furiously. Example: I publish my articles on hundreds of Web sites simultaneously. I submit to 50 search engines

daily. As a result, my Web site is #1 in Google (search for "narcissism"). It is a brute force approach.

**- Why do you think so many on line businesses fail?**

For the same reason more than 90% of all offline businesses fail. Overreaching, unrealistic business goals, under-funding, lack of stamina and perseverance - the outcome of inflated expectations, lack of business experience and track record and so on.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

I am not using e-zine advertising because I, myself, though I subscribe to dozens of ezines, cannot remember the last time I read such as ad.

**- What is your opinion about web promotion software and "traffic generating tools?"**

The only Web promotion tool I know to be effective is good, relevant, constantly updated content. Moreover, traffic is not the main issue - it is easy to secure. The main issue is converting traffic to sales. This is where the Internet failed miserably.

**- What is your most effective marketing technique, and why?**

Most of my (considerable) sales are unrelated to any of my marketing drives or techniques. Very few of the 3700 members of my mailing lists have bought my books. I have never sold a book by publishing an article in an e-zine or on a Web site - though close to 500 of my articles are published by now. Good content, relevant advice, word of mouth - these are my marketing techniques.

**- What are some of your daily marketing tactics that build your on line presence?**

I maintain a mailing list (akin to an e-zine) - the "Narcissistic Abuse Study" list: <http://groups.yahoo.com/group/narcissisticabuse> I submit to search engines every day. I submit content to other Web sites every day. I keep my eyes and ears open for promotional opportunities.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

In a good restaurant...;o) Seriously, what effective results can be obtained with \$100 - or even \$1000?

I repeat:

The problem is not to attract traffic to my Web sites. I have more than 10,000 daily page views. The problem is how to convert this traffic to sales. This conversion requires much heavier investment, over long

periods of time, mainly in print and electronic media.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Most of them sign on from my Web page. I had my list registered with various e-zine directories but not much more than this.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Make sure you have a steady offline job with a clear career path - before you plunge into the online Klondike. The Internet is gradually being dominated by big, brick-and-mortar, corporations, on the one hand, and by the government on the other. Small entrepreneurs are being squeezed out. To survive as a netpreneur, you must find a niche and dominate it. Only if you are a price-setter can you expect to be profitable. There aren't too many of these niches to be cornered, I am afraid.

Create a line of products, automate both your marketing and your sales, take personal, non-automated, care of your clients. After-sales with a face is the key to repeat sales and to cross-selling.



**Neil Shearing**

Neil is a 29-year-old Englishman living in a corner of England with his American wife and son. He holds a PhD in cancer research, and has given up science to start his own business on the Internet. Neil first became aware of the Internet in 1996 and launched his first product in 1997, the "[Internet Success Blueprint](#)". Since then he's built his website into one of the top 6,000 most visited sites on the Web.

**- Do you sell your own products?**

Yes, I have four different products... all originals, and a product I market on behalf of a friend.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, the Internet fully supports myself and my family. I built the business as a hobby from 1997 onwards whilst doing my PhD. I could've switched from science to the Web earlier, but I wanted to finish my PhD, so eventually I went full-time online in mid-2000.

**- What do you consider the most difficult part about running an on line business?**

The self-discipline involved in actually going through the daily routines of answering emails and processing orders. Also, the fact that taking a day off is difficult...people still expect you to answer emails immediately. However, there are such tremendously positive reasons for running this kind of business that the difficulties are almost insignificant. :-)

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I mainly use my network of Super Affiliate contacts. I strongly believe that Super Affiliates (ones who know how to make sales) are the key to success for solo entrepreneurs. That's why I launched Spider which was a tool I originally had made for myself...

<http://www.scamfreezone.com/spider>

**- Why do you think so many on line businesses fail?**

Because it's not easy to make money online. Yes, it can be done... and when you're established, it gets easier and easier. But too many people have this illusion that making money online is easy. When that illusion is shattered, they give up.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

The only ezine ads I'm currently placing are in my own newsletter. I find it gets the best results :-)

**- What is your opinion about web promotion software and "traffic generating tools?"**

Most of them are not worth the money. The problem is that people are looking for an easy answer or a "magic bullet" where they just pay some money and instantly become super-selling machines. It doesn't happen. The best way to build a successful business is to put in time and effort over several years... at least you'll then know that you're on solid foundations.

**- What is your most effective marketing technique, and why?**

My lists. I can make sales instantly, for nearly any product, by emailing my customers, associates and newsletter subscribers. I view building my lists as like investing in my pension fund :-)

**- What are some of your daily marketing tactics that build your on line presence?**

I don't generally have time to do endless marketing now I've reached this level of success. I spend a lot of time answering customer emails, taking part in questionnaires such as this one, moderating my own Forum, processing orders, paying associates, writing newsletters and customer-only Snippets and keeping everything running smoothly!

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I think I'd invest it in a new ebook or software tool. People think spending money on ebooks and software is a backwards step. Instead, it should be thought of as a positive investment. If the info in the ebook increases your sales 10% for the next 50 years, how much was that ebook worth to you?

Of course, you'd have to promise you'd be able to find me a few hours to read the ebook in ;-)

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

I use a popup window on every frontpage of my websites. I use a cookie so that the popup is only seen once per website per visitor per day.

That gains me about 100 new subscribers per day.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

I'd say to only start this business if you enjoy it. You're not going to get anywhere if you're not enjoying what you do because beginning a business from scratch takes long hours and hard work. None of the "gurus" I know have done it any other way.

Having said that, if you do enjoy this business, generate your own digital products, sell them though an associate program and work the backend sales (repeat sales to current customers). There's a lot of money to be made, and a lot to be enjoyed online. It's a fast-paced, exciting business to be in :-)

**- Anything else that you'd like to add?**

Not really. The secret is to build your lists while selling your own digital products through a network of affiliates. The affiliate links to your site boosts its linkpopularity and ranking in the search engines. If you offer great products with excellent value, you'll do very well. :-)



# Web Marketing Explained

Real people share their success stories



**Merle**

Merle started her first web based business about 4 years ago "[Merle's Cyber Promotions](#)" offering a variety of promotional services to small online business owners and [MerlesWorld.com](#) offers free information for those who are trying to promote their own sites.

A little less than 2 years ago she launched another site <http://www.EzineAdAuction.com> which allows ezine publishers and advertisers to come together in an auction setting to buy and sell newsletter ads.

Merle also publishes 3 newsletters with a combined subscriber base over 11,000. She wrote many short articles on online promotion/marketing and her work is widely published online.

**- Do you sell your own products?**

I don't sell products, rather services. M.C. Promotions offers marketing activities like ebook promotion, ezine directory submission, search engine submissions and other promotional activities. With EzineAdAuction.com I make a percentage off of all sales on the site and bill out monthly. I'm also involved with many affiliate programs that relate to my websites.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

I'm not a full-time entrepreneur but it sure feels like it sometimes. I put in many long hours just maintaining my sites and providing services to my clients. I have gotten to the point after 4 years of hard work of only having to work outside my home part time (20 hours per week) and I run my Net businesses the rest of the time. Running any kind of Internet business takes a lot of hard work to make any kind of money. You can't put in an hour a week and think you'll be successful it just doesn't work that way. As an entrepreneur you need to be all things and wear many hats. Having a clone would help as well (LOL)

**- What do you consider the most difficult part about running an on line business?**

One of the most difficult chores I face daily is keeping up with email.



It's very important to me that I answer any and all emails within 24 hours. To me this shows that I'm paying attention and that I care about my clients. This can be very difficult when you receive a few hundred messages a day across 3 domains. Also, updating websites, writing my ezines, and taking the time to write articles are all very time consuming tasks. You need to be a "Jack of All Trades" and aggressively promote your site every day. No one's going to do it for you and without traffic you're dead in the water.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I would have to say my ezines are the best marketing tool I have, that and writing articles and having them published in other ezines. If you have a business online you must publish an ezine, it's the best online marketing tool you can have. If you don't have one I'd highly suggest you start one. I also buy ads in other ezines and do swaps on a regular basis. Pay per click search engines like Google's Ad Words Select and Overture's service are both tools I utilize.

**- Why do you think so many on line businesses fail?**

Some fail because they just don't have the drive and determination to put in long hours and others fail because they throw too much money, especially for marketing, hoping something will stick. Basically they overspend.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Are you kidding? In my opinion ezine advertising is one of the best ways to get the word out on your product/service. If I didn't think this way I never would have launched EzineAdAuction.com. I'm also my own best customer. I purchase many ezine ads to advertise my site and I swap ads when I can to save a few bucks. There are many highly targeted ezines you can purchase ads in at reasonable costs if you know what to look for. Top sponsor and solos are two of the best kinds to purchase.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I have a few pieces of software I wouldn't be without. Aureate Group Mail for maintaining email lists and for website submission "Submit Wolf". You'll also need a good e-book software for all those e-books you're going to write.

**- What is your most effective marketing technique, and why?**

I would have to say my most effective marketing tool is the exposure I get from my articles. I keep a list of ezine publishers that I send my writings to on a regular basis. You'd be amazed at how much traffic you can generate thru a good sig line.

**- What are some of your daily marketing tactics that build your on line presence?**

I think it's important to join discussion lists and subscribe to ezines that relate to your field. It's important to "keep your ear to the ground", so you know what's going on in your industry. Also, active participation can really get your name out there and lead to other networking opportunities like joint ventures. Daily check your email and take care of business. If you're sloppy about responding to your customers you'll lose a lot of business. Keep your eyes peeled constantly for ways to improve your site or add to your existing products/services line.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

If I had 100.00 to spend on promoting my business I would use it to purchase ezine ads. They really are one of the most effective marketing tools and a very inexpensive way to reach thousands with your message. I bet I could make that 100.00 go pretty darn far.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

One of the best ways to gain new subscribers is thru ad swaps with other related ezine publishers. You should also have a sign up box on every page of your site and offer something for free in exchange for their subscription like an e-book or software or something. You can also purchase opt-in subs from places like worldwidelists.com and hiplist.com

**- What would you like to recommend to people who want to start up an on line business? And what not?**

When thinking about what kind of online business to start I'd say choose something you love and are really interested in. If not you'll never have the energy to devote to your tasks and you'll eventually lose interest. A wise man once said "Do What You Love and the Money Will Follow". Very true. Don't expect the Internet to make you rich overnight but with hard work it is possible to make a decent living.



**Ruth Townsend**

Ruth is just someone like everyone else wanting to get more out of life, someone wanting success. On October 25, 1996, after

18 years of service, she placed her keys and security card on her desk at 11:06 AM and claimed her freedom. She has not regretted it or looked back once.

At that time, ezines were a fairly new idea. They offered such powerful promise as an advertising vehicle that she devoted herself to learning all she could about them.

Ruth saw the need for advertisers to have a tool to assist them in placing their ads in ezines, as well as the need for publishers to be found by these advertisers looking for ad space. Ruth bridged the gap and created the Net's first resource of ezines that accept advertising and the Directory of Ezines was born! The rest, as they say, is history.

**- Do you sell your own products?**

My main product is [The Directory of Ezines](#)

The DOE offers everything you need at your fingertips to place ads in ezines. The DOE is a huge time saver because you can find ezines that sell ads in your perfect market in just minutes. Publishers can list for free as long as they accept advertising. Some publishers tell me that over 80% of their ad sales come from DOE members.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

When I started the Directory of Ezines in January 1998, I saw my first month's profit in mid September...just 9 months later.

**- What do you consider the most difficult part about running an on line business?**

Finding time to do all the things I want to do. I put a strong emphasis on customer service at the DOE. I answer my emails personally and that takes time. But customer service is #1 in my book, so I make the time. Then there's the other products we sell and have planned to sell, planning the marketing, adding publishers and members to the database every day. You know how it is.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

We use a number of tools to accomplish our goals. My newsletter, the Doe Insider, my affiliates program, and building strategic alliances with other successful Internet people are among our top methods. And I use ezines to place solo and sponsorship ads of course.

**- Why do you think so many on line businesses fail?**

People buy into the "hype". It's tough to have your balloon burst when the realization sets in that your costs were more than what was coming in. Too many people buy into the hype and think all they have to do is sit back and the money will just roll in. By the time they realize that they had to do some "homework" and learn the ways of the Internet, marketing and advertising, it's too late.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Guess you could say I am rather partial to ezines and ezine advertising! As far as effectiveness is concerned... just as effective as ever! The people who subscribe to ezines have an interest in the topic of that publication. What better place to have your ad than before an audience of people who are interested in the subject content of the publication? You just can't target market better than that!

**- What is your opinion about web promotion software and "traffic generating tools?"**

We use some of this type of software. I believe in automation so I'm quick to embrace things that save me time. Some of these tools work while others simply promise results. As far as search engines are concerned, we find we have to do that by hand.

**- What is your most effective marketing technique, and why?**

My newsletter, the DOE Insider and the pop-up for people to subscribe. I resisted the idea of a pop up at first, but does that thing work! Our #1 tool is our ezine because it's a win-win.

Our readers win because we provide valuable information about marketing with ezines. We win because a happy reader quickly becomes a happy customer. Your readers can subscribe to the DOE Insider by sending a blank email to:

<mailto:join-doe@directoryofezine.com>

**- What are some of your daily marketing tactics that build your on line presence?**

Customer service and answering my email! While we distribute free articles, place classified ads, use some banners and more, our positive word of mouth and reputation for bringing an incredible value to our members is what sustains us.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I'd find the most targeted ezine I could and buy top sponsor or classified ads.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

The pop up box on our home page more than doubled our number of subscribers.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Be prepared to spend a sizeable amount of time researching, reading, and getting as much information as they can absorb about marketing and advertising. This is a business, it needs to be run like one.

Things to avoid... I would say splitting your focus too much. Do your research, choose what you want to do and put your all in that thing. Don't get distracted with offers that sound too good to be true or sound like a quick fix.

**- Anything else that you'd like to add?**

Yes. In everything you do online, be sure to be honest and ethical in your dealings. Offer clients an iron-clad guarantee and stick with it. Don't over promise... over deliver. Stick to the basics and do them very well and success will be yours!



**Diane Hughes**

Diane is the founder and President of HNB Resources. She is 25 years old and at the age of 20, she started searching for home jobs. She bought into many programs and memberships that of course, she couldn't understand much less get them working!

Diane spent countless dollars (by the way, that she DID NOT have due to being newly married and a college drop-out) on programs, guides, etc. that she would look through and put aside because she just simply couldn't understand them!

After much searching and many headaches, she decided that working for herself was the best way to go... She researched, and

researched, and eventually started up her own site.

She didn't have much money, NO HTML experience, but somehow she got it up and going. Her first site was at Freeyellow.com... and THAT was where she also got her first HTML lesson.

Diane was making about \$50 - \$100 a week then at the most....but WOW! That was so exciting! \$100 a week in her spare time on a computer. She got the laughs of course from her husband and family, but after almost 5 years on the net learning new things everyday she's the one laughing! :o)

Diane remembers why and how she started and how frustrated she was with all the money she was blowing. She knows the desire, the frustration, and confusion you go through when looking to work from home or start your own business. That is what she used to create the overall objective of HNB Resources.

### **- How long did it take you to build a profitable business?**

It took me approximately 3 years to get the courage enough to quit my full-time job. I started making more than my current salary after a little over a year, but I was a little too squeamish to quit my job since it was guaranteed and consistent income.

After about 3 years of growing, I simply couldn't handle both and "took the plunge."

### **- What do you consider the most difficult part about running an on line business?**

I would say the most difficult part is failure. Although I pretty much know what I'm doing and am successful in what I do, I STILL make mistakes and it's hard to overcome them sometimes. I have to continuously remind myself that failure is the best learning tool and I wouldn't be where I am today if I DIDN'T fail.

It's difficult to overcome the frustration and discouragement you get from failure, but if you learn from it -you win.

### **- Can you explain how you market your products (or affiliate programs) on the Internet?**

The main source of marketing I use is ezine solo ads. There's no better source right now, in my opinion.

I also have my own newsletter with over 50,000 subscribers. Nothing beats advertising to my own list.

### **- Why do you think so many on line businesses fail?**

I think the main reason so many fail, is because they quit .... plain and simple. If they fail a couple of times, they get

discouraged, figure it's not for them, and they quit. This kind of ties in with my answer to "the most difficult part of running an online business."

If people can learn from their mistakes and keep trudging on, they WILL succeed -no doubt in my mind.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes ... that's about all I use.

This is the most effective form of advertising I have found.

There ARE possibly some more effective ways, but they are usually much more expensive and not feasible for online businesses --- especially start-ups.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I personally have a couple that I can't live without. I use them regularly.

[WebPosition Gold](#)

[Trafficlaunch](#)

I sell Trafficlaunch -but this is not a sales gimmick. It really works and makes my life so much easier. There is a free demo if you'd like to try it out.

**- What is your most effective marketing technique, and why?**

Solo ads ... as I said above, it's the most cost-effective and most successful of all marketing ventures I have tried -- and believe me, I've tried just about all of them! :o)

**- What are some of your daily marketing tactics that build your on line presence?**

Hmmmm -I won't say I do these daily, but I would say posting to high traffic web forums and my newsletter. Both have gotten my name out there and continue to build my online presence.

And I almost forgot, writing and submitting my own articles has helped tremendously also. It has brought a considerable amount of traffic and new subscribers.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Solo ads in a successful newsletter -have I told you how much I



believe in the success of solo ads? :oP

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

ListSurge ... it has proven so effective in growing my list that I just recently bought the rights to sell it.

<http://www.ListSurge.com>

**- What would you like to recommend to people who want to start up an on line business? And what not?**

I'll put my recommendation and "what not" in one answer:  
Take it slow.

Don't join everything and anything that comes your way.

Concentrate on one or 2 things at a time and research and learn. It's so easy these days to try to do too much at one time --- it's probably the number one reason people fail, get discouraged, and quit.

**- Anything else that you'd like to add?**

Keep your goal in mind and don't lose track.



**Dirk Dupon**

Dirk is a long time Internet Marketer, Ebook Author, and Ezine Publisher. He wrote several Ebooks and is the webmaster of [Smart-Web-Promotion.com](http://Smart-Web-Promotion.com) and [Ebooks-Made-Easy.com](http://Ebooks-Made-Easy.com).

Dirk started on line in the early 90's, and now makes more money with his on line business than with his daily job as a hospital cook. Dirk also publishes "SmartPromotion Ezine" and "The Ebook Marketer Ezine", reaching thousands of subscribers every month.

**- Do you sell your own products?**

Yes, "[Web Site and Ezine Promotion Made Easy!](#)" My Ebook shows people how to get real traffic to their web site or sign



up more subscribers to their Ezine. All the tips in this book have been used by myself, so I know they do work :-)

Other Ebooks I have created are the ["Ebook Authors Interviewed"](#) book (free) and ["Write, Create, Promote, Sell"](#) (also free.)

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

No, I still work in the hospital kitchen, but I'm seriously considering going on line full time in the future.

My business became profitable within the first year after starting writing and publishing my own Ebooks. Before this, I made money by selling other people's products via my Ezines and autoresponders.

**- What do you consider the most difficult part about running an on line business?**

Getting quality traffic to your sales page, and turning those visitors into future customers. It all comes down to capturing email addresses, and actively using the power of Follow-Up marketing.

Of course, you also need to use good sales copy on your web pages, where you sell your products. It takes some time to learn to do this right, but once you know the basics, you're on your way to success.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I really couldn't live without pop-up windows, capturing my web site visitors email addresses. Most of the money I make on the Web comes from this technique.

**- Why do you think so many on line businesses fail?**

People give up to fast because they expect too much. I have days that not one sale comes in. This is a normal thing on line.

You just need to stay cool and not panic :-) Consistency and determination are the magic words for people operating a web business.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

I used to place them, and they worked well for me. However, you shouldn't expect direct sales from an Ezine ad. It's best to use your Ezine ad to let people sign up to your free email course,

or to let them request an autoresponder message. This way you have their email address... always make your Ezine ads pay you back in the long time :-)

These days, I swap ads in my Ezines with other Ezine publishers who own lists that cater to my target market.

Ezine ads work only if you aim for a high position, like a Top or Sponsor Ad. You should also put your Ezine ad in front of people who already have an interest in your products if you want to make your Ezine ads profitable. Otherwise you're just wasting advertising money. There's some great information inside the "[Ezine Ad Profits](#)" Ebook.

### **- What is your opinion about web promotion software and "traffic generating tools?"**

I don't recommend the mega web site submission services, because your site gets penalized by the search engines if you use them.

It's best to hand submit your pages once every months, or set up a link swap with another site that plays in your field.

I believe that pay-for-click search engines on the other hand are the future of search engines. They are so effective, because you can use the right keywords to target the visitors who will visit your web site. Remember, it's all about getting the right traffic to your site if you want to make your business profitable. You don't need Windows users on your Macintosh site :-)

About the traffic generating services: I only use [NoMoreHits](#). However, don't rely on these services alone to make sales with your web site. On the other hand, these services are effective if you create a special page where you offer visitors a useful Ebook, course or other service in return for their email address.

Make the page load fast, and create irresistible copy to capture your visitors attention, because you only have a few seconds before they click away from your page.

### **- What is your most effective marketing technique?**

My autoresponders. They follow up on my web site visitors (leads), 24/7, and I don't have to lift a finger. Without them my on line business would have died long ago!

### **- What are some of your daily marketing tactics that build your on line presence?**

Every day I answer emails from my customers, subscribers, and other people who ask me for help. I have made it a top

priority to assist people in need.

I know how they feel, because once I was a newbie too, and it's a fact that if you help others, they will reward you in the long end.

Every day I also try to write a new article, work out some new ideas, create a new autoresponder message, or work on my Ezines. This way I don't have to write my Ezine in one session. I like to take the time to re-read my Ezine... and modify what's not good enough :-)

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Mmm, I would buy some new Ebooks with resale rights, and set up a new autoresponder at [Getresponse.com](http://Getresponse.com).

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Again, my pop-up windows. They are a great tool to increase your Ezine list fast. Just put up an interesting bonus gift or special offer in return for a subscription. Success is always guaranteed!

**- What would you like to recommend to people who want to start up an on line business? And what not?**

First of all, you'll need to put some time in your on line business. Don't expect to become rich fast. See how others do it, and copy their success. Look and learn!

Don't sit on your money! Buy some good manuals, read them, and most importantly... put them into practice!

It's a fact, the money will come in slowly in the beginning. But if you constantly promote and market your product(s) it will become easier to find out what works and what not.

And don't forget that not everything is free. Be ready to spend some money out there. Don't be a cheapskate :-)

**- Anything else that you'd like to add?**

If you want to make money by writing your own Ebook or Info-Product, I highly recommend to sign up for my FREE 4 Day Ebook Email Course.

My Email course will show you how to write, create, promote and sell your own Ebooks on the Internet. You can sign up here:

Good luck!



**Bob Leduc**

Bob retired from a 25 year career of recruiting sales personnel and developing sales leads. Now he helps owners of new and small businesses find highly profitable customers fast for a very low cost.

Bob also writes marketing articles every month for numerous print and online publishers. Recently, he also wrote several manuals to help small businesses grow and prosper.

**- Do you sell your own products?**

Yes. On my web site, <http://BobLeduc.com>

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes. I successfully built several full time marketing businesses off line. Since 1995 most of my business activity has been on the Internet.

**- What do you consider the most difficult part about running an on line business?**

Keeping up with rapid change -- especially in marketing. A new and highly effective online marketing method can become obsolete and unprofitable in 12 to 18 months.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Primarily by providing unique, practical marketing articles to publishers and promoting my products and services in the bylines.

I also do some ezine advertising -and I use simple, personalized postcards to promote traffic to my web site. I learned a unique postcard marketing strategy before coming online and discovered it works even better for promoting an online business.

**- Why do you think so many on line businesses fail?**

Too many people focus on the technology of online marketing and overlook applying fundamental business principles to building their business.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Some. It's less effective today than in the past.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I don't have much personal experience using them.

**- What is your most effective marketing technique, and why?**

Writing practical, focused marketing articles and promoting my products and services in the bylines. Writing is easy for me and I have a lot of marketing experience both online and off line.

**- What are some of your daily marketing tactics that build your on line presence?**

Answer email personally and quickly. Evaluate the results of marketing efforts. Read and research online marketing and resources.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Implement a special postcard marketing promotion to previous customers with the inquiries directed to my web site.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

My articles with inquiries directed to an email address instead of to my web site.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

1. Only start a business involving a product or service you already know a lot about.
2. Before launching any new business, make sure you develop a detailed strategy to attract the number of paying customers you need to meet your financial goals. The success of your business depends on it.

# Web Marketing Explained

Real people share their success stories



## Michael Webb

Michael is best known as "The World's Most Romantic Man" and has been interviewed on over 400 radio and television shows. At least 200 newspapers and magazines have featured him. Michael writes a syndicated column on romance tips, has a #1 best-selling book on romance and founded [TheRomantic.com](http://TheRomantic.com), one of the web's most visited sites.

He sells 5 of his own ebooks and also sells a package he put together called "[Secrets of Ebook Millionaires](#)"

### **- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

I began The Romantic back in 1995 and for the first 4 years it was almost 100% print/broadcast media driven. Today, 95% of my business is online. I have been making a full-time living since the first year I launched, although I make a VERY comfortable living now.

### **- What do you consider the most difficult part about running an on line business?**

The evolution of the web is the most difficult and frustrating part of my business. Just when things are clicking, a company drastically raises its prices or goes out of business. You have to be flexible and not have all your eggs in one basket.

### **- Can you explain how you market your products (or affiliate programs) on the Internet?**

I use ClickBank for my products and naturally many affiliates find me there. But the majority of my affiliates have found me simply by surfing my site. Fortunately I have been so successful that I haven't had the need to go out and advertise my affiliate program or target webmasters to approach. Eventually, I'd like to do more of that.

### **- Why do you think so many on line businesses fail?**

Many people think you'll make an instant buck. Just put up a

website and money will pour in. It will pour in if you know the secrets and are willing to do a little bit of legwork to both get visitors to your site and design your site in a way that it sells.

If your site doesn't look/read professional, then you will never have a chance.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

I have 4 of my own ezines which have created fabulous wealth for me in terms of selling my products. I occasionally scout out other ezines to advertise my ebooks in or to build up my own ezine. The right ones can bring in good money. The wrong ones can be a money pit -especially those that contain tons of ads/links.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I have personally never tried them.

**- What is your most effective marketing technique, and why?**

I am really fond of pay per click search engines (only the top 3 or 4). You can easily determine what the average cost is to sell your product and quickly set your bids accordingly.

**- What are some of your daily marketing tactics that build your on line presence?**

I have 2 free syndicated columns (<http://www.theromantic.com/column>) that dozens of websites use. I also have 4 weekly ezines that continue to bring a lot of repeat traffic back to my site.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I would either spend it buying co-registered subscribers for my ezines at a very cheap rate or I would use it at Overture or FindWhat -pay per click search engines. For ebook authors, I would recommend spending it on getting a professionally designed ebook cover. I see so many terrible ones out there.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Pop-up subscription forms work great -as long as you don't have a lot of other pop-ups on your site. They can be annoying. I also have a signup form on every page that isn't a sales page.

**- What would you like to recommend to people who want to start up an on line business? And what not?**



Learn from the pros. There are a lot of people like myself who make \$100,000 or more each year. Take the time to read our ebooks. It is ridiculous to try to figure it all out by yourself when the information is so easy to get.

**- Anything else that you'd like to add?**

Be generous with your affiliate program. I give 40-50% commission on all my products. Sure, it is giving a lot of money away, but I sell a lot more ebooks than most people this way.

Thanks for letting me share.



**Frank Garon**

Frank sort of fell into Internet Marketing. You can read more about Frank and his business at <http://www.internetcashplanet.com/Bio> but here is the short version:

Frank drove a tractor trailer (lorry) for 15 years. His wife and he went bankrupt trying to make money from home. They tried everything from mail order to import export to inventory liquidation to a biweekly mortgage program. Nothing worked.

Finally, they started to catch a few lucky breaks. They found a few good, sharp "Gurus" to help them and things started to take off fast.

Fast forward to today - they've got a high traffic website at <http://www.internetcashplanet.com> and their online newsletter goes out to over 18,000 opt in readers daily.

Frank: "It's been one wild ride and hopefully we are proof positive that anyone can make money Online!"

**- Do you sell your own products?**

Yes - our number one seller right now is over at <http://www.internetcashplanet.com/teleseminar.htm> .

**- Are you a full time entrepreneur?**



Yes - August 2002 marks the 5 year mark. It took me 8 months and 2 days to build a profitable business.

**- What do you consider the most difficult part about running an on line business?**

Keeping my emotions from becoming involved in my business decisions. I see this as THE number one problem most people have - they let their emotions rule how they run their business.

It is business suicide to operate in this fashion, and yet you hardly ever hear anyone speak about it.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I have an opt in newsletter list that people subscribe to by emailing <mailto:planetgram@aweber.com> I then market to that list in such a fashion as to build a rapport, a trust, and a friendship with my readers.

They come to know, like and trust me and are very willing to accept my advice and recommendations.

**- Why do you think so many on line businesses fail?**

God, could I write a whole book on this topic. The reason most people fail is lack of preparation. Lack of understanding that this is a BUSINESS. Lack of understanding that YOU are the ONLY thing standing in the way of YOUR success.

No one likes to talk about all this, but I tell you over and over that it IS the reason why some of us make it big and some of us fail.

It's 99.9% Psychology, and 1% technique. I could teach a monkey to submit to a search engine or design a website.

You see, it's the MENTAL stuff that is the "secret ingredient". Everyone is running around looking for that "magic bullet", when everything they need is right inside of their brain.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes. If done properly, it can be very effective. I use Terry Dean's Netbreakthroughs Course too.

**- What is your opinion about web promotion software and "traffic generating tools?"**

Again, I could write a book about all this. Some work, some don't. Best advice is to look around, find "gurus" you feel you can trust,

and do exactly as they do.

**- What is your most effective marketing technique, and why?**

My opt in newsletter. It allows me to build a relationship with people that NO sales letter, no autoresponder, no website, can ever hold a candle to.

**- What are some of your daily marketing tactics that build your on line presence?**

Build my list, mail to my list, make offers that show people how they can solve their problems. Automate the followup to the responses I get.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I'd buy Lee Bensons' "Ezine Tactics" course, Terry Deans' "Netbreakthroughs course", and a couple of Jimmy Brown's lowest price courses.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Ad Swaps and paid subscription services

**- What would you like to recommend to people who want to start up an on line business?**

To get their heads together BEFORE they start the business. Read "Think And Grow Rich" and "Rich Dad, Poor Dad" and that sort of a thing. Then, once they understand the implications of all that, go ahead and get started.

**- And what not?**

Following every damn fool "new, hot deal" that comes down the pike. There's a sucker born every minute, and the Internet is just waiting to steal their lunch money from them.

**- Anything else that you'd like to add?**

Yes - this is a REAL business. If you are thinking that you are going to make a ton of money in a short period of time, you are mistaken. It takes time, money, energy and effort. The rewards are TREMENDOUS here, so treat it right and you will make more money than you could ever imagine.

# Web Marketing Explained

Real people share their success stories



## Irena Whitfield

Irena is a computer system engineer by profession doing international business for more than 15 years, the webmistress of [thecassiopeia.com](http://thecassiopeia.com) and publisher of 'Pathway To Success' Ezine, specializing in Internet Business Consultancy and helping individuals and companies offline and online to succeed in nowadays' highly competitive business environment.

All her professional life she owns an offline company. Irena comes from a successful, entrepreneurial family, so this was the only natural way to go in life for her anyway. Irena started to use Internet in 1992 but built her first commercial website some 5 years ago.

You can learn more from her profile at:

<http://www.thecassiopeia.com/InternetBusinessConsultant.html>

### **- Do you sell your own products?**

Yes, services and products both offline and online on my website, accompanied by a FREE Affiliate programme based on a real business co-operation.

My newest eBook '7 Stars of Online Success' is a unique set of 20 Handbooks, Software, Tools, Tips, Tricks, and Marketing and Motivational Strategies, enabling a person to build their own working system to really profit online.

<http://www.thecassiopeia.com/ePublishing/7Stars.html>

### **- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, I am a full time entrepreneur all my professional life. It didn't take me very long to build a profitable business. I have what I call 'a financial intuition' and I can 'smell' money very reliably, so I don't waste time to make it.

And also, I have unlimited ideas all the time. It's never been a problem for me to make big money but not to misunderstand me: I have never said it's easy or quick. Everything needs its proper time. Though I have always been involved in money-wise attractive business fields, never in overnight riches, and always working very hard.

### **- What do you consider the most difficult part about running an**

## **online business?**

As my experience with my clients shows and as I watch people around on the Net, there is more than one problem:

1) people don't realise or some of them don't even want to realise that online business in principle is the same business as any other offline business and requires exactly the same to become a success, to be profitable.

2) people easily fall prey to hype, don't read, study properly. True opportunities, especially the ones very profitable are never loud, noisy.

3) people want overnight riches, don't want to work properly or don't know how to work properly, some don't even bother to try to build a proper working system, to get properly organized, disciplined.

### **- Can you explain how you market your products (or affiliate programs) on the Internet?**

My basic strategy offline and online is very simple. I have two principles:

1) to be seen as much as possible

2) to try hard and render reliable, honest services to the full satisfaction of the clients, even if it is 'only' a FREE service or consultation to Subscribers. Prospects, Clients and Subscribers must know that when I say, recommend or promise something, they can rely on it, and when I make a mistake, I admit and make up for it.

Note: I am talking about my products and services only. I never did much for any Affiliate programme because I believe in true co-operation and business relationships, and only a few Affiliate programmes are about co-operation, and I am very unwilling to build someone else's business at my expense. I only test them for customers, subscribers, and check the information.

### **- Why do you think so many online businesses fail?**

As I mentioned above, there is more than one reason but the main two I'd say are

1) the lack of working system that is vital for every business if it should be successful, and

2) the lack of willingness to give up the useless chase after a secret formula or a magic overnight-riches programme, and start to work hard, get organized.

### **- Are you using Ezine advertising? How effective is this form of advertising today?**

As I watch it, everything on the Net loses efficiency once masses start to use it and misuse it. And the same is about to happen, or even happening with Ezine advertising. More and more people advertise, and fewer and fewer people read it.

**- What is your opinion about web promotion software and "traffic generating tools?"**

One of my many services I render to my clients is software and programme recommendations and testing (also because I know what to do when a computer crashes :-)), so I try and test most of these, and many of them fit exactly into my 'Be Seen' Strategy, I regularly use one for the purpose ie <http://www.worldsubmitter.com>

However, I would NEVER use any of them for vital targeted traffic and promotion, within my so called 'Selling Strategy'.

**- What is your most effective marketing technique, and why?**

I have two, both the same effective:

1) long-term, constant: 'Be Seen' Strategy

2) short-term: 'Selling' Strategy - individual, strictly targeted, short-term, repeated advertising campaigns.

I talk about my system in detail in my new Book '7 Stars of Online Success':

<http://www.thecassiopeia.com/ePublishing/New.html>

**- What are some of your daily marketing tactics that build your online presence?**

I have an overall strategy of my online presence and every day, on finishing my daily jobs, I always check what I did and set up new tasks for the next day, and I do it every day. Part of these tasks are always pieces of my short-term and long-term strategies, complementing each other.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Oh, this one is tough for me. I'll explain: It's not a matter of amount. I consider \$1, \$100, \$1,000, \$10,000, \$100,000 ... all the same.

The crucial is - cost or expenditure and investment. I am very unwilling to spend money and avoid it as much as I can. I always try to invest, and this is not an investment and what more: I have mechanisms working pretty well for FREE. So, I myself wouldn't. But if I really have to, I would spend it to promote my Ezine 'Pathway To Success':

<http://www.thecassiopeia.com/Portal/Newsletter.html>

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

I try and test opportunities I come across but the most efficient bringing the best results are two main:

1) I constantly publish and update special Subscription pages on all big FREE servers and have Subscription boxes or links all over my site

2) I always use headers and footers in my email messages, and my default header is:

Subscribe to our FREE Ezine 'Pathway To Success'  
<mailto:ibc3000-subscribe@thecassiopeia.com?subject=Subscribe>

On a usual day I receive some 1,100 emails and I respond to quite a lot (not every day, however), and when people receive the information or service they wanted, they usually subscribe.

**- What would you like to recommend to people who want to start up an online business? And what not?**

1) Read, read, read and study systematically, learn something new every day, even learn how to read what you get, apply, build a unique working system leading to a successful and profitable business.

2) Systematically work, build a unique, serious, honest, professional business without foreign items right from the start.

3) Never copy, if something worked for someone once or even twice, or even works regularly, there is 99% guarantee, it will NOT work for you.

4) Get organized, strictly economize with your time. It's essential that at every instant you know what you are doing and why, what you want and expect and check what you receive.

5) Once you decide on your goals, know what you want, act fast. Half of the success lies in fast acting but definitely not chaotic acts.

6) Persevere

**- Anything else that you'd like to add?**

It's very difficult to say everything vital in a few sentences. However, I am here to help with any serious business efforts, just email me:  
[iwhitfield@thecassiopeia.com](mailto:iwhitfield@thecassiopeia.com)

Wishing you all the success!

# Web Marketing Explained

Real people share their success stories



## Angela Wu

Angela started an online business in 1999 as an "experiment" when she started getting tired of her corporate job. The experiment blossomed into an full-fledged business, and one year later she was able to quit her job to work online full-time.

Now Angela operates several websites around her two passions in life: working from home, and pets. You can read more about her at <http://onlinebusinessbasics.com/about.html>

### **- Do you sell your own products?**

Yes. I offer both an eBook and a membership site with practical and instantly usable tips and tutorials at <http://www.onlinebusinessbasics.com>

I also sell a limited amount of advertising in my free newsletters. I still promote affiliate programs as a 'supplementary' income stream.

My pets websites offer a combination of affiliate products, eBooks, and memberships as well.

### **- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, I'm a full-time entrepreneur. It took me 3 months to turn a profit. In the following 6 months, my business grew by leaps and bounds! Then it started to level off because I simply didn't have the time to work on it while I still had my "day job". It took me about a year before I was making enough to quit my corporate job and work online full-time.

### **- What do you consider the most difficult part about running an online business?**

The two things I find most difficult are, a) getting the right people to visit my site, and b) copywriting!

With the billions of web pages available online, it's hard work to attract the people you want. Then when they arrive at your site, you have to convince them that they want to purchase your product.

I know this sounds basic... but both of the above are so important. Lots of traffic but poor sales copy isn't going to make you any money.

Similarly, incredible sales copy and very little traffic won't do much good either.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I use a variety of different methods... for example, occasionally I'll send a solo mailing out to my own opt-in list, or I'll print a recommendation.

I also use the search engines and major indexes for 'passive' marketing; plus I write and distribute articles, free report series, a free eBook, and more.

I also encourage my customers to refer their friends to my site. Joint ventures with other complementary businesses is another great way to get some extra exposure and profit.

**- Why do you think so many on line businesses fail?**

I think there are a lot of reasons... first, I think there's a lot of misleading hype about 'easy money'. Secondly, you need to have a whole lot of persistence and determination -I've seen many home business entrepreneurs give up far too early and too easily.

And finally, I think there's an expectation that everything (or most everything) can be done for free. Many people are unwilling to spend money on anything. An internet business is still a business, and needs to be treated as one. It's not a 'hobby'! It's important to realize that smart investments can pay off big time! The way I see it is, it's not how much something \*costs\* that matters; it's how much it will \*make\* you in return.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

I occasionally use ezine advertising, although I prefer other marketing methods that aren't automatically looked at as "ads" (for example, distributing articles, asking an editor to personally endorse my product, etc). I've found that ezine advertising to be extremely affordable and effective -- \*if\* you can find a top-quality ezine with a targeted and responsive audience. Of course, your ad itself has to be top-notch as well.

Advertising in MY OWN ezine, however, almost always outperforms advertising in someone else's ezine. When I use my own list I usually send a product recommendation using a solo mailing or within my editorial space.

**- What is your opinion about web promotion software and "traffic generating tools?"**

Well, that depends... I'll try any tool that will get me targeted traffic.



The key is the word "targeted"! I won't use tools or promotion software that generate "hits" just for the sake of it; they convert few if any people into customers. In the end it doesn't really matter how many people \*visit\* your site -- what matters is how many people \*buy\* your product or service.

**- What is your most effective marketing technique, and why?**

My autoresponders have the greatest conversion rate by far. I offer a complimentary series of 10 reports for eBusiness beginners ( <mailto:businessbasics@workyourleads.com> ). The genuinely useful content and repeated exposure works wonders at converting prospects into customers. I've received a lot of positive feedback about these reports -and many referrals as well.

**- What are some of your daily marketing tactics that build your on line presence?**

I do a variety of tasks throughout the week, but the one I do most consistently is to write articles about once a week. I submit them to a list of editors, article banks, and article announcement lists. They're sometimes syndicated, and other editors and webmasters pick them up and post them in their ezines or on their websites. People have found my sites through articles all over the web... and many joint venture proposals have started because another business has seen my work on another site or in an ezine.

I have to write articles anyways for my own newsletters -so while I'm at it, I offer them to others who are looking for great content.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I would definitely spend it on continuing my marketing education. At this point, I'd probably invest the \$100 towards a good mail order marketing manual, or a manual on how to get free publicity.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

I don't really do anything special. Most people sign up from one of the many subscription forms on my sites. Others subscribe through a referral, or from one of my articles they've found somewhere on the web.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

There's lots of stuff I could say to a 'newbie'! :-)

Here are a few pieces of advice....

1. Be careful with your money, but not "cheap". It takes money to make money! You might hesitate to spend \$100 on a book, for example, but just imagine if you find just one little nugget of information that makes you an extra \$10000! Keep educating yourself.

2. Don't try to be everything to everyone. Focus on one specific market and then give them what they want. You'll never make everyone happy, but you can make the people in YOUR market happy!

3. Do the necessary research (into your market, your product, your competition, etc)... but then \*take action\*. It's easy to 'over-analyze' and then never actually \*do\* anything. You'll find that you learn a lot as you go along!

**- Anything else that you'd like to add?**

The Internet offers an excellent opportunity for earning an income! Good luck, work hard, and may you achieve great success. :-)



**Tim Hamblin**

Tim Hamblin is chief cook and bottle washer for several sites on the net. Their primary focus is web site promotion - but they have also branched out into design as well. Tim lives in a really small town in South Eastern KY., and still only gets internet access with a Hamster modem (read 33k on a good day).

Tim started his adventure in 1998, with a computer, a modem and not even a clue. He built his first site and figured that folks of come, well they didn't... so Tim figured he wasn't the only person in this boat and Blitz Promotions was born, which specializing in helping little guys get in the Search Engines... <http://www.blitzpromotions.com>

During this time Tim was working full time as a nurse in a local hospital in ICU, doing business during his spare time, and for some reason he decided to go back to college. He grew slowly, one business relationship at a time.

In 2000 he started making more money at his biz than at his full time job, and also having a serious lack of sleep (his 'real' job was during the night shift). For six months he pretended to only work on the web and

put all his nursing checks in the bank and in 2001 told his boss CYA.

Now Tim has five or so sites in all and get around 100k pageviews a week, not too bad for a hillbilly.

**- Do you sell your own products?**

Definitely -to me that is one of the keys to success. We sell several different services, an ebook, a membership site, and more.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes - see above for the long sordid tale.

**- What do you consider the most difficult part about running an on line business?**

Learning how to take time off (I'm still having trouble not working on weekends).

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Search Engines (duh)

Pay per clicks.

Ezine Ads

Joint Ventures

Best way -Word of Mouth, why because when someone recommends you to their friends, the hard part is much easier. We probably generated about 50k or so last year using referrals and joint ventures from previous clients.

**- Why do you think so many on line businesses fail?**

Persistence. Many people think that they can come online and do well in a week. That just isn't going to happen. You have to persist... fall down and get up again... and again.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes - but it involves a lot of testing / tweaking and monitoring. I have found that many of the smaller ezines pull much better, than the big boys.

**- What is your opinion about web promotion software and "traffic generating tools?"**

Use them only if you know and understand the search engine rules - if not then stay away from them because they will hurt you... well maybe not you but your pocket book.

**- What is your most effective marketing technique, and why?**

Word of Mouth - see above for the why.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Hmmm tough question. I firmly believe in spending a certain percentage of our sales on advertising. So if I only had a hundred bucks I would probably spend it on overture (goto) - and reinvest the money I made for more terms / higher bids.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

A subscription box on every page - I'm not really interested in having a million subscribers - I am interested in having subscribers that open and read my zine.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Do...

- Pick a narrow niche
- Have your own product
- Put your customers first
- Start building an opt-in list
- Believe that you can do it
- Persist
- Involve your family - keeping your dreams a secret is no fun.

Don't...

- Listen to the folks that say you can't do it.
  - Forget that anything worth having is worth a little work.
  - Forget that without customers you are zip / nada / nothing
- emember that in everything you do and you will go far.



**Lisa Frenzel**

Lisa is 36 years of age and lives in Florida with her husband and 3 small children. Lisa wanted to try and make some extra money, but not many jobs would permit her to do much having 3 children.

So, she began searching on the Internet, did some not so smart things at first, but learned her lesson and finally started listening to the successful marketers.

She took a 6 week course offered by Terry Dean, learned so much from that course and have applied it. (That is the key, you need to apply what you have learned). Now she has her own product and well on her way.

**- Do you sell your own products?**

Yes. I just created and launched ["Secrets Of Top Affiliate Marketers Exposed"](#) and I have others in the works.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, I am a full-time entrepreneur. It has taken me, off and on, roughly the past year to find the right products to purchase, to learn from and build on that.

Once I got going and started learning from the right people (ex: Terry Dean, Frank Garon, Allan Gardyne etc.) then things started to fall into place.

**- What do you consider the most difficult part about running an on line business?**

Keeping up with the day to day internet changes and all of the new products coming out.

I really can be an internet marketing junkie. I really love all of the information products and try to learn as much as I can through others expertise. Then I try to adapt their expertise to my own.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I really feel that ezine advertising is the way to go.

Don't get me wrong, there are other great forms of advertising that can bring in some good revenue, but when starting out and even testing ads for a new product you just cannot beat ezine advertising. You really get the best bang for your buck.

I also suggest joint venture advertising, which is actually the best form advertising out there.

It takes a bit of work, but is very worth it. You can really reap the rewards of this form of advertising.

One great place to find out more about both ezine advertising and

joint venture advertising is Terry Dean's Net Breakthroughs member site. You just cannot beat it for the valuable information you get on all forms of advertising.

**- Why do you think so many on line businesses fail?**

I can tell you from experience that people want to give-up too quickly and most do.

You have to work at it and treat this like a job. Perseverance is the way to riches on the internet.

There are many times I have wanted to give-up, but you have to adapt and overcome. Once you start making those sales, building your Opt-In list (This is the #1 mistake people are making online. They are not building an Opt-in list to sell to over and over again) and customers emailing you and telling you how much they enjoyed your eBook it really makes it worth while.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes, I do use ezine advertising.

As I answered in question #5 above, I feel this form of advertising is very effective as the amount of people you can advertise to for the price

**- What is your opinion about web promotion software and "traffic generating tools?"**

I am not very fond these tools in the reason that everytime I have used one, it has never generated good results for me at all.

Therefore, I personally do not recommend them.

**- What is your most effective marketing technique, and why?**

Building a relationship with other internet marketers.

In that I mean purchase their products, subscribe to their ezines and newsletters and find out what is making them successful. Read and participate in their on line forums and chats. Talk to them and ask them questions. Most are more than happy to help.

You really can learn a lot from on line forums and chats. Why do you think some of the biggest marketers participate in them?

I have build some really great relationships with some big online marketers. Theybare people just like you and I.

**- What are some of your daily marketing tactics that build**

## **your on line presence?**

Getting my name out there.

1. Writing articles and submitting them to ezines and places that will announce your article for you.
2. Purchasing ads in ezines to promote my products or someone else's that I am promoting. (Make sure you track your ads so you know what is working for you).
3. Working on building my opt-in list by offering a free report. You can do this by purchasing ads in ezines.
4. Finding others who will joint venture with me to promote my products.

### **- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Although this would not be nearly enough. I would use it to give to my internet marketing friends for all of their help and expertise in building my online business.

### **- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

I have to say, and everyone should be using one of these, a pop-up on exit on my web site.

For those that do not know what this is: It is a little box that pops-up on the screen when you try to leave someone's web page. They are mostly used to try and get someone to sign-up for a Free course or your ezine by offering them something free such as an eBook, report etc.

They are very effective.

### **- What would you like to recommend to people who want to start up an on line business? And what not?**

From the start build an opt-in list. This should be your main focus no matter what. You can build a list whether you have your own product or if you want to promote others products. Always try to capture someone's email address.

Give them free reports and eBooks often. Build a relationship with your opt-in list. They will buy from you.

Terry Dean offers some great techniques on all sorts of internet marketing inside of Net Breakthroughs.

**- Anything else that you'd like to add?**

Don't give-up and perservere. It reall will be worth it.



**David McKenzie**

David is a qualified CPA running a consulting business for a number of years. He started his online businesses about 3 years ago. David now runs [brisney.com](http://brisney.com) and [1sthomebasedbusiness.com](http://1sthomebasedbusiness.com) with the focus on affiliate programs and writing articles.

**- Do you sell your own products?**

Yes, currently 2 products.

["The Facts You Should Know About Affiliate Programs"](#)

["How To Write Free Articles and Market Them With a \\$0 Marketing Budget"](#)

Working on a 3rd ebook about home business.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, full time running my own businesses both online and offline. For my offline business it took about 2 years to build a profitable business. For my online business it took about 1 year (mainly because I was so focussed on costs)

**- What do you consider the most difficult part about running an on line business?**

The time spent managing subscriber lists.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

My top 3 marketing techniques are:

1. Writing articles and submitting them to article resource sites and ezines.



2. Search engines.

3. Ezine Ads

**- Why do you think so many on line businesses fail?**

I think there are 2 reasons:

1. They give up too soon. It can take years to build a successful online business.

2. Lack of focus. It is difficult to stay focussed online with so many opportunities but it is imperative to success.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes. Very successful. Very high ctr.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I have used some but they have not been my most effective technique for getting traffic.

**- What is your most effective marketing technique, and why?**

Writing articles and submitting them to article resource sites and ezines. People reading the articles invariably click on the link in the resource box for further information. They are curious. Also, when other people feature your articles in their ezines, you are considered an expert.

**- What are some of your daily marketing tactics that build your on line presence?**

Search engine work.

Submitting articles.

Ezine Ads.

Developing Partnerships.

Signing up affiliates.

Email marketing.

Autoresponders.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I would buy some worthwhile ebooks and/or automation software.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

I have placed a pop-up page off my home page.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Start with affiliate programs. They are an incredibly cheap way to start an online business. Then move into selling your own information products.

**- Anything else that you'd like to add?**

Stay focussed, it is the key to success.



**Paul Reilly**

Paul originally worked for a fax and e-mail broadcasting company who mainly delivered direct response advertising, sometimes to opt-in lists -but usually spam. In his spare time he learned HTML and design, then shortly after he studied the black art of search engine optimisation and began working professionally in this field.

What he does today largely came from his hobby, as an electronic music producer, DJ and promoter. Paul posted five of his tracks on a web site and wrote a brief "please keep this music free by passing it on" e-mail and sent it to a small list of people who regularly came to his gigs. This generated over 1400 downloads in just 4 days. Far better results than he could ever hope for using search engines.

When promoting the night club he was running, he found that, due to contractual reasons, he couldn't promote events on the campus of the local university, which was exactly where the core of his target audience would be situated.

So Paul built a simple viral web site and again mailed the regulars list, offering a free beer to every Hull and Humberside university student who told 4 friends. This simple viral campaign quickly built the list and filled the club with new customers. The return on investment was incredible, since then he has not looked back.

**- Do you sell your own products?**

At the moment I earn purely from affiliate programs and sometimes take on the occasional consultancy or speaking gig. When I speak

at seminars in my local community I usually do it for free for two reasons, firstly because I love it, and secondly because I use these opportunities to build by opt-in list and further establish myself as an expert in this field.

At first public speaking scared me but as a DJ/Producer I regularly play to audiences as big as 3000 so to overcome this fear I reme

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Just recently my Internet income reached a level where I no longer need to find new contracts.

Surprisingly enough, this happened in a relatively short time, mainly because of the creative ways I use viral traffic generators StartBlaze and ExitBlaze. In fact one particular article I wrote many months ago "How to create a double viral feedback loop" available in my Ebook, ZenProfit which I give to all my e-Zine subscribers, is one of the main contributing reasons for this rapid success online.

**- What do you consider the most difficult part about running an on line business?**

The main key is building an opt-in list, but equally important is really understanding something that many internet entrepreneurs fail to grasp, even though they often think they do. This being "permission marketing"

It's through a clear understanding of "permission marketing" that enabled me to turn, what many \*still\* think is poor quality traffic such as StartPage traffic. For example StartBlaze, traffic is actually one of the most targetted sources of free web traffic, often people call me a crank for even suggesting such a thing but it's actually true.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I market most of my affiliate programs through my e-zine and often use new tactics that I invent myself. Even back when my list had only 400 subscribers, I used a preselling tactic that was so responsive that the merchant in this case Neil Shearing of ScamFree, thought he'd given me affiliate ID to a super affiliate accidentally.

Once he'd double checked it, it turned out that infact the results were correct, sales appeared to have been made to subscribers in the UK, suggesting that they were likely to have been delegates at one of my seminars.

Seminar delegates being far more responsive than any other type of subscriber.

### **- Why do you think so many on line businesses fail?**

They spend too much money on untested advertising. I still see people spending money on banner advertings, when I cover this very issue in a seminar, I'll try to single out such people and ask them how successful their banner camapaigns have been.

Often they don't realise how low the click through rates and on top of that they have no idea of their own click to sale ratio. Usually those who advertise in more effective ways don't understand the basics of testing.

### **- Are you using Ezine advertising? How effective is this form of advertising today?**

I've never pay for adverting and still get masses of free viral e-zine advertising using [Free Traffic Builders](#). It depends on the e-zine and the ad copy, but when an ad costs nothing It's guaranteed to be profitable.

### **- What is your opinion about web promotion software and "traffic generating tools?"**

Now you're talking!... as you've probably noticed by my e-Zine; I love them.

Viral traffic generators are the main strategy I use to build by business. But using them successfully requires discipline, consistancy, persistence and a firm understanding of "permission marketing" - for instance StartPage visitors only have one thing on their mind.

I've recently noticed more marketers beginning to realise just this.

Still, most people fail to get anywhere with Viral Traffic generators like StartBlaze or ExitBlaze, because they're so wrapped up in their own product, affiliate programs or latest "ground floor" biz-opp.

### **- What is your most effective marketing technique, and why?**

My most effective technique is a tactic I never learned in an Ebook, at a seminar or in a members only forum.

It's one I drempt up one morning.

By using a collection of viral traffic generators in a unique configuration I contructed an traffic amplifier.

Between you and I, the original concept was simply a way to get my referral links past list moderators.

Then in just over 12 month I evolved the tactic further and it's now responsible for a huge amount of residual targetted traffic and contributing factor to a fulltime affiliate income.

The original article "How to Create a Viral Feedback Loop" is available in the free e-book which I give to all the Viral Marketing subscribers.

No matter how much traffic or how targetted it is. It will remain worthless until a percentage of visitors take action (click, register or buy) to do this I first had to learn what these visitors really wanted above all else.

It's also the reason why StartBlaze traffic is so well targetted, few people realise ever StartBlaze visitor want's the same thing. If you have read ZenProfit, you'll know already.

**- What are some of your daily marketing tactics that build your on line presence?**

Since viral traffic generators run themselves, I spend most of my time writing articles to run in my e-zine and launch to the article announcement lists.

I used to only submit to the announcement lists because submitting to sites was too time consuming, however ever since Jason Potash created EzineAnnouncer, I can now submit articles to almost every site on the net, where publishers look for new content.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

That's a great question, Dirk, right now I have everything I need, but these are the tools I could never be without.

I know you'll be fully aware just how critial they are, but for the benefit of the readers here goes.

ROIbot 8 - This is how I track all my click throughs, while there's many tools for tracking click-throughs ROIbot's affiliate program is unique, it's integrated in a way that not only measures click-throughs, but every time someone clicks my ROIbot link, a cookie dropped on their machine. Then if the visitor later buys one of the many marketing tools, applications or e-books, I get the credit for the sale.

It's an ingenious feature and I've not seen this anywhere else, and as the ROIbot affiliate program carries such a hugh range to products I often earn money for products that I've never even heard of.

[Click here for ROIbot](#)

Tracking clicks is only half the story. Testing web based copy accurately requires another tool to alternate pages such that each visitor gets a slightly different sales letter, a technique direct response marketers call A/B or split-run testing.

Without this tool it's impossible to accurately improve web based copy for this simple reason: A site will often receive bursts of better qualified traffic, making any other type of split-test virtually useless.

Click here for [Split-Test Gold](#)

As I said earlier I don't sell my own product, but I still use direct response advertising to build my e-zine subscription and promote affiliate programs.

Driving traffic to a subscription page for testing can be costly, or at the least take time. If you don't have sources of targeted traffic to drive to your subscription page then the StartBlaze Pro upgrade is a must. [Click here for Startblaze](#)

Not only does it pay out a potentially huge residual income, the upgrade now generates a thousand "transparent" pop-under ads every month, by "transparent" I mean your ad doesn't carry any of the tell-tale top-line graphics you'll see on ExitExchange.

When ever I see a pop-under with a green ExitExchange graphic, I instantly shut the page down before the rest had time to download.

Using both StartBlaze Pro, ExitBlaze Traffic I build my ezine increasing quickly using ROIbot and Split-TestGold.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

ExitBlaze, has been without a doubt my most powerful traffic generating system. Even so, I still see many people dismiss it in their e-zines. So I've included a link to a screen shot of this mornings statistics, (these kind of results take time and effort) Click here to view a [screen capture page](#).

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Read everything you can, subscribe to the Viral Marketing e-Zine where you'll learn many of my original concepts how to easily adapt them to your business:

[http://www.roibot.com/w.cgi?R37637\\_subscribe](http://www.roibot.com/w.cgi?R37637_subscribe)

**- Anything else that you'd like to add?**

I recommend to everyone to think "outside the box" and test your ideas, no matter how crazy they seem. If your idea turns out to be a "turkey" you'll lose nothing as testing costs so nothing and only requires a little discipline.

FACT: No one knows what works on the web.

Here's why:

Our technology is evolving exponentially.

- Processing Power doubles every 14 months.
- Hard drive capacity doubles every 10.9 months
- Modem performance speed doubles every 18.3 months
- RAM capacity doubles every 11.9 months

Mathematician, Verner Vinge extrapolated these trends and theorises how humanity is heading toward a point of Singularity and the end of the human era.

Similarly, Frank J. Tipler's Omega Point Theory points to there being no event horizon beyond this point.

Whether it's a "singularity", or an "omega point" we'll reach it in less than 30 years from now. The closer we come to this theoretical point in time, the more frequent our breakthroughs will become.

Many liken the Internet Gold Rush to The California Gold Rush -but I believe this is far more significant.

Watch how the coming months and years bring the biggest breakthroughs of the human era. So if you're thinking the Internet is sown up... THINK AGAIN!

Every "real" expert agrees how nobody knows what really works on the web. That's exactly the reason you should experiment.

But remember: Every experiment is a waste of time unless you test the results.



## **Maria Marsala**

Maria had 2 careers that she thought she would retire from -trading on Wall Street, then working with teenagers. Now, after much introspection, she found her ideal career as a Business and Life Coach-Consultant - and she likes what she does so much, she'll never retire!

**- Do you sell your own products?**

Not yet. I sell my services that include: encouragement, support, things to help my clients focus, ideas, brainstorming, teaching them certain things I know well - like marketing, reducing stress, etc.

**- What do you consider the most difficult part about running an on line business?**

No doubt about it - the paper work. I don't mind doing it once, however, I prefer not to do it twice! So I work with Virtual Assistants who do it for me.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I am a born socializer and marketer. On the internet, I have a website, ezine, write articles, do swap ads, am a forum host, and visit forums to answer questions. I promote my services through my website 29 ways and I have the article to prove it!

<http://www.coachmaria.com/articles/website.html>

I'm also on a variety of business and coaching elists. I am moving towards making 1/2 my marketing on line and 1/2 off line.

**- Why do you think so many on line businesses fail?**

People go into businesses without fully researching what it takes to run a business - it's a lot of work!

- Lack of planning. Businesses that don't require outside funding NEED business plans to use as guides.

- They put too many eggs in one basket - either off line or on line.

- Lack of funds. I've met so many people who are out of work, lack funds and start a business. Why?

**- Are you using Ezine advertising? How effective is this form of advertising today?**

I am swapping ads in ezines that my ideal clients may visit. Also my articles appear in many ezines and off line magazines.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I like the personal touch. I do use, from time to time, some free "submit" type of programs for adding my site to search engines, though.

**- What is your most effective marketing technique, and why?**

Writing articles has surely been the most effective way to market. Writing comes very easy to me and I'm very passionate about it!



To me the best marketing tools for any person are what comes easy and passionately. Most of my articles come from my personal experiences and my readers like that I've tried things that have worked for me - and also let them know when something I've tried has failed.

Also the articles are suited to my ideal clients, are good to read to come up with your own ideas, and I can use them in more than 10 ways to market.

**- What are some of your daily marketing tactics that build your on line presence?**

Answering email, finding new places to list my articles, and networking locally (teach classes, speak, attend meetings, and volunteer) .

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

No doubt about it - I'd give it to a VA! (Virtual Assistant)

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Current readers forwarding my ezine. Once my ezine hit 500 readers, new readers came quickly. Now that it's over 1000, it's slowed down a bit.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Keep your day job! Take classes and do research so that you build a strong business foundation as you transition into your business. Let the world know what you want to be doing... and slowly move towards it.

Not? Don't come from a place of need - as in I need you to be my client so that I can pay my bills! People can sense that ...and they'll turn around and run!

**- Anything else that you'd like to add?**

Visit my website at [www.CoachMaria.com](http://www.CoachMaria.com) and become one of my ezine subscribers!





## **Kathy Laskowski**

Kathy has been involved with computers and communications for the last 20 years as a programmer, systems engineer, business planner, and project manager over the course of her 'day job' career. Since she's been involved with the Internet and having seen it evolve from that to what it is now, she finally decided to 'moonlight' about 9 months ago, wrote her first e-book "Get In The e-Zone", set up the e-Book-Zone web site initially to market her own books.

She ended up designing the e-Work-Zone site instead of writing an e-book on telecommuting, and her business has evolved (sometimes more slowly than she would like, since she still has her day job to contend with) from there.

### **- Do you sell your own products?**

I sell two of my own e-books, and two other books I give away as freebies. e-Book-Zone has evolved to much more than a site to market my e-books -we now have a variety of e-books in seven different categories, and growing.

e-Work-Zone has grown to cover all aspects of working from home - telecommuting, freelance, and home/e-business -but that is more of an information resource site. I don't sell any of my own products on that site (yet -I just finished a script which I am toying with the idea of selling, but I may just offer it as a freebie to my ezine subscribers instead - the court's still out on that one).

### **- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

No, definitely part-time. Since I've attempted to do as much myself as possible (so far that has been everything), and I am sticking to free or low \$\$ cost advertising -it took about 6 months to become profitable.

### **- What do you consider the most difficult part about running an on line business?**

Time. Trying to run a business at night, and a job during the day leaves me always in a time crunch. So much I want to do, and just not enough time.

### **- Can you explain how you market your products (or affiliate programs) on the Internet?**

Mainly through my two ezines, and my websites. I also do ezine ad swaps, which have been fairly successful. I do email marketing using safelists, and have tried the traffic generating programs like startpage, exit, banner exchanges. And of course, also through my free e-books and articles. I have

developed two additional 'adjunct' sites, e-Card-Zone and Free-Search-Zone, which also funnel visitors to the e-Book-Zone and e-Work-Zone sites.

**- Why do you think so many on line businesses fail?**

I think people just give up too soon. It takes roughly a year to get established, and it's work on an ongoing basis.

I think the 'get rich quick' hype has lured people into false expectations, and when they find out how much time and work is really needed to be successful, it's more than they bargained for, so they opt-out.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes, both in my own ezines (e-Work-News and e-Book-News), and in other ezines via ad swaps. I'd say ezines right now are pulling the best results.

**- What is your opinion about web promotion software and "traffic generating tools?"**

The tools of this type that offer targeting are the best -but there are so many now, that the effectiveness of all of them is being diluted. Nine months ago, the results were much better than they are today. And the automated 'hits' generators are only good for 'banner farm' pages ( or anything else you don't care about actually getting seen). If you want my 'scheme' for using these -take a look at 'Make Your Own Traffic' (one of my free e-books).

**- What is your most effective marketing technique, and why?**

My ezines, by far. Why? because I don't violate the original intent people had when they signed up -I don't flood them with solo ads, mine or someone else's, and given that I only publish monthly, I can spend the time needed to produce quality articles, and targeted information and tools to complement the topic. I have to say, SubscriberDrive is the best method I've tried to find new subscribers - I think because of the targeting and the exposure to people who wouldn't know about the ezine otherwise. If you haven't tried it, I would recommend giving it a try.

**- What are some of your daily marketing tactics that build your on line presence?**

The only thing I do daily (outside of site enhancements or building) at this point is email -I do at least one email ad every day.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

That's any easy one -scripts and software. Since I am on a 'tight' development budget - I have scoured the web for the best free scripts to do a variety of things -and lots of them are excellent. But some are not all they're cracked up to be -which is one reason why I've developed

my own which I've mentioned before.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

[SubscriberDrive](#)

It brings in 'new faces' better than any other tool I've tried. And the script I've written works great for the folks that get to my site some other way...

**- What would you like to recommend to people who want to start up an on line business? And what not?**

My recommendation should be -just get your free copy of Get In The e-Zone- since starting or getting an existing business online is the topic -and it is a great overview of what you need to do to get started online.

But since it sounds a little self-serving to make that my recommendation, I'll say know what you want to sell and who you want to sell it to, and focus on that, expand on that if necessary -but don't get sidetracked by what seems like the 'next big thing', or promises of 'easy money' programs.

Once you start marketing online, you will be inundated by these types of offers, so being able to concentrate and focus on what YOU are trying to do and not get sidetracked is really important. Don't fall for all the hype.

**- Anything else that you'd like to add?**

I truly believe that the internet is a tremendous opportunity for anyone with the determination to succeed to be able to start their own business on a shoestring budget, and make it work. Not overnight, and not without effort, but persistence will pay off if you maintain your integrity and credibility.



**Edward Gause**

Edward is currently serving in the U.S. Air Force and has been for the past 24 years. He considers his site, "Internet Marketing for Beginners" <http://cynted.com> a hobby for now. He goes through all the motions a normal entrepreneur would in building a business except Edward only invests about 10 hours per week.

He has created one ebook, and gives it away to visitors. Because of his limited time, he focuses on reselling products.

**- How long did it take you to build a profitable business?**

As mentioned earlier, I'm a part time entrepreneur. Profitable for me is making enough to cover the cost of my ISP connection, web hosting, purchasing software and info products to help me become a better marketer and still have money left over for an occasional movie and dinner.

In that respect, I'm doing quite well and it took me about 14 months to reach that point. Remember, that's only investing 10 hours (sometimes up to 14) per week.

**- What do you consider the most difficult part about running an on line business?**

Most definitely BUILDING TARGETED TRAFFIC!! With literally thousands of marketers out there doing the same thing, competing for visitors is a real challenge.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Primarily through my newsletter. Other methods I've used are free and inexpensive ezine ads and posting in forums.

**- Why do you think so many on line businesses fail?**

Unsolicited email (SPAM)! I see more and more businesses coming online for the first time and right off the bat, blasting emails to just everyone.

If I'm interested in a product, I never purchase it from a business that spammed me. I find a competitor and buy from them. This is my opinion only and maybe way off the beaten track.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes I've used ezine advertising. It's extremely effective when you use the right ezines. Quite frankly, ezines with 20 or 30 classified ads only swallow your ad up. Another good tip is not to just purchase ads from ezine with a large subscriber base. Sometimes your best results come from the smaller lists.

**- What is your opinion about web promotion software and "traffic generating tools?"**

There's only two software packages that I can honestly say are worthy: WebPosition Gold and SubmitWolf Pro.

I explain how I use these programs at <http://cynted.com/software.html>

Most promotion software offering the ability to submit to thousands and thousands of directories and links are nothing but free-for-all link pages that don't result in any traffic.

**- What is your most effective marketing technique, and why?**

I would say in my case, ezine ad swaps because I can target the audience and since I publish my own newsletter, it's FREE!

**- What are some of your daily marketing tactics that build your on line presence?**

Although not daily like I would prefer, posting useful replies and comments on business forums is one excellent method for building one's presence. Looking for ezine ad swaps is another method I use.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I would immediately write off \$10 for the "2 Bucks and Ad" program <http://cynted.com/2bucks.html> I would use \$60 to invest in inexpensive solo ads and the remaining \$30 in top sponsor ads provided by some of the ezines I'm subscribed to.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Something I very recently started using -Popups! Not the annoying kind that prompt more popup windows when you close it, but the javascript versions. These type are much more friendlier and allow visitors to subscribe without having to typing anything. You can do the same thing with ebook offers as well.

Take a look at these scripts at:

<http://cynted.com/eboost>

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Be CREATIVE! Be UNIQUE! Many of us are coming online and just rehashing what's already out there.

**- Anything else that you'd like to add?**

There is a lot of material available that can get your entrepreneur juices flowing. Read and learn as much as you can.

# Web Marketing Explained

Real people share their success stories



## Kim Winfrey

Kim helps others (and himself) make additional income using the Internet. Kim just got online this year as far as a business, but he has an extensive background in computers and internet technology.

### - Do you sell your own products?

At the current time I do not sell my own products. In the future that may change, as I know several programmers that I am thinking of approaching to work with me.

### - How long did it take you to build a profitable business?

Right now it is more like a second job. I think as my mission statement says, helping others build "additional " income. I do not think, contrary to all the hype you see, that anyone becomes an "overnight success" on the internet.

### - What do you consider the most difficult part about running an on line business?

The most difficult part to me creating a subscriber list. You can purchase such lists, but they are usually in my opinion worth much less than what they cost you.

### - Can you explain how you market your products (or affiliate programs) on the Internet?

I use several methods of marketing. I of course have many links on my site to affiliate programs, and I also include at least one in my newsletter. I also have used pay for click programs, with results that others who have done this far longer than me say are quite good.

### - Why do you think so many on line businesses fail?

Two reasons, lack of committment and lack of funds. You must go into an online business with adequate funding to get started. Many think you can get a website up and make a profit immediately.

I have not found this to be the case. Therefore they under funded their business. Then they get frustrated and don't work their business every day, like a real job.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Well, I would need to know your definition of an Ezine, but I would have to answer no I don't.

**- What is your opinion about web promotion software and "traffic generating tools?"**

Again, define web promotion software. The main traffic generating tool I use is the branding of my products. If by web promotion software, I do use a program called Submission Spider that I am waiting to form an opinion of.

**- What is your most effective marketing technique, and why?**

I feel the most effective marketing technique is using the autoresponder/newsletter. It automates your program and lightens your workload.

**- What are some of your daily marketing tactics that build your on line presence?**

My main tactics is posting to forums such as where I found your questionnaire. It not only helps get your business "noticed" it also helps you become known to others, who offer great advice.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Hmmm, \$100 huh? well, here you go; (figures have been rounded off) \$25 for opt-in automator, \$25 for a good template, and the other \$50 for a Hosting service.

If you choose the right Hosting service you can get almost 6 months of hosting for that \$50.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Most effective tool I use is Opt-In Automator. I saw a noticeable increase in subscribers once I started using it.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

What do I recommend? again, I would need clarification, but I would recommend never offer a product you yourself dont use. Make affiliate decisions wisely. Do NOT buy everything. Do not join every program. Do research. Take your time. Remember, you are in it for the long run.

**- Anything else that you'd like to add?**



Success is a journey. Be tenacious. Don't give up. Don't be afraid to ask for help.



## Nancy Roebke

Nancy is the Executive Director, for [Profnet, Inc](#), a professional business lead generation corporation. She specializes in teaching business professionals how to generate more revenue for their firms through strong networking skills. Profnet, Inc. was featured in the March 1, 1999 issue of BusinessWeek.

Nancy has "worked" the Internet for the past eight years- developing winning strategies for companies and individuals looking to improve revenue generated from Internet activities.

She encourages professionals to "think outside of the box" where the Internet is concerned- designing customized marketing strategies that work. She has taken her own web site traffic from zero to a quarter of a million visits a month, without using search engines, paid advertising, or other commonly promoted Internet marketing tools.

Nancy spent ten years working with entrepreneurs after owning her own retail establishment for 9 years. She is a 1993 inductee into "Who's Who", "Who's Who in America", "The Top 2000 Women in America", and a 1997 inductee into "Who's Who Internationally".

### - Do you sell your own products?

Yes.

### - How long did it take you to build a profitable business?

My current business? Two years.

### - What do you consider the most difficult part about running an on line business?

The inability to use tool we all use offline to build mutually-beneficial, reciprocal relationships- voice inflection, body language, and eye contact. We have to build relationships online without them.

### - Can you explain how you market your products (or

## **affiliate programs) on the Internet?**

Through my ezine- that is my opt in list- I've built it over all the years I have been online. I send an ezine weekly with three ads in each issue. Those ads sell every issue.

### **- Why do you think so many on line businesses fail?**

People don't want to do what it takes- and they don't want to take the time. Somehow there is a misconception that once a website is set up, the sales start rolling in. That isn't true offline for stores or offices and it isn't true online either.

"What it takes" is building relationships- one at a time- just like offline. But online, you can be working on more relationships at the same time than you could offline.

### **- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes- as I said above. I do it in MY OWN EZINE only though. I have not advertised in other ezines- but do that that works- as long as the ezine subscriber base is targeted properly.

My experience says that more products/services are "sold" through email than through websites. Meaning I sell more through my ezine than my website. If I had to give one up, it would be the website- NEVER my email.

### **- What is your opinion about web promotion software and "traffic generating tools?"**

They are no longer effective. Search engines have gotten wise to them and are starting to penalize people for using them.

### **- What is your most effective marketing technique, and why?**

Setting up interactivity on a website- something that requires people to give their email address and permission to contact them in the future, in exchange for something they want- usually information about themselves.

### **- What are some of your daily marketing tactics that build your on line presence?**

Answer email immediately. Participate in email discussion lists. Submit my material to other editors for use in their ezines.

### **- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Ezine advertising.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Website interactivity.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Expect it to take two years to make money.

Hire someone to teach you how to do business online. The chances are good your perceptions of it are inaccurate. Pretend you are on Mars and don't know anything about Martians. It's almost like that. Hire a Martian to help you.

Learn the laws governing internet business. There are many- and they vary.

Don't assume anything.

Don't spend money needlessly- especially on website design. Make sure the person you hire understands website usability- the site needs to work better than it looks.



**Paul Barrs**

Paul has been involved with various business enterprise for about 15 years now. He began as a dishwasher in a Pizza Hut and left there as a 2IC Manager. He worked as a supermarket checkout operator and left as section manager.

The one common factor Paul has found in business is that you need to learn first, do later. The reason he ventured into online business was after his wife took chronically ill. Paul was forced to retire from the corporate world and find a way to make some money working from home.

Everyone's dream right?

The difference is Paul was forced. He had no choice. So starting with an old second hand computer Paul got online and began a four year apprenticeship into online business and marketing.

During that time he packed supermarket shelves, delivered newspapers and did what ever he could to pay the way. He even failed at his first three business attempts.

Then and only then was he able to put together his home study course, teaching others how to work from home. Once his course was complete -Paul put it into action himself and the results show that he now is able to earn a very good work from home income with clients in 63 countries across four different business operation - two online, two off-line.

**- Do you sell your own products?**

I work with both my own and others. My main income streams do come from my own products (the [home study course](#), ebooks, plus also local business consulting and off-line seminar speaking), however I know that I can't be everything to everyone.

So rather than try, from time to time I add in other products to supplement the needs of my prospective client database.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes, yes, and yes - a long time. I am not an overnight success. Not by a long shot. Even though it took me four years to research and develop my main product, it still took another 6 months after launch for it to begin to become viable.

In fact I would even say that it took just short of 12 months from launch for me to realise that it was not just a good business, but a great one.

That was 18 months ago (launch). Now, I can spin off a new business idea in a matter of weeks. It's much easier when you know what to do.

**- What do you consider the most difficult part about running an on line business?**

Now? That's hard to say. Nothing.

When I was getting started it has to be building dedicated following with my online newsletter. It took me 8 months to get my first 500 subscribers. Now I'll get that in a week.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

My Online Business, [Home Business Mastery](#), is a niche market.

People don't realise that if they want long term success there

are certain things that you need to know, things that you need to do on a regular basis. There is a philosophy that you need to acquire.

Therefore, not one person ever has gone to my site and order my course off the bat. 100% of all my clients are first subscribers to my newsletter Home Business Gold.

IN that each week I feature a section of my training course -than people are converted to buying customers.

With that in mind, I focus 100% of my 'sales' time to my ezine subscribers. And they obviously don't mind, the unsubscribe rate is around 3% with a growth factor of 11% a week.

**- Why do you think so many on line businesses fail?**

That's easy. Action - or lack of it. Most people have a great idea of what they want and how to do it - they just don't DO IT.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

I've never paid for any advertising of any kind ever, so I can't really comment.

**- What is your opinion about web promotion software and "traffic generating tools?"**

They are great but nothing beats hands on knowledge. I spend 20 hours a week just in research mode.

With the knowledge I've acquired I can now ask (and get) up to \$1000/hr when consulting to local businesses. I take my gained online knowledge offline and convert it to real cash.

Any fool can use a piece of software.

**- What is your most effective marketing technique, and why?**

The USP of my ezine. (Unique Selling Proposition). I've chosen to make my newsletter an Online Audio publication. Each week I publish a new tutorial from an overall online seminar.

Some of the seminars I've run go as long as five hours, broken up over 20 weeks. That's why people subscribe, that's why they stay.

**- What are some of your daily marketing tactics that build your on line presence?**

I' always building relationships with other webmasters, authors and publishers.

I work hard at returning emails as quickly as possible, I do what I can to help those who are still learning.

Most of what I do daily does not earn any direct income, but I'm not after this week, I'm here for the long term.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I'd take my now ex-wife out for lunch! (Haha - if she's happy I'm happy)

Hey don't laugh so much, I bought her a car last month -paid cash. That's a real buzz.

How can I improve my business with \$100? I've got no idea. I don't spend much money on my business. Sure I've bought some resale rights products over time... Hmm.

Tell you what, look up a top business person in your local area and take them out for lunch. You'll learn more in that one hour about philosophy and strategy than you could in a month of reading and writing.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Word of mouth and word of 'mouse' advertising. Now that I know all my paying customers come from my newsletter -have my affiliates focus on the same thing.

The affiliate program I use tracks referrals for a full year - which makes it worth it.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

First up is to do some serious research into what you want to do -just as you would in the off-line business world. It's very rare that someone can come online, buy a few products to sell or recommend a few affiliate programs and replace their income.

You've got to study, learn and look at what others are doing. Learn from other people's failures, learn from their successes. Then do what has to be done - no exceptions and don't stop until you've done it.

**- Anything else that you'd like to add?**

Just this, the Internet is the great equaliser. Money, demographics, race, religion do not play a part in success in the Internet world.

It's all about attitude. If you have the right attitude you'll be successful, if you don't you won't. Plain and simple.

Work hard and learn well. Dream big dreams and follow through on them.  
Above all have fun. If it's not fun it's not worth doing.



## **Dennis Cheesman**

Dennis, born in Arkansas in 1972, worked for Nucor Building Systems as a team leader, but due to a injury after one year they terminated him. Dennis pulled himself together and became partners with Energy Masters Insulation. He wanted and needed to work for himself, so got online and started doing some research and got his website up at <http://www.gocomcentral.com> He started purchasing the best ebooks and it wont be long until he is completely online...

### **- Do you sell your own products?**

Not yet. I am in the process of putting a ebook together, I am taking my time with it and putting some really helpful material in it.. I really want it to help people because I remember how hard it was when I first started out!

### **- How long did it take you to build a profitable business?**

I guess you can say I am I spend about 30 hours a week online. but I have to I am constantly learning something new every day! I have been doing this business for about 10 months, I seen a profit after my second month and have been slowly growing every month..

### **- What do you consider the most difficult part about running an on line business?**

Getting the targeted traffic, I have to say that is the toughest part for me. I enjoy the challenges though, one thing you must have is patience and dedication or you'll never make it... what's hot today may not be tomorrow so always be on the search for a better way.

### **- Can you explain how you market your products (or affiliate programs) on the Internet?**

I am doing two different things. I have a content site that is full of helpful resources and tools to get return visits. And then I have several mini sites that I sell my products from. I do most of my marketing in ezines or newsletters to me that is where I get my greatest results. I do some pay per click search engines, another great way is through articles with a good article you can get traffic

from places you have never heard of. They see your article and post it on their site or send it to their newsletter great free advertising!

### **- Why do you think so many on line businesses fail?**

There are several reasons why so many fail...

- 1) Is what every person that starts a business on the net gets! "The get rich quick fever", and when they don't make it happen over night they get frustrated and give up hope.
- 2) Another one just about every one is guilty of not staying "focused" you have to focus on one thing you can't be getting distracted, you need to see one part through then go to the next ..
- 3) Not testing their advertising, and keep doing the same thing over and over, instead of testing different copy, headlines, title and so forth.

Testing your advertising is a never-ending story that must be done if you want to succeed.

### **- Are you using Ezine advertising? How effective is this form of advertising today?**

To me and this is my opinion, I believe it's the best, it's low cost and gets results, you can test you adds for little money, there's a dispute about which is best E-zine or PPC search engines and I believe they are both effective and get results for the money you spend..

### **- What is your opinion about web promotion software and "traffic generating tools?"**

Some are good and some are over rated. I use one form of a viral traffic generating tool, it's called Instant Boost by Jimmy Brown and you can [see it here](#).

It works very well after I set it up and did a little promoting of it I got a extra 200 hits to my site within 24 hrs and it just keeps increasing every day...

I also use a refer a friend tool that the visitors to my site can refer their friends and get a free gift of great value for their time.

### **- What is your most effective marketing technique, and why?**

I have to say E-zine advertising! Example of what I mean is; you do a classified or solo add in a newsletter that people read on a weekly, bi-weekly or monthly basis they trust the editor and automatically have some trust for you and your product or service especially if the editor likes what he sees and refers your product that automatically builds credibility towards you. It is low cost so it doesn't cost you a fortune



to test you adds.

**- What are some of your daily marketing tactics that build your on line presence?**

Participating in Marketing Forums and Discussion Boards is one way, also I try to help people I have had alot of people ask for my help and I do what ever I can to help.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

Well I would try to automate my business more than it is now that should be one of your first priorities and the best way I have seen is through [Quickpaypro.com](http://Quickpaypro.com)

It's a One-Stop Solution - that can be integrated seamlessly and effortlessly via one simple, easy to use online control panel to instantly empower all of your online ventures with complete automation, time efficiency, cost effectiveness and increased profitability!

With the right tools in place you can run your business on autopilot with no hands on work so that is what I would spend it on..

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

There are a couple of ways that I use one is OptinLightning popup offering several free but great e-books, another is Startblaze.com I use a simple and fast loading site that entices them to subscribe.

And in each newsletter sending I have it to were they can send it to their friends.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

I suggest you do your homework, research find something that you enjoy or know alot about and research it out find out what the people want, need or could use. And deliver it to them.

Start out right by choosing your domain name make sure it is keyword rich and has to do with what you are going to be doing.

And don't fall prey to the get rich quick schemes! There is a lot of help out there and people will help if you ask. You need to build a reputation for helping people and get your name noticed and one of the best ways to do this is through joining Internet Marketing Forums and Discussion Boards.

Start answering questions and helping people be interactive and people will start to know you and refer people to you when

they think you will be able to solve a problem..

And never give up set daily goals so at the end of every day you feel good about yourself and can pat yourself on the back.

I like setting daily goals for myself it keeps the excitement and strive up, but you can set the goal for as long as you want just see them through..

Always look for better ways of promoting your site.

### **- Anything else that you'd like to add?**

I would like to add that there are a lot of successful people online and you could be one to. It just takes time patience and a lot of dedication and you have to want it, the people online had to start out the same way you are but they didn't give up and now look at them!

I am not as successful as some but in other ways I am more successful than others. I have my family, my health and my dreams are on their way to becoming a reality. All I have done has been worth it, even the hard frustrating times I wanted to pull my hair out and chuck my computer out the window...

I guess I am trying to say go for it and never give up and stay focused....



## **Sharon Lambkin**

Sharon is a 16 year veteran of marketing on line and off line. Her site is mainly geared to helping the beginning marketer. Sharon loves it when people come to her just starting out and having not believed all the hype that they have come across. She says: "They have a mind that is teachable and eager to learn."

Sharon is a self-taught marketer and came to the internet with a vision and an attitude of standing in awe at all the information available to anyone willing to search it out.

She is a firm believer that you will get out of life just what you put into it. If you look for manure you will find it - but if you look for gold - you will find that also.

Life on the internet has been very rewarding and fulfilling for Sharon

and she doesn't mind being called a computer junkie -when the checks come in- it's worth all the finger pointing your friends will give you. Perservance is the name of the game.

Do you wonder if she has ever given up? Yes, one of her products was the result of giving up - the one with the silly name - Pity Party 6 Pack.

Sharon about this: "Giving up is not the worst thing you can do -it's the fact that you are not willing to get back on the road again - this internet has many exits- you will take more than one before you find the right path up this Internet highway.

**- Do you sell your own products?**

Yes, I have several products which I market which are roadmaps for the beginning marketer.

**- How long did it take you to build a profitable business?**

I have been marketing on the internet now for 5 years -I never consider myself as reaching my goal as I continue to grow and learn.

**- What do you consider the most difficult part about running an on line business?**

Obtaining the targeted market and bringing hits to your web page. It is always a challenge - however, I do not look at numbers, because I like to deal with my visitors on a one to one basis and always find time to talk with them or answer any questions they may have. I would rather have 10 good hits, which does not always mean a sale - but someone interested, than 100 tire kickers.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

I have built my own newsletter going out to over 8,000 subscribers.

This is my main targeted area. However, I enjoy getting into the forums and helping as much as I can - which this always brings people to your site if you know what you are talking about.

**- Why do you think so many on line businesses fail?**

We are an 'I want it now' society - they don't perserve long enough. I deal with people every day that write me in a panic stating they have had their web site up for 3 months and they must have sales now.

It just does not work that way and I always try to make that a big point when I start working with a new person.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

The e-zine advertising is still the number ONE way to go. The classifieds, the FFA pages and all the free ad places are now only robot visited. They use to work, but now human eyes do not even see these pages.

**- What is your opinion about web promotion software and "traffic generating tools?"**

I have not gone that route much, mainly because I don't read most of those software or traffic generating tools that come my way - so I feel that most people feel the same - I still feel the good old manual promotion is the best - a software or other generating tool cannot get across the real YOU and it becomes very automated and cold - YOU are still the best generating tool on the internet today.

**- What is your most effective marketing technique, and why?**

Present a factual sales letter and not so long that they have to keep scrolling and scrolling to read it all. I make mine pretty short and to the point and offer a 100% money back guarantee if they don't like what they see.

Some of these long sales letters have the person ready to purchase and then they keep scrolling and reading and by the time they get to the bottom, they have changed their minds.

**- What are some of your daily marketing tactics that build your on line presence?**

Ad swaps, submit articles, get into the forums and just get your name out there. Research and more research that will make my newsletter interesting and helpful.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I would go to the Warrior's Forum and post a question for the best results for newsletters that the marketers have had good results with and place ads in those newsletters.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

TuCats ad co-op - and just advertising across the web everyplace I can find to list my newsletter. I have tried a lot of the list builders, but the end result of these will be it is not a very effective list.

I have found that a smaller list with people that know what your newsletter is about and ask to be subscribed bring so much more results than the list builders where people sign up with a page that has dozens of e-zines already checked and they do not even realize they have subscribed to your newsletter.

That is the most difficult thing I can get across to my new subscribers - they want the numbers and do not realize that it is not the numbers that are the important aspects of list building.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Have your goals clearly set before you set sail. Know your market. Have a good idea of the ground floor before you hit the elevator to go to the top.

Build the house before you build the roof.

Know that it takes time - building a business on the internet is the same as building in the real world. Don't believe all the hype - just remember - if it sounds too good to be true, it probably is.

What I would recommend not to do on the internet... I would not believe all the hype and false promises. I would not go download crazy and download every free book you come across. You will suffer from overload and burnout and end up not know where to start or what to do.

I would not get a web page and fill it full of banners and sell it like it is a Wal-Mart. Get focused and stay focused.

**- Anything else that you'd like to add?**

The internet is the best opportunity of this century. But go into it with your eyes open - there are as many, or more, people on the internet willing to take advantage of you - be careful in what you invest in.

But on the other hand - there are more helpful people on the internet than you will ever come across in the real world. Very sincere helpful people and most feel that if they help enough people along the way that they will surely find their way. A good goal to set.



**Alan Yap**

Alan started his online business in 1999. Back then he was an auditor with one of the "Big Five" professional accounting firms. It was the beginning of the "Internet Boom" and Alan wanted a

piece of the action. He knew practically nothing about the Internet, but that didn't stop him. He learned along the way, and now he earns more than most of his peers working on offline jobs.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes. I saw money rolling in within the first week, but being profitable within a month would be a more conservative time frame.

**- What do you consider the most difficult part about running an on line business?**

Focus -- never lose your focus. When you are online running your own business, you tend to get distracted. There is just too much information out there! Learn from the experts and narrow your focus on what really works.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

When I started my online business, my immediate goal was to build a large subscriber list. I now have more than 40,000 on my list -it is my #1 customer base.

**- Why do you think so many on line businesses fail?**

Unrealistic expectation and a lack of perseverance. If someone doesn't see money flowing in within 3 months, he usually gives up.

An online business is no different from its offline counterpart -you need to have a workable business model and persistence to be successful. Anyone who tells you that you can get rich overnight is lying to you straight in the face.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Yes, and it is highly effective. But you have to do your homework. Some ezines work, some just bomb. You can get a list of ezine advertising results at: <http://www.profitjump.com/terry>

**- What is your opinion about web promotion software and "traffic generating tools?"**

I really can't generalize here. There are good and bad ones, just like everything else in this world. Use common sense, and don't pay what you can't afford to lose.

**- What is your most effective marketing technique, and why?**

Marketing to my 40,000+ subscribers. You have already established

a relationship with them. They know you, and that makes it all the more easier to close a sale.

**- What are some of your daily marketing tactics that build your on line presence?**

I'm always on the lookout for additional ways to market my site -joint ventures, cost-effective ezine advertising, viral traffic programs, etc. Just make sure you do something, anything, everyday.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I would buy a Gold Service position (\$80) at <http://www.profitjump.com/listmaker>

It lets me email my promotional message to 20,000+ opt-in members once a month. The important thing is that you get to do this every single month. So if I don't like the response this month, I can change the headline, body, etc of my email and do it again the following month. I usually get about 100-200 visitors for each mailing. If you do it right, you will always make a profit with this.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Add a pop-up to your site, and make sure you offer something so irresistible that people really want to give you their email addresses. Here's a free pop-up generator: <http://javascriptkit.com/popwin/index.shtml>

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Learn before you plunge. Subscribe to a few marketing ezines and join a few affiliate programs. Some affiliate programs, well, the good ones at least, will give you a head start by showing you how to best promote their products. Some even teach you the basics of Internet marketing, like [this one by Ken Evoy](#).

Whatever it is, just start somewhere. Nobody is ever fully ready for anything. There is always something extra that you think you need before you can get it all perfect. Don't ever let that stop you! Start small and grow progressively. No matter what, just do it!

**- Anything else that you'd like to add?**

It is not what you do once in a while that matters, it is what you do consistently that really counts. So be persistent. Set your goal and pursue it with passion and perseverance, and you will surely succeed.



# Web Marketing Explained

Real people share their success stories



## Sharon Fling

Sharon Fling started out building personal web sites, just for fun and because she was fascinated with the Net. She was working at Disney at the time as a programmer/systems analyst. Her boss found out she knew HTML and asked her to develop a little site for their department, Corporate Human Resources Information Systems.

This was in 1995, and that little site grew into a full-fledged intranet website serving HR communities company-wide. Sharon became Corporate webmaster, developing database applications using Cold Fusion. She left Disney in 2000 to join a dot-com, but left a few months later.

She went back to Disney as a contractor, which lasted until 2001, when consulting funds dried up after Sept 11th. At that point she was so totally spoiled by working at home and being her own boss that there was no way she could go back to being anybody's employee.

Sharon had a few small business website clients and saw the way they struggled with the Internet. But she knew that just doing little websites was not going to get her the kind of money she needed. Besides, she was tired of trading hours for dollars. Sharon saw how successful ebooks were and decided it was time to write her own.

She remembered a subject that had caught her eye a year or so ago when she bought Ken Evoy's MYKS -it was actually one of the 50 Hot Infoproduct Ideas listed right in the book ["How to Market Your Local Biz over the Net"](#). He said it was a sorely needed infoproduct. Sharon thought for sure that somebody would've written it by now -MYKS has been around since 2000.

Sharon looked high and low and couldn't find much of anything directed toward this market. She talked to Terry Dean and he thought it was a great idea, so she started writing in mid-Nov.

By then she knew the importance of a backend, and somewhere in here she bought the Paperless Newsletter ebook.

A membership site for small local businesses just seemed like the perfect backend, because it's a sizeable niche market and one that nobody was paying much attention to. And you know



they don't have time to go surfing around the Net looking for information specific to local marketing.

But since she'd already spent the time while researching the book, she had plenty of stuff to put on the site. Couple that with her experience in developing database driven systems and web hosting and GeoLocal Business Center was born.

**- Do you sell your own products?**

Yes, I started selling my ebook "[How To Promote Your Local Business On the Internet](#)" at the beginning of April and it's doing well.

Now that things are settling down, I can start to promote GeoLocal which offers a searchable articles library, resources, web hosting and an awesome point-and-click website development tool.

**- Are you a full time entrepreneur? If yes, how long did it take you to build a profitable business?**

Yes; I was profitable immediately because I was doing application development for my ex-employer and already had some small business clients. BUT I'm not looking for big development projects anymore, so essentially I'm starting over with a new business.

For the last 4 months I've focused my time on writing the book and creating GeoLocal.com. I did a few little jobs here and there, but website development isn't my focus any more. Information publishing is my business now, and I am making money now... but it was a pretty lean 4 months!

**- What do you consider the most difficult part about running an on line business?**

Well for me, it was surviving while changing my business from website development to information publishing. Now that I have a completed product and it's getting favorable attention, the momentum is growing.

**- Can you explain how you market your products (or affiliate programs) on the Internet?**

Because of the unique nature of my product and the fact that my target audience is scattered allover, most of my marketing is through Joint Ventures. I try to make deals with people who have lots of small business owners either as customers or on their mailing list.

**- Why do you think so many on line businesses fail?**

Probably because it's so easy to start an online business, and

just as easy to close up shop and walk away. I also think a lot of people are unrealistic about the amount of sustained effort it takes to make it work, just like any other business. So they give up too quickly. Easy come, easy go.

**- Are you using Ezine advertising? How effective is this form of advertising today?**

Ezine advertising is still one of the most effective forms of marketing there is, and I do use it, mostly to test ads that I want to use in my Joint Ventures.

**- What is your opinion about web promotion software and "traffic generating tools?"**

Web promotion software helps, but manually submitting sites to the most important search engines and directories seems to work best. As for traffic generation tools, after awhile, they all start to sound and look the same. I'm sure there are some good ones but nothing can take the place of good old fashioned networking -meeting people, doing joint ventures, participating in discussions, sig files and word-of-mouth.

**- What is your most effective marketing technique, and why?**

Without a doubt it's joint ventures, because it's a win-win for everybody involved. My product is endorsed by the list owner, meaning it's recommended by someone the readers know and respect, and they're much more likely to pay attention to an endorsement than an ad. The list owner gets a chance to profit from work they've already done, which is building up their list. The readers get to hear about a product that could help their business. No risk for anyone.

**- What are some of your daily marketing tactics that build your on line presence?**

Submitting articles that I've written, approaching list owners about Joint Ventures, requesting books reviews, and posting on message boards.

**- If you had \$100 to spend to improve/promote your business, how and where would you spend it?**

I would add \$1400 to it and buy an all-in-one piece of software -shopping cart, digital download, membership site, autoresponders, ad tracking, affiliate tracking and management- everything all in one place.

Right now most software or services take care of one thing, so you end up with a bunch of systems that don't talk to each other.

There are some services now that offer integrated solutions for

\$40-70/month, but I prefer owning software and running it on my dedicated server.

**- What's the most effective tool/resource that you use to get new prospects to your Opt In list or Ezine?**

Even though I think they're annoying, there's no denying the effectiveness of pop-ups. offering a free report or ebook.

**- What would you like to recommend to people who want to start up an on line business? And what not?**

Cultivate relationships. It's not what you know, it's who, especially online.

Focus on one thing at a time and avoid distractions. For me, it's email. It's so easy to get sucked into responding to emails that could just as easily wait till later. Also plan your time. Every morning I write down what I plan to accomplish and use that list to keep myself on track.

**- Anything else that you'd like to add?**

The biggest thing is to make sure that you feel a true passion for whatever you're doing.

If you're doing it just for the money, you may as well be punching a clock somewhere because it will feel like work. Without passion, you'll never make it through the rough times. This may sound corny, but it's true: do what you love and the money will follow.



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