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Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

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JULY 2019

MWM wants You to
Know – **Creating
Content for Your
Lead Magnet**

***14 Questions to
Determine If A
Niche is for You***

**Domain
Name
Parking –
What Is It?**

**This Month's
Marketing
CLINIC**
Simple
Techniques
to Keep Track
of Your
Affiliate Sales

**Google
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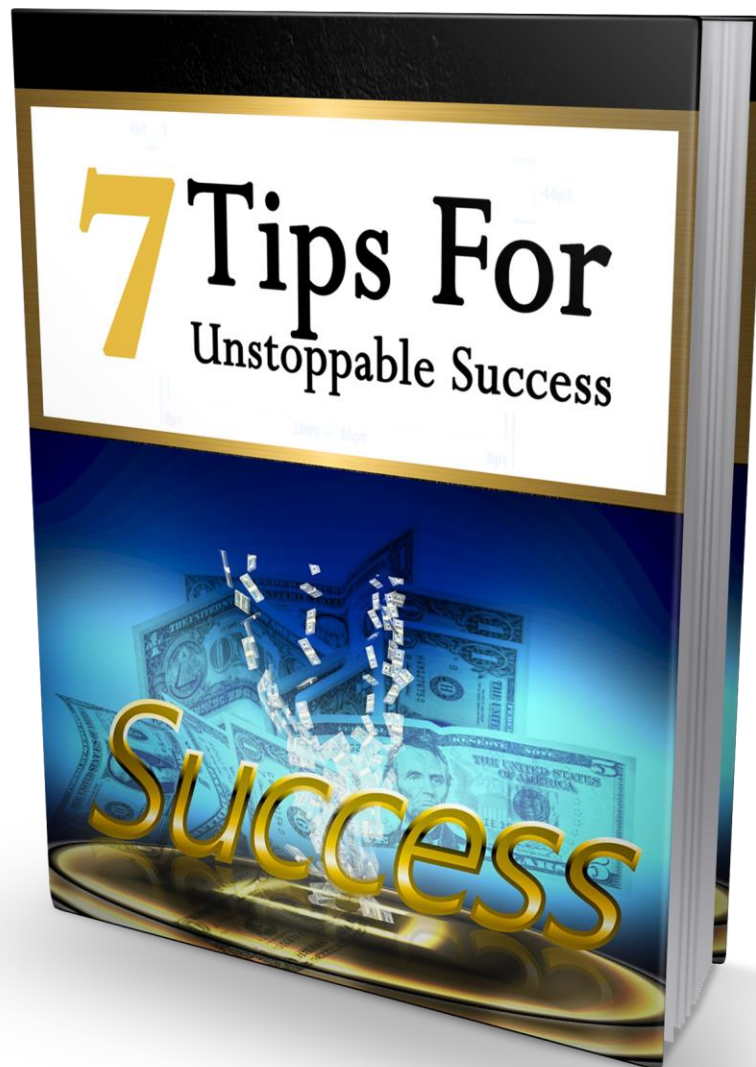
**Our Series on Business Hacks
This Month - Grow Your List with
*PRIVATE LABEL CONTENT***

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These 7 Secrets Will Enable You To...

- Discover the Foundational Meaning of **SUCCESS**
- Demonstrate **PASSION** and **PERSEVERANCE** for long-term goals
- Learn the untold secrets on how to create the life you **TRULY DESIRE**

IT'S **FREE** ... [CLICK HERE](#) to get yours!

You Asked and We Listened. HELP is HERE



How Would You Like To Get Your Hands On My Proven Marketing Strategies That Have Created A Multiple Six Figure Online Business?

**Now You Too Can Explode Your Business Income With
Monthly Internet Marketing Training And Coaching!**

If You Are Serious About Changing From A Failing Online Business To An Uber Profitable Online Business I Can Help You!

Listen, I know what it's like to have a strong desire to have a successful online business but have no real idea of HOW to market it...

I'm not making empty promises. One thing you will not find on this site is a promise of "easy riches". I make no claims of how much you can make. I make no claims that you'll make any money at all. I don't know you. I don't know if you're a thinker or a doer. How can I promise you'll make X dollars? I can't. And I don't. That SHOULD be a sign of trust to you.

There are many others out there making crazy income claims. I won't promise riches. I won't promise any results. I'll simply tell you that I will show you things you can do to get your online business rocking and rolling!

There is absolutely no risk. I'm even going to take away ALL RISK for you. It's pretty simple: if you don't like the Training, you don't pay. Period. You have nothing to risk and everything to gain.

Let me say it a different way...

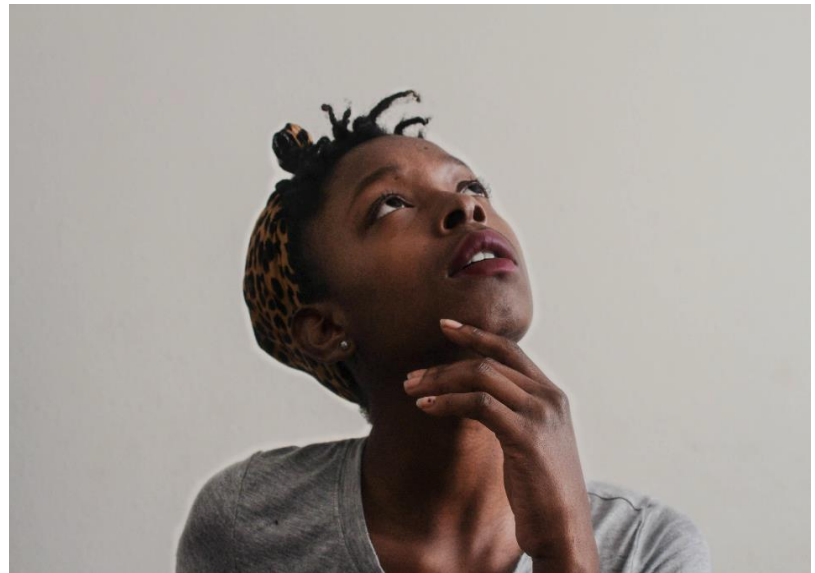
You Don't Even Have To Say "Yes" To Get Started Right Away, Just Say "Maybe" And I'll Send Your First Lesson Instantly!

Features ...

- 6 MWM Editor's Letter
Welcome to MWM JULY 2019
- 7 MWM Inbox
- 8 In The NEWS
- 9 MWM New Product Feature
WP Fresh Start 5.0
- 10 In The NEWS
- 12 MWM Success Guide – **7 Rules to Follow For The Perfect Sales Letter**
- 15 MWM New Product
Dynamic Digital Software Store
Want A FREE Website?
- 16 Subscribe For FREE
to Making Web Money Magazine
- 17 MWM Ask The Expert -
14 Questions To Determine If A Niche Is For You
- 20 Membership Authority Sites
- 25 Master Resell Rights Membership Site
- 27 MWM New Product Feature
MailScript X
- 28 eCommerce Made Easy
- 29 Advertise in MWM
- 30 The Omni-Channel Approach
- 33 The Functional Strength Guide



12 Perfect Sales Letter



17 14 Questions To Determine If A Niche Is For You

Features ...

- 22 MWM - New Series on Business Hacks
 - this Month - Business Hacks to Grow your List with PLR Content
- 31 Start A Wildly Successful Home-Based Internet Business!
- 32 MWM Internet Marketing Videos
- 35 MWM Q&A – Criteria For Choosing An Affiliate Program
- 37 Covert VIDEO Press
- 40 MWM Marketplace
- 41 The Power of Free Offers - Driving More Visitors Through Your Affiliate Links
- 44 Massive Traffic Blueprint
- 47 MWM wants You to Know - Creating Content for Your Lead Magnet
- 49 More Ways To Attract Subscribers And Grow Your Opt-In Email List
- 51 FOUR USEFUL STRATEGIES FOR INTERNET MARKETING
By: Louie Lemon
- 54 **This Month's Marketing CLINIC**
Simple Techniques to keep Track of your Affiliate Sales
- 56 Website Flipping 101
- 58 MWM Back Story - Viral Marketing - Do You Have What It Takes?



21 Business Hacks



58 Viral Marketing - Do You Have What It Takes?



Welcome to the **JULY 2019 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal success insights, interviews, plus some ONLINE opportunities for you.***

- Google Adwords Campaign Management
- The Omni-Channel Approach
- **New Series on Business Hacks** - this Month - Grow Your List with PLR Content
- The Power of Free Offers - Driving More Visitors Through Your Affiliate Links
- More Ways to Attract Subscribers and Grow Your Opt-In Email List
- The Functional Strength Guide
- The Dynamite Digital Software Store
- **FOUR USEFUL STRATEGIES for INTERNET MARKETING**
- **MWM Wants You to Know** - Creating Content for Your Lead Magnet
- My Blog Profits Coaching
- Domain Name Parking - What Is It?
- Website Flipping 101
- **This Month's Marketing CLINIC** - Simple Techniques to Keep Track of Your Affiliate Sales
- **MWM Success Guide** – 7 Rules to Follow For The Perfect Sales Letter
- **MWM Ask the Expert** - 14 Questions To See If A Niche Is For You
- **MWM Q&A: Criteria For Choosing An Affiliate Program**
- **MWM BACK Story** - Viral Marketing Do You Have What It Takes?

I hope you enjoy this month's issue of the magazine – Check out over 88 Great Back Issues of Making Web Money!

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Making Web Money Online Marketing Magazine

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Advertising: See Above

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Various experts in their fields

The instructions and advice in the magazine are for educational and entertainment purposes only.



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Keep your valuable feedback coming. I try to reply to every email, I appreciate your input as it helps to make **MWM** the Best magazine possible.

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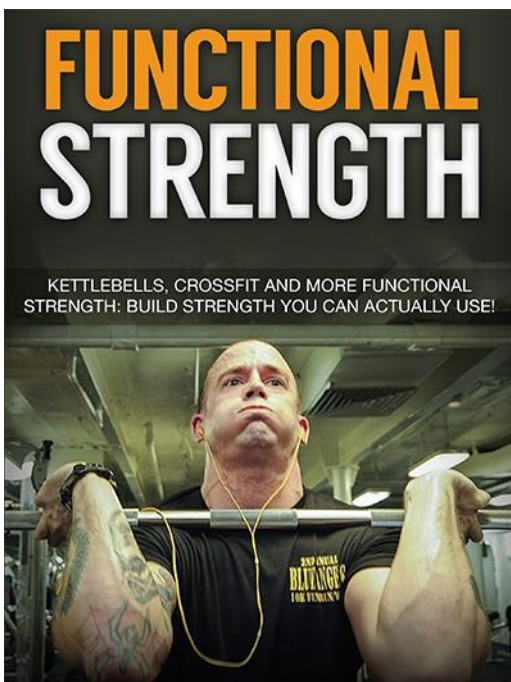
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

So, send me an email with your feedback and let me know.

harry.crowder@gmail.com



How Handy is This?

You can NOW Shop Walmart Online, **save** a lot of **time, money** and **hassles**. **Pick from everything at Walmart and**

Then *choose* to have ^{MWM 7} **your order** **Delivered to you by mail / freight** **OR**

YOU can Pick Your Order Up
at *YOUR*
NEAREST
WALMART

Shop at home. Drive to the
store. Pick Up Your Order!



DID YOU KNOW?

Early electronic computers developed around the 1940's, were the size of a large room and consumed huge amounts of electricity. They were vastly different to the modern computers we use today, especially when compared to small and portable laptop computers.

IN THE NEWS

Warrior Plus PayPal “Beta” is Up and Running

According to their post: WarriorPlus's PayPal Plus is the latest in PayPal technology - combined with the powerful Warrior Plus Wallet - that allows vendors to make sales and affiliates to collect commissions easier and more securely than ever before.

Here's how it works:

<https://www.facebook.com/notes/warriorplus/the-future-of-paypal-is-here/2192462614181685/>



Maximize Facebook Performance by Leveraging The Algorithm

A successful Facebook campaign structure is based on objective, budget and target audience, which was explained in detail by Michelle Morgan during her SMX West session.

<https://searchengineland.com/maximize-facebook-performance-by-leveraging-the-algorithm-312830>



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Really...The sky is the limit.

**YES - Now You Can Set Up
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- What would it feel like to be able to do things 50 times faster than your competitors ...
- How awesome would it be to get ready to rank on page 1 of Google with just a few clicks of the mouse?

Get Instant Access to WP Freshstart 5

Twitter vs. Facebook: Which Platform Should Your Business Be On?

When you begin implementing a social media strategy for your business, one of the first questions you'll ask yourself is this one -- Should my business be on Twitter, or Facebook?

Both social media sites offer considerable opportunities to connect and engage with a network, increase brand awareness, and drive traffic to your site. But they're also incredibly different in terms of purpose.

<https://blog.hubspot.com/marketing/twitter-vs-facebook>.



The Ultimate Guide To Amazon Advertising

While they own significantly less market share than Google and Facebook, Amazon's advertising revenue skyrocketed by 250% in the third quarter of 2018 compared to the third quarter of 2017.

And some industry experts predict that the long-standing advertising duopoly of Google and Facebook will turn into a triopoly as soon as next year, with Amazon charging right behind these established incumbents.

Maybe it's time to look at Amazon Advertising for your business.

<https://blog.hubspot.com/marketing/amazon-advertising>





WARNING: STOP BUYING MORE PLR CONTENT!

“You Don't Need More PLR Articles, Reports, And Ebooks That Are Going To Take Up Hard Drive Space On Your Computer... Instead You Do Need To Take What You Already Have And Turn It Into Spendable Cash!”

LET ME SHOW YOU HOW YOU CAN TURN YOUR EXISTING PLR CONTENT INTO CASH MONEY IN DOZENS OF DIFFERENT WAYS!

INTRODUCING THE PLR PROFITS CLUB...

Starting today you can enroll in my new monthly coaching program where I will teach you how to turn PLR content into spendable cash using several underground methods.

Each and every month you'll get a new lesson showing you a different way to ***profit with the PLR products you already have***. Each month will be a different lesson (*sometimes delivered as a step-by-step PDF and sometimes delivered as video tutorial lessons, and even sometimes a mixture of both*) that you can download, view, and then implement to **start making money with PLR content**.

This **12 month coaching program** can help you feel good about every PLR purchase you've made (*even those "junky" ones because I will show you how to polish them 'til they shine!*). The **PLR Profits Coaching Club** can justify every penny you've spent. It can make those purchases worth something to you because you can put that content to work making money for you.

[Click Here to Start](#)

**THIS IS YOUR OPPORTUNITY TO MAKE EVERY
PLR PURCHASE YOU'VE EVER MADE WORTH
SOMETHING TO YOU!**

7 Rules to Follow For The Perfect Sales Letter

As online marketers, we aim to write sales letters that will keep readers engaged and interested, and most importantly, is able to convince them to purchase our products or services. To help you out with regards to this area, below are 7 rules to abide by to compose that perfect sales letter for your online business.

Rule 1 – No Distractions.

The biggest problem with most people's sales letters is that they're confusing, or has too many distractions - which comes in the form of having the reader click on a load of stuff to see other stuff.

I understand if you have a multiple product site, that may be some sort of membership that offers more than one service for example. If all the products and services are related, great. Place them in bullets on the same page allowing the reader to skip over if they're not interested.

If the products are totally unrelated however, it might be time to take a look at how you're selling them and consider splitting them up into separate focused sales letters and sites. That's another issue entirely though.

For now, just remember to try and keep everything on the same page and don't divert the readers off to five or six different areas to see the benefits of each part of your product. It's plain confusing, and loses sales, big time.

Rule 2 – No Constraints.

Don't let yourself be constrained by length. A small list of features planted on a page is no match for a longer, properly structured letter. Back when I first started, I wrote this really long sales letter. I was not confident about it as my target audience were busy people, so I created this list type sales letter that I thought would do so much better and ran a split run test with the very long and very short versions.



A week and a half and twenty-five new signups later from the long sales letter, and still staring at a blank., and still staring at a blank from the shortened version, I had to actually check of everything was working correctly because the short version was performing so badly.

I never went back. Thinking that short sales letters would outperform my long ones was probably the most profitable test that I've carried out with regards to sales letters. Without the testing though, based on the untested and incorrect assumptions at the time, it probably would have been the most expensive.

Rule 3 - Four Elements Of A Successful Sales Letter.

Your sales letter should only ever be doing one of four things. Enforcing your expertise, enticing people with benefits, crushing fears and doubts about your product, or asking for money. When you're done writing, take a read through your sales letter and see if you can spot the points at which you may have deviated from your original objective, and omit them out.

See your sales letter as kind of a bridge. The starting point on one side is the headline, and anyone who successfully gets across the bridge to the other side has hit your order link and purchased your product. All those little niggly bits that have no place, all those distractions, and problem areas are holes.

All you're doing is plugging those gaps by removing the unneeded areas and distractions, and giving the best chance of a safe crossing, which of course means money in your pocket.

So, keep focused, rip out all those irrelevant parts of your sales letter. If it doesn't enforce your expertise, entice with benefits, crush fears or ask for cash, it plainly doesn't need to be there. Plug the gaps. Remove the dead wood. Stop losing customers through the holes.

Rule 4 – No Assumptions.

Never assume anything about your readers. It's only natural if you've been around something for a long time that seems simple, obvious, or the norm to you. Remember it's not necessarily the norm for others. Depending on the market you're going after, there's going to be some degree of variation in the type of visitor you get and their previous experience on the subject.

There are many variations of this but let me give you a few examples. "Inverted commas" is a good one. When you're talking about something in a focused way, coming out with something contained in inverted commas may mean something to you, but could well mean something different to someone else, and is very easily misunderstood, along with sarcasm, irony and slang.

Rule 5 - Spice Up Your Sales Letters.

Your writing style doesn't have to be hard sell all the way, but that doesn't mean you can make it boring either. Make it colorful, especially when you're talking about the benefits of your products. Replace some of your descriptive words with something a little spicier, and interesting.

It may sound like hard sell, but not so when coupled with my favorite writing style, which is typing the way you'd talk. It goes from hard sell TV ad sounding, and changes instantly to have a personal, but excited and confident feeling about it. Nothing wrong with injecting your own personality either if you want to, in fact this actually adds to your sales letter.

Rule 6 – Keep It Structured.

There should be a particular structure when it comes to the sales letter. Starting off with the headline, and the sub headline pulling the readers into the letter, then going on with an intro and some reinforcement, proof and testimonials, then benefits of your product, guarantees, damage limitation making the price seem less significant, and then the PS's.

Similarly, to the customers coming over the bridge example we used earlier here, notice how at each stage you're piling on the weight at an ever-increasing rate, culminating in the climax and purchase of your product. The look of your product just gets better and better, and faster and faster and faster, picking up the pace and piling on those benefits, crushing those fears and doubts, and then taking your well-deserved rewards in the form of a sale.

Never lose that, and never get it upside down. I've seen some backwards sales letters that pile it on for the first screen full, and by the time I'm half-way down I'm leaving to do something more interesting. It's the snowball effect of your sales letter, and it works like a charm.



Rule 7—Track & Test Everything.

Finally, and most importantly, remember to test and track everything. Every single word you've just read has been tried and tested. There are all sorts of additions to sales letters that have been popping up for as long as I've been online. Just remember not to try anything new unless you're tracking it, because you'll go broke without knowing what's destroying your sales, and you'll go broke not knowing that the sentence you just deleted was responsible for 99% of your sales.

So, there we have it, **7 rules to create successful sales letters**. One other thing to remember is that no matter how good your sales letter, if your traffic is of low quality, it won't sell. If this is the case, our sales letter may not be to blame, and no amount of changing it will do any good.

The **Most Expensive** Domain In The World Did This...
& It **INSTANTLY** Increased Their Traffic By **1173%**

With This **Point & Click Simple** Wordpress Theme
YOU Can Do The Same!

Tapping Into The **Most Buzzing Trend**
On The Internet And Sucking *Free Traffic*
From *Pinterest & Facebook* On
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Covert PinPress 2.0 Is The
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How Would You Like a Complete Done-For-You Niche
Click here to get Your Website Now!

For You to Profit From?

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Extensive Niche Market Research!



100% Simple to Edit Content

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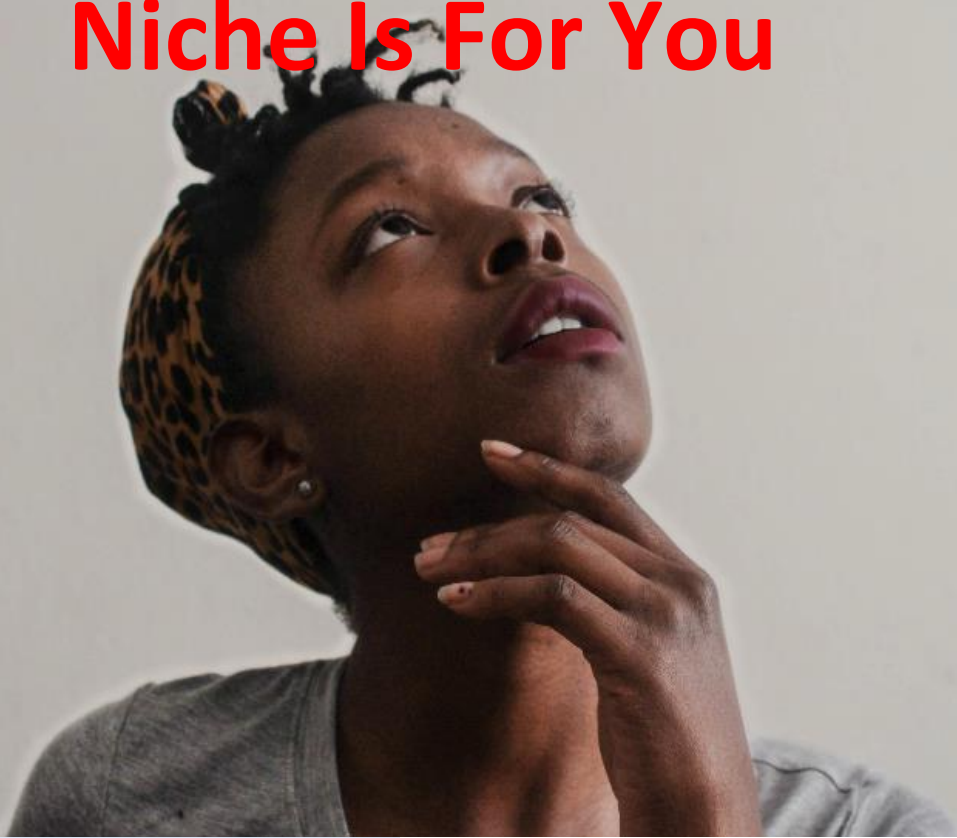
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You can upgrade to receive the printed edition.



MWM ask the expert

14 Questions To Determine If A Niche Is For You



You have done your research and narrowed down a list of potentially profitable niches. But are they truly suitable for you?

Here is where you will need to analyse and prune the list you've compiled. No niche is perfect, but there are many things to consider when deciding to do internet marketing in a niche.

The most important part of this process is finding out the things that appeal most to YOU when it comes to each niche.

Use the following 14 questions when determining whether a niche is for you or not. Some of the questions are about the profit potential of a niche. Other questions are about how easy it's going to be for you to reach your target audience on a daily basis. Then there are questions about how fast you can grow and become a force in any given niche market. If a niche doesn't sit with you after asking these questions, then delete it from your list.

Question #1: Are there multiple good products in the niche?

The first question you want to ask yourself is, are there a lot of good products? You want to know this because you may quickly run out of good products to offer to your website visitors or e-mail list subscribers. If you're running AdSense or selling ad space on your website or selling ad space in your e-mail newsletter, then that's one thing. But if you're going to be depending on making commissions, then it's vital to have multiple offers you can promote.

Question #2: How big is the problem to your prospect?

If it's not a hobby niche, how big is the prospect's problem? Is the problem significant enough to make them willing to part with their hard earned money, in order to to get a solution? Maybe someone would be willing to pay for pain relief, but they wouldn't be willing to pay to solve a lesser problem.

Question #3: Are there potential JV partners in the niche for explosive growth?

Here's something not many marketers consider when selecting a niche. Are there potential Joint Venture partners already in the niche? Are all of them so big that they would never consider doing a JV deal with you? Or are they so small that it wouldn't matter if they did a JV deal with you? There's no faster way to grow a business than by using Joint Venture deals, so it's something to consider.

Question #4: Does it make sense to build a list in the niche or not?

Are other internet marketers in the niche building an e-mail subscriber list? Would it make sense to build a list in the niche? You may or may not want to get into a niche where it's a must to build a list in order to make nice profits. Look around at the competitors and see if they have opt-in forms on their websites or not. Join their lists and see what it would be like to market in that niche.

Question #5: How expensive is available ad inventory in the niche?

One major thing you have to consider before getting into a new niche is how easy it will be to reach your target audience. If you're looking to pay for traffic, then you'll want to see how expensive the ad inventory is for that market. For example, you'll find the costs vary when bidding on keywords and URLs using CPV networks like LeadImpact and also when bidding on PPC keywords with Google AdWords.

Question #6: Will it be easy to generate free traffic in this niche?

If you're looking at going the free traffic route, then take a look around at how easy (or hard) it would be to reach your target prospects in a particular niche using free methods. You can use the Google Keyword Tool to discover generally how competitive keywords are in a niche. Also try to do some digging around and find out if your competitors are successfully using other free sources like YouTube, Twitter, and Facebook. If they can do it, then why not you?

Question #7: Are there continuity programs like membership sites in the niche?

It's easier to make dependable income when there are continuity programs in a niche. This includes membership sites, subscriptions, etc. They are especially lucrative when there are services that customers need and will keep paying for month after month.

Question #8: Do you already have knowledge of this niche?

It's much easier to enter a niche when you already have the knowledge or expertise. You don't have to be an expert, but being an intermediate is enough to share what you know information-wise. A burning desire to learn more about a niche is helpful as well in getting into a niche. In that role you're more of a reporter than an authority figure.

Question #9: Are people spending money in this niche?

Many hobbies are popular, and solutions for problems are searched for all over the net - but that doesn't mean people are willing to spend money on it. In this case you'll need to verify whether there are buyers in the niche. It's easy to make the mistake of choosing a popular yet unprofitable niche, so make sure you "do your homework" on this.

Question #10: Will it be easy to stand out from the crowd in this niche?

Some niches have a crazy amount of competition, but that doesn't mean you should be scared to get involved. Is there a way you can stand out from the crowd in a competitive niche? Think about it, because standing out can help you stomp your competition into the ground.

Question #11: Is this niche related to Health, Wealth, or Relationships?

If the niche you're looking at is related to Health, Wealth, or Relationships, then you may have a mass market on your hands.

Question #12: Are there many searches in Google in this niche?

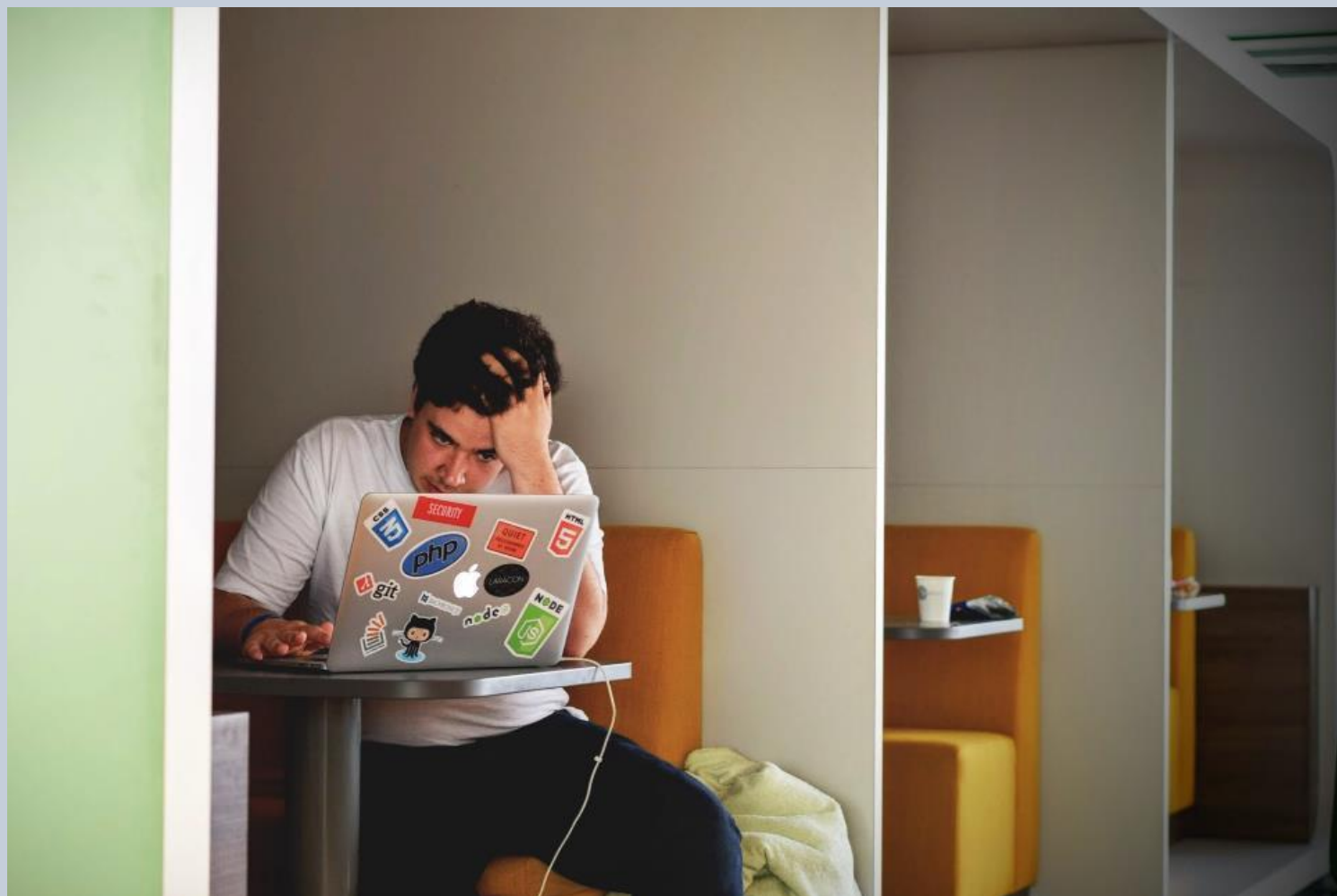
Take a look at the Google Keyword Tool (type “Google Keyword Tool” into Google to find it). If you see low traffic levels for keywords in your niche, then it doesn't make much sense to choose this niche. Sure the competition is likely low. However, there's usually a reason for that - there's probably a lack of customers.

Question #13: Could you create a product in this niche?

Having your own product gives you maximum leverage in a niche. You can create cross promotion deals with JV partners and you can sit back and let your affiliate army crush your offer with traffic all day long. If it's a physical product you must create in a niche, then that may be something you can't do. As for digital products, if you don't have the expertise in a niche, then there may be Private Label Rights material available on the web that you can use to aid you in creating a respectable product.

Question #14: Will it be easy to build your authority in the niche?

Having your own product is honestly the ultimate way to build authority in a niche. Another way is by having JV partners who customers associate you with, so you're borrowing your JV partner's credibility in a way. A popular blog can also give you authority in a niche.



New Point & Click Simple WordPress Theme Transforms Your Blogs Into Your Own Profitable Viral Video Empire

Allowing You To Cash In On The Lucrative Video Trend

Without Ever Having To Record A Single Video

And It Sucks In Free Traffic From Facebook, Twitter,
Pinterest & More - On Complete Auto Pilot!

INSANE AMOUNTS OF
Click Throughs, Leads & Sales

From Your Blog Are Just
One Click Away From You



3rd Most Visited Website
according to alexa.com



seconds
(time that the average
YouTube user spends
every day on the site)



Over **TWO BILLION**
Views Per Day

That's 2,000,000,000 every day



10%  226,723M
of internet traffic

24 hours worth of
video is uploaded
EVERY MINUTE

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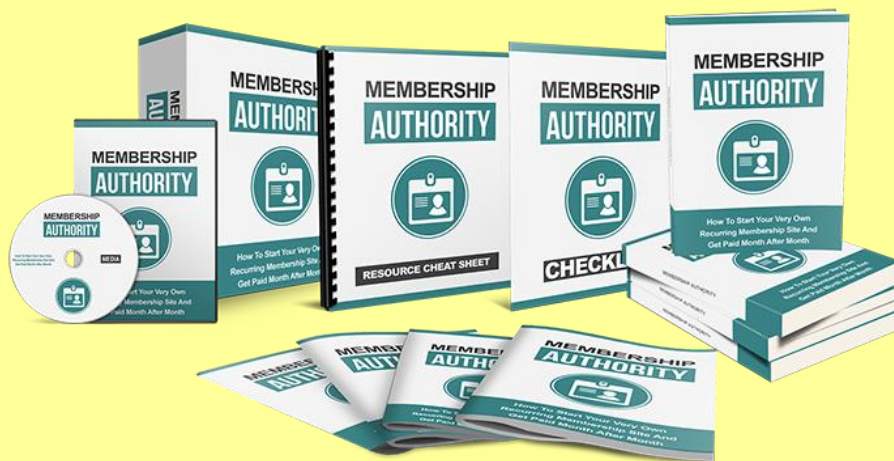
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

In This Course, You'll Find Out How To Get Started With Your Own Membership Site, How To Structure it, What Type of Content To Provide, Pricing And Much more

Why Should You Create a Membership Site?

Essentially, a membership site is a site that users pay to subscribe to. This normally works by first **enticing the reader with some free content and showing them the kind of entertainment/information/value that you're capable of providing.**

Once they're hooked, you then make sure they know that they need to subscribe in order to gain access to your very best content and to get frequently updated. So what's so different about this? Well for starters, it means that you can much more easily convert visitors to paying customers seeing as **they're not having to put down a large amount of money and seeing as they know what they're getting right away.** This means **the money is recurring and much more predictable.**



Membership Authority includes the following:

- The main eBook
- FAST-ACTION BONUS #1: Checklist
- FAST-ACTION BONUS #2: Resource Cheat Sheet
- FAST-ACTION BONUS #3: Mindmap

I'm delighted to have the chance to share this powerful guide with you, and I know you'll be very happy with the results. The **comprehensive and valuable insights** you need to finally achieve online success!

[Click Here Today](#)

Business Hacks to grow your list with PLR Content

Using PLR to grow your email list is a no-brainer. To grow your list effectively, it's not enough to put a sign-up form in your sidebar. You need to have multiple points of entry to your list and offer plenty of value to your audience so that they really want to be on your list.

There are some very effective ways to build your list using PLR and you should use every one of them that you can. Don't worry, you can find a content marketing virtual assistant who can help you plan, organize, evaluate, and put into service any PLR that you purchase. Let's get started with business hacks to grow your list with PLR content.

Search for PLR That Serves Your Niche

Don't bother buying PLR that's outside of your niche and trying to make it work, or worse, trying to please everyone too much and going outside of your niche. Yes, there's money to be made in other niches but you chose your niche for a reason. Stick to your decision. It doesn't matter if everyone is selling that wonderful Mindset Planner if it doesn't fit your audience you shouldn't be selling anything like it.

- **Know How You'll Use It Before You Buy** – It's very important that you already know what you want to use the content for before you bother searching for it. For example, if you've decided that you want to have a 30-Day Mindset Challenge for Postpartum Moms you'll want to look that up for them. You may not find a 30-day challenge, but you can look up Postpartum Tips and New Mommy Tips and put those together into a 30-Day Challenge.
- **Ensure the Content is High Quality** -- Before spending too much money with any PLR seller, buy something small, or download their lead magnet to find out what their content is like. Ideally, the content should be as close to how you want it to be presented as possible. That way you won't have to change as much. While some people say not to use PLR content as is there are some instances where you can and should. Why redo something when you don't have to?



- **Join PLR Groups on Facebook** -- Facebook has quite a few PLR users Facebook Groups that will offer a lot of advice, guidance, and sources for high-quality PLR. Often PLR sellers also offer training to help you get the most out of the PLR they sell. In fact, PLR sellers who are open and engaging with their audience are likely also trustworthy places to buy PLR.
- **Ask Your Community if They Have Recommended PLR** -- You likely have a community of online business owners that work with the same audience you do offering complementary services and products to them. Ask them where to get PLR about a topic that you like. Someone is sure to give you some ideas in your community. Some people may not be as forthcoming because they don't want anyone to know they use it so invite people to PM you as well.
- **Find Someone You Trust Who Can Recommend the Right PLR** -- If you don't want to post on groups, or in public, ask someone in private that you trust. If you've hired a business coach, or you're working in a Mastermind group, someone there will be happy to answer your questions about PLR and point you to some PLR that will work for your needs that is a good value.

Once you find the PLR that you want to buy based on how you're going to use it, the audience you're using it for, and the quality of the PLR you'll now want to put it to use. Follow the steps below to make the most of all the PLR that you buy. A little side note is that you can do a lot of this with any content you create from scratch too. Repurpose, reuse, and recycle works for content marketing too.

Rewrite and Format the Content

Since you know how you're going to use the content, you will have some idea of how you'll need to format it and change it up to work for your use. Keep in mind that some PLR you can use as is. If you're going to give away the content as an upgrade, a lead magnet, within your email autoresponder series or in a membership site you may only need to change the branding.

- **Change Titles** – This is important because a lot of PLR titles are very general in nature and not targeted toward a specific audience but a general audience. If you can change a title to be more direct and attract your specific audience then you should do that.
- **Add Your Voice** – Read through the content one time without making changes. You can highlight anything that you think is an issue or something you may want to change or expand upon later. After you have read through it once, go back in and add a new introduction that sounds like you, and a conclusion. Go through and change words that you don't normally use to words you use. For example, if you normally conjugate words like "cannot" or "will not" you'll want to fix that, so it sounds like you.
- **Add Your Keywords** – If you are using the content as a blog post or content directly on your website. You'll want to know what keyword you want to focus on in that post. Put it in your title, in the H1, and H2 headers, and in the first paragraph of the content. If you're not using it on your site, you really don't need to think about keywords much other than the title.

- **Change the Images** – Some PLR includes images for you to use, but you should change them up to make them your own. You can do that by cropping them differently, colorizing them differently, or by choosing new images. You can get free images from Pixabay.com to use in your work.
- **Check the Facts** – If the content you're reading has facts and stats within check them. They may be older and need to be updated, or they could be wrong. It's best for you to double check and then update so that the facts are right at least at the time you publish the content.
- **Add a Clear Call to Action** – Depending on what type of content this is going to be for, you may want to add in a CTA for the content. If it's a blog post, content for your sales pages, email autoresponder, and other content designed to get them to buy something or take an action it must have a CTA.
- **Brand it As Yours** – Always change the design of the content. You may have your own fonts, colors, and logo that you use on your original content and you want to use it in this case too. You don't want the PLR you promote to your audience to look different than everything else you provide for them.

Only change what needs to be changed. Make it simple for you so you can get the PLR into service. Set up a guideline for yourself to spend about 15 minutes or less per 500 words to rewrite, repurpose, and refresh it.

Make Something Valuable for Your Audience with the PLR

Now we're getting to the real meat of using PLR to build your list. These ideas can be used to build your list by requiring an email address and other information from your lead before you give them the value of the content.

Create Content Upgrades With PLR

A content upgrade is content that lives within other content your viewer is already reading or viewing. Usually, the content is a downloadable PLR and the link is over a keyword. For example, if you had a blog post about how taking Folate can help reduce issues with anemia you can link to a downloadable file with a report called **10 Foods to Boost Iron** whenever you mention within the article about eating better. You can also point out the downloadable with highlights or other methods to ensure that they download it and you capture their email.

Use the PLR As A Lead Magnet

You can buy PLR and use it directly as a Lead Magnet. A lead magnet is gated content that often has its own landing page just like a paid product. It's something that is valuable to your audience that will solve one problem for them quickly. You don't want the lead magnet to be too involved in this format. Teach them to do one thing that will make a huge difference for them.

Use PLR as The Foundation of a Webinar

Another way to get email addresses and built your list is to host webinars. You can use the lead magnet that solves one problem for your audience as the basis for a webinar too. When people sign up for and register for the webinar they will be added to your email list even if they don't end up attending. **Note:** You can repurpose a webinar by adding them to a course or a membership site.

Develop a Free Membership Site

Any PLR that helps your audience can be added to a membership site. You can easily rebrand it and add it mostly as is right in the membership site. You can set up a membership site to drip-feed content or just give it to them all at once, it's up to you. Their price of entrance is being on your email list.

Turn PLR Into A Free Email Course

If you don't want to worry about eLearning technology, you can run a short course right through email. Plus, it's a great way to collect email addresses. Once they signed up for the course after the course has been delivered and finished you can start sending them other information that relates to their interests and as they respond to these offers you can easily segment them, so they can get even more information from you.

Repurpose PLR Into Different Formats

When you buy PLR remember that you can repurpose it into many different formats and use it as different types of "ethical bribes" to get people to sign up for your list. Turn a 10-point article into a series of 10 emails, ten different videos, or a webinar that's organized into a report or eBook. Sometimes you may need to add additional information to the content to turn it into what you want it to be, but because you have the start, it should be easy. Then, you can use all these formats in different places to attract different segments of your audience to sign up for your email list.

Create an Email Autoresponder Series with PLR

One way to use PLR is to create an autoresponder series. You may be wondering how this grows your list since they're already on your list. Well, since you want people to stay on your list, you need to offer them value due to the value you offer.

Plus, when you give your list valuable content, with CTAs you can segment them better which will enable you to make more money from your list while also keeping people on your list.

Use PLR Tips to Create a 30-Day Challenge

Challenges are very popular and effective ways to get people to join your list. But you won't often find challenges already written just as you like them. Therefore, you can find tips to use as your beginning to the challenge. Turn the tips into the challenge and deliver the content via email, your blog, and/or a Facebook Group. But of course, require an email address to take part in the challenge.

Some other ideas are to create checklists, cheat sheets, free spreadsheet templates, and other content from the PLR that you buy and use as gated content to get more people to sign up on your list. Remember, the more places you offer your audience to sign up, and download valuable information, the better.

Put the Content to Use Quickly

Once you buy private label content, don't store it on your hard drive or in the cloud. Use it as soon as possible. Knowing what you're going to use it for before you purchase it is going to be key to putting it to use. You really will grow your list with the PLR you buy if you put it to use and create more ways your audience can sign up for your list.

- **Create an Editorial / Publishing Calendar** – Use Google Calendar to create an editorial calendar so you know what you're publishing and when and why.
- **Work Your Way Back from Publishing/Launch Day** – When you know what day you want to launch or publish something you can work your way backward in the calendar, so you know what you need to get done such as graphics, rewriting, or formatting.
- **Match Your Efforts with Your Promotions** – Take a look at other promotions you'd like to work on as you choose the PLR that you're going to buy and match it with those so that you can attract the right audience and nurture your list properly.
- **The More Ways People Can Sign Up the Faster You'll Build Your List** – The more landing pages, the more in-content upgrades, the more you offer that is gated content that requires an email address to view the better. Don't just create one opportunity for subscribers, create many and your list will be built after than you thought possible.

Using PLR to grow your email list will help you get a lot more done faster without having to come up with something from scratch each time. Don't forget that you can get help with this by hiring someone to outsource to who can rewrite, reformat, and redesign the content to fit your needs helping you build your list fast.

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See MailScriptX In Action

Flashback:

"There are converging web-related issues cropping up, like privacy and security, that we currently have no way of thinking about. Nobody has thought to look at how people and the web combine as a whole – until now [2009]." ~Tim Berners-Lee

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Dear Online or Offline Business Owner,

I am about to disclose an important piece of information that will enable you to boost your business and leave your competitors far behind.

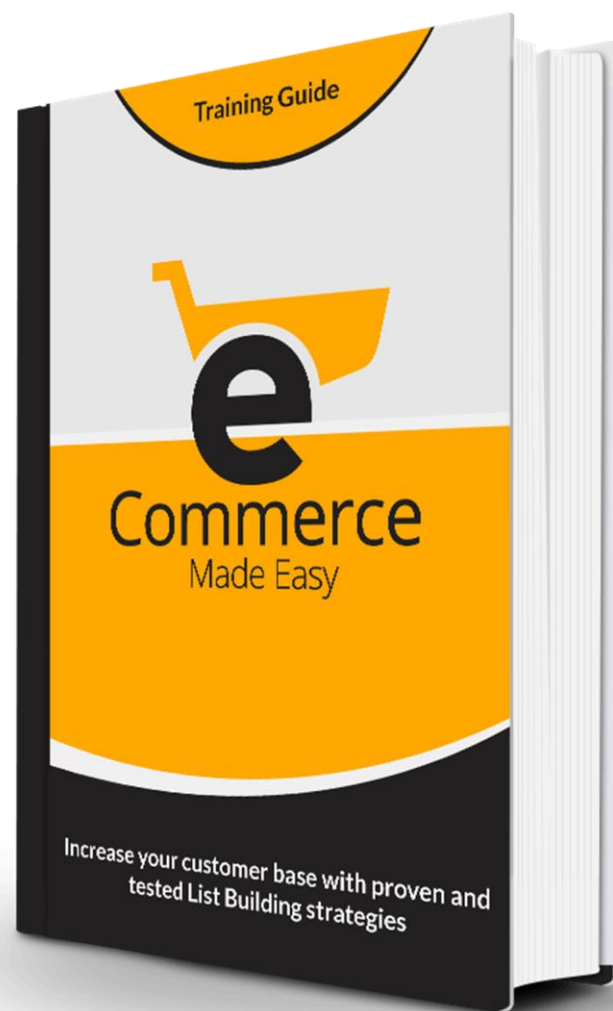
But first, let me ask you **two simple** questions:

- Are you still trying to sell your products and services physically?
- Have you spent a lot of money and time, but never achieved your objective?

Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

Look at astonishing stats:

- U.S. Online sales will be **\$523 Billion** by 2020
- E-Retail spending to go up by **62% this year**
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com
- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.
- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.



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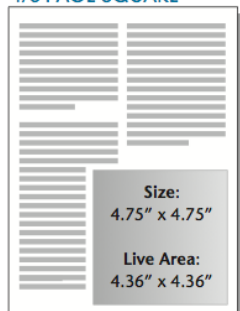


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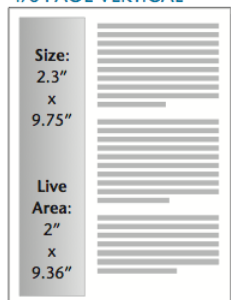
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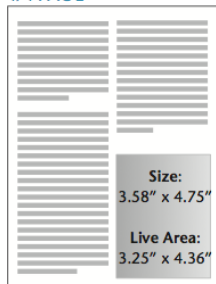
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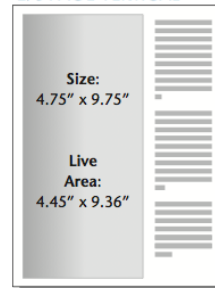
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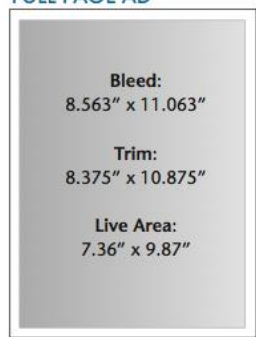
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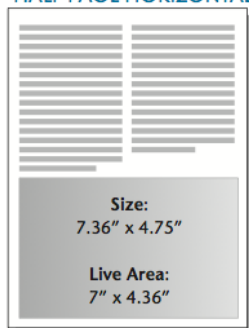
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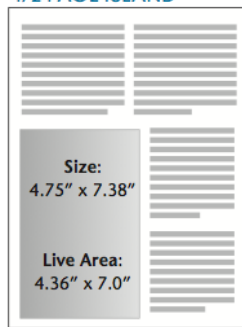
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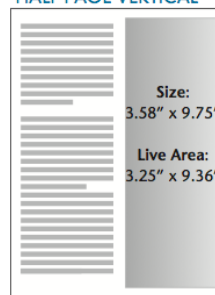
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The Omni-Channel Approach

Old school marketing said to create a lot of written content and call it a day.

And for a time, that worked really, really well.

Fast forward to today, and written content is still great and it's still needed, but it is not enough. You've also got to be doing podcasts, videos and live events; not only on your site, but on social media and also as a guest on other people's shows and websites.

And while that might sound like a lot to do, consider this:

First, you write one long blogpost.

Then from that blogpost, you have enough information to do one or two short (5 to 10 minutes) podcasts. Yes, short podcasts work, and in fact they're more likely to get listened to than long ones. When you do a short podcast, you cut straight to the heart of the matter, and that is what listeners want.

Also, from that same blogpost, you can do a couple of videos and post those. And while you're at it, you might have an infographic done, too.

Then maybe you do a Q and A on your site or social media.

Then you do some guest appearances on other people's podcasts or live events, and so forth.

The information you offer in one really good blogpost can be repurposed many times over and get you seen and heard all over the internet.

Good idea, right? This is exactly what some of the biggest people online are doing, which is why they're big. They show up everywhere, they offer great info, and people really feel like they get to know them because they hear their voices or even see them in videos.

You might be thinking that people will get sick of you talking about the same info that's already in your long blogpost. But the people who read the blogpost from start to finish are usually not the ones who listen to your podcasts, or the ones who watch you on video. You're expanding your reach and expanding your audience.

And if someone does read your post AND listens to your podcast AND watches your live events or videos, do you think they will REMEMBER you?

You bet.

You've now made a lasting impression, and the next time they see your name on anything, they are much more likely to pay close attention to it.

If, right now, you're only writing blogposts, don't panic. Pick one thing - maybe podcasting - and learn how to do it. Then just start DOING it. Yes, you might be terrible at first. That's okay. If you're really that bad, throw out the first few until you start to get the hang of it.

Once you master that channel, pick another one, and so forth.

It's not about working harder - you don't need original content for every single channel.

It's about working smarter.

Just as you would send out similar info on several different social media sites (perhaps letting people know about your latest blogpost) so, too, you will be using similar info across these different marketing channels.

It's what the most successful marketers are doing. And if they can learn how to do it, so can you.

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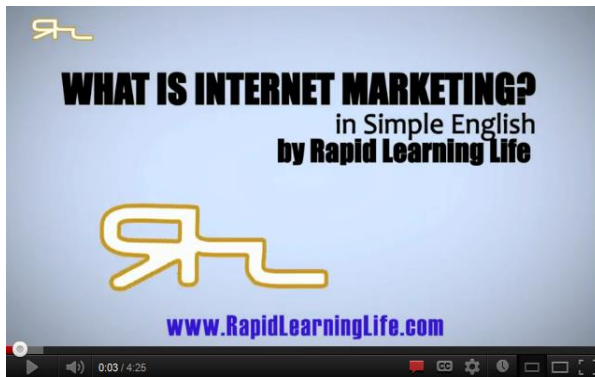
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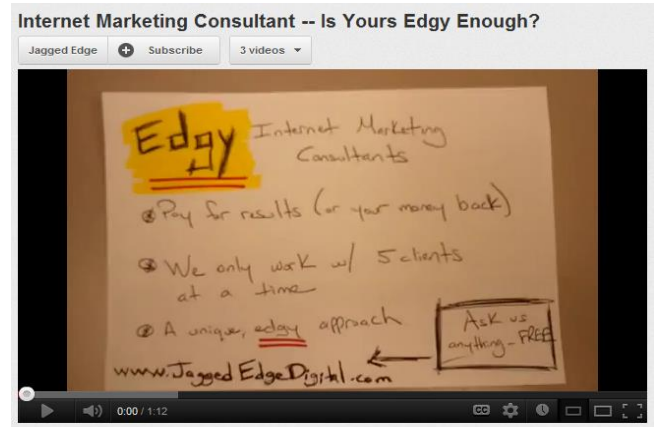
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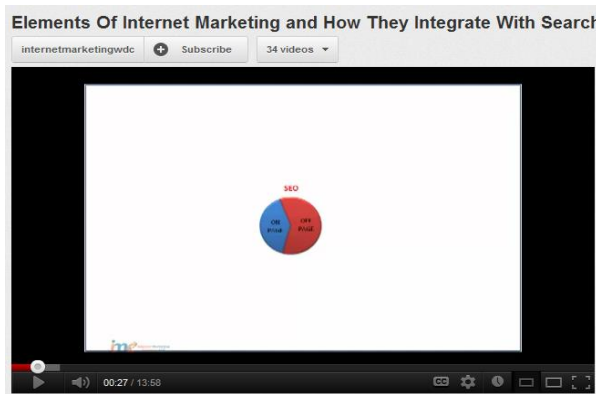
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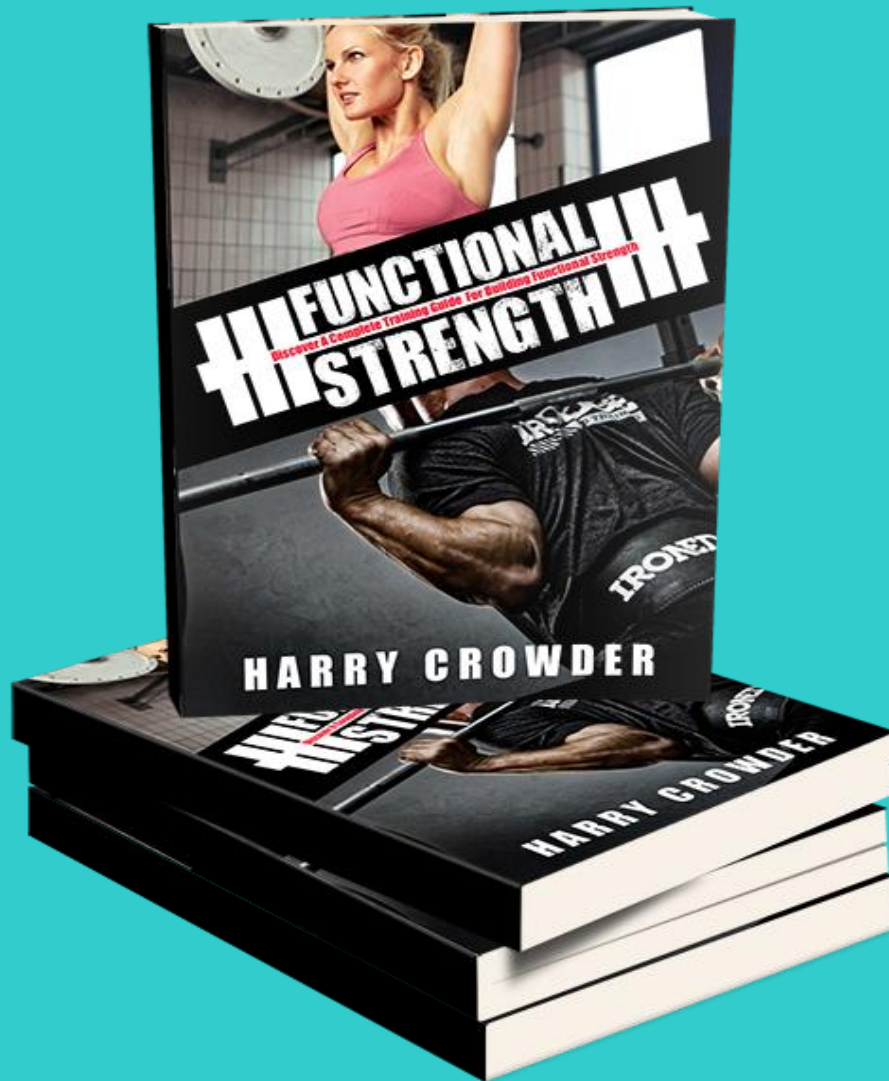
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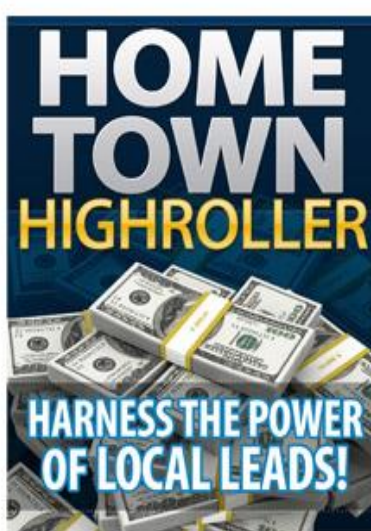


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Criteria For Choosing An Affiliate Program



Variety is a good thing, but when there are too many choices available for a single purpose, it makes the decision process more complicated. This is often the case when prospective affiliates attempt to choose an affiliate marketing program to join. Choosing the right affiliate marketing program is critical to your success in this area, and one must be wise in making a choice. Here's a couple of criteria to look out for that will aid you in finding and choosing the best affiliate program for you.

1. The program is top quality

Always go for an affiliate marketing program that is backed up by a reliable team with the relevant expertise and knowledge. Look into the affiliate product and services offered as well. Do they offer good value and are saleable? Do keep in mind that you will be putting your own credibility on the line when you sign up for any program. If it's trustworthy, then you will be viewed as such as well.

2. The affiliate product is in demand

Stay up-to-date on current market demands and the 'hottest' and 'to watch out for' products on the market. A simple search online will help you find out the kind of things that people are looking for and are willing to buy. There's a good chance an affiliate marketing program is selling that individual product. A product is more likely to sell when there is a high market demand for it. This is good news for you as an affiliate of that program since there won't be any backbreaking work to do just to get the product off the ground. It will sell on its own, with minimal effort.

3. The program pays high commissions

Ultimately, the affiliate's goal in signing up for an affiliate marketing program is to earn money. In affiliate marketing, marketing, earnings come in the form of commissions – usually a percentage off the sale of a product.

Why settle for a low-paying program when there are others you can benefit more from, given the same amount of efforts on your part?

When considering what affiliate marketing program to use, choose programs that offer higher commission rates. Good rates range from about 50 percent to 75 percent. If the program pays lower than that, you might want to reconsider. It may not be worth your effort at all.

4. The program has a higher than usual conversion rate

Conversion rate refers to the period it takes for a prospect who clicks on an affiliate site to become a paying customer. In affiliate marketing, this can be notoriously fickle, with leads taking as much as 60 days before ever purchasing anything.



Why settle for a low-paying program

4. The program has a higher than usual conversion rate (continued)

A good indication that a particular affiliate marketing program is the best one to use is its high conversion rate.

This means that more visitors to an affiliate's site become buyers. When there are more buyers, an affiliate's earnings increase.

To find out about their conversion rate, you can check an affiliate marketing program's website. Some of them publish this information.

If not, you will have to test the product yourself using targeted visitors to see how well it performs.

5. The program offers full support

This is an especially important criteria to look for when deciding on an affiliate marketing program, particularly if you're a beginner starting in Affiliate Marketing. There are many programs that will offer their system and leave you to your own devices without checking in on your progress.

If you're not a self-starter or are wary of affiliate marketing programs that don't assist their affiliates, **BE SURE** to avoid this type of program.

Use affiliate marketing programs that provide sufficient information, training and affiliate support. You will appreciate this extra feature in case you run into a bit of trouble later.

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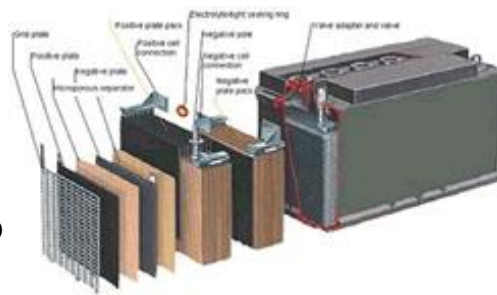




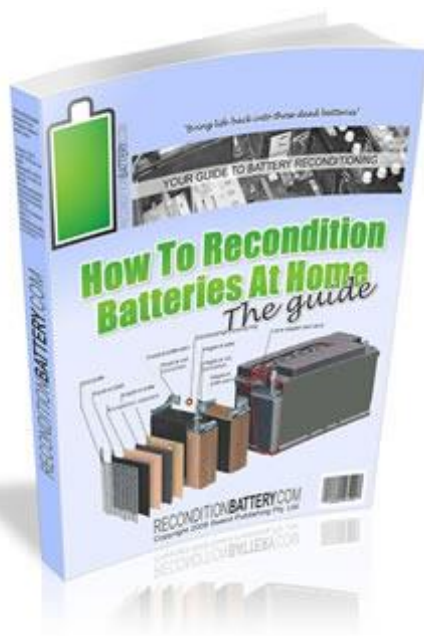
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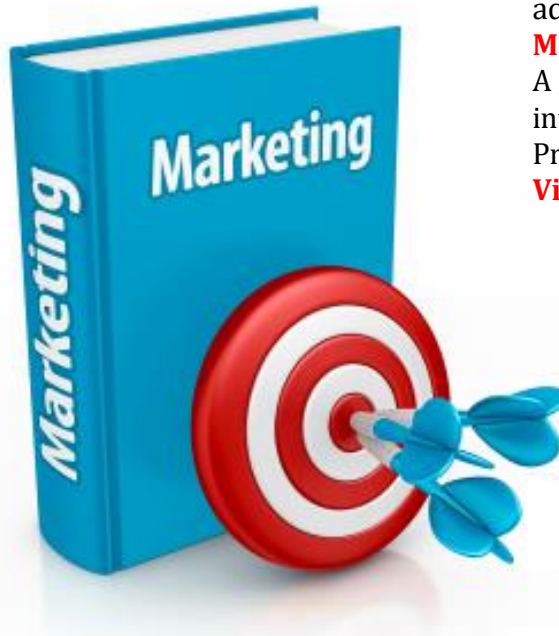
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The Power of Free Offers

Driving More Visitors Through Your Affiliate Links



Who in his right mind would refuse a freebie? Out of 10 people you ask, only about one or two will forego a freebie for some strange reason. The rest will gladly accept it. It's simply a part of human nature to be appreciative of gifts, particularly useful ones. This is also something that advertisers and business owners understand fully well and thus use to their advantage.

In affiliate marketing, the use of free offers can be especially beneficial, provided of course, that you understand how to deploy them strategically. Find out how to use the power of offering free offers to your affiliate site's visitors and reap the rewards:

Free Offers Should Be Integrated Into Your Marketing Campaign



Consider each affiliate marketing campaign you perform and find out how to use free offers strategically. Just because something is free doesn't automatically mean that people will visit your affiliate website and grab what you offer. There has to be a relevance between the freebie and the main product or service you are promoting.

Let's say your main product is an e-book that teaches the secrets of the affiliate marketing trade to affiliates. A good freebie to offer with this campaign would be a short report on the top 10 mistakes that affiliates make that cause failure in affiliate marketing. Or you could offer a freebie in the form of a script that could help affiliates track their own stats.

Remember that the power of free offers when offered in affiliate marketing is only limited to its relevance. The free stuff should be something that can supplement the main product or enhance its use. Otherwise, your visitors will simply have no reason to try to obtain it.

Offer Something Better

Just because you're offering free offers to your affiliate site's visitors doesn't mean you should allow them to completely ignore your premium offers. If you let this happen, forget about earning an income from your affiliate site.

Remember that all that free stuff you offer is part of your strategy to attract more visitors and affiliate prospects to your website.



If you find out later that you're dealing with visitors who are mainly freeloaders, you might want to rethink your career as an affiliate marketer and switch to becoming a charitable foundation instead.

Always offer your affiliate site's visitors some form of incentive to persuade them to purchase, subscribe or sign up for membership. Offer a product or service that is considerably better than the freebie as an alternative. So instead of just providing a link they can click to download or obtain your free stuff, you could also say something like:

"Get our free version now OR buy the premium/complete package for just \$\$\$\$. This is a limited offer and will expire soon. ACT NOW!"

By imposing a time restriction, you also impose a sense of urgency and persuade your affiliate site's visitors that if they want to take advantage of a better offer, they should act immediately.

This is one power that free offers have over other types of promotions, which makes them very effective when used in affiliate sites. Plus, you can even expect a conversion without free offers if you have nothing to gain from it. When affiliate marketers and business owners offer free gifts to their site's visitors, it is a carefully crafted strategy and not just some careless act of generosity.

When you do offer free offers, you have to get something in return, if not now then at least later. Learn to harness the use of free offers for your affiliate site's visitors carefully. It's a proven strategy and can be a very valuable component of your affiliate marketing arsenal.



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MWM wants You to Know

The fastest way to build your list is to give away something valuable for free that people interested in the types of products, services or interests you are promoting will find irresistible.

The free giveaway is called the **Lead Magnet Report** (LMR) or a lead magnet - it attracts people to join your list by providing them with some sort of high-value content in exchange for their email address.

There are two basic ways to develop a great lead magnet that people who are interested in your niche will want, which is to develop it yourself or use content that already exists.

If you are skilled at writing, creating original video or recording audio courses, you might consider developing your own content. This is especially if you are already knowledgeable and passionate about your niche.

If you can create a short report, make a brief instructional video, record a useful MP3, or even lead an online webinar, you can save yourself the expense and trouble of having somebody else create content for you or buying existing content.

The original content you create doesn't have to be lengthy, as long as it is something your subscribers or potential subscribers will want or can use in their everyday lives. It can be a simple 10-page short report or a brief 5-minute video shot using your laptop's built-in video camera, in which you explain how to perform some task or explain some idea.

Another option is to hire a freelancer to create original content for you. If you have an idea for a short report, video or audio recording that you think people will find fascinating, you can go to a freelancer marketplace such as **Elance**, **Guru** and **ODesk** to hire a writer, video creator, voiceover artist, web designer or other skilled professional to create your content for you.

Even if you don't already have an original idea, you can usually work with a freelance to develop something collaboratively or have them handle it all for you from start to finish.

Creating Content for Your Lead Magnet

Using a freelancer marketplace is beneficial because the site will normally handle all billing, payment and dispute arbitration so you don't have to worry about any of that. They also take care of all the licensing and copyright agreements so that you don't have to worry about authorship issues or somebody suing you for copyright infringement later.

The benefit of hiring a freelancer is that they can provide high-quality content without much input or direction from you, usually at surprisingly affordable prices. And once they submit their creation to you and are paid, it belongs entirely to you and you can do with it whatever you please without having to pay royalties, residuals or any additional payments.

A third option is to use **Private Label Rights (PLR)** products. These are eBooks, videos, software and other content that already has been created by somebody else that you can purchase and resell it as your very own under your own name or brand.

Depending on the terms of the purchase, usually you can claim original authorship if you choose. Or you can add new content, remove parts of it, or edit it any way you like. You also can combine multiple PLR products to create a new product or take a single PLR product and split it up into multiple products that you can either give away or sell. Some PLR products even allow you to resell the rights to resell them as your PLR products to other marketers.

While there are hundreds of places where you can purchase PLR products, among the best sources are: **UnstoppablePLR**, **UnselfishMarketer**.

The benefit of PLR products is that they are available in practically every niche, so you can get high-quality content that you can either give away as a LMR or promote as an original product to your subscribers. They usually are very affordable as well.

Domain Name Parking - What Is It?

What is domain name parking?

Well, let's say that this person has come up with a great idea for a niche website. However, he's in the middle of something else currently and won't be able to get to it until later. At the same time, he doesn't want someone else to snap up that great domain name he has come up with. So, he buys the domain name and park it until he gets around to it.

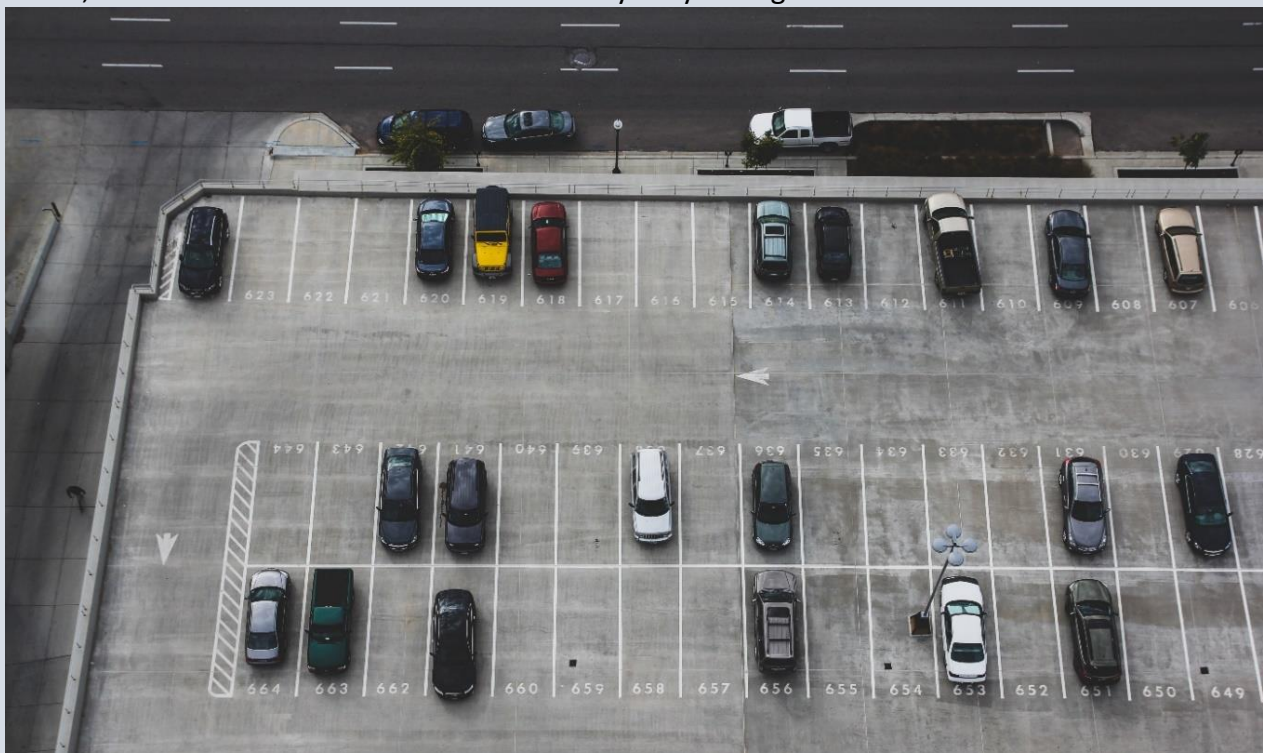
When you buy a domain name, you can then build a website with that name and have a hosting company host it for you. Hosting simply means that you will have a small 'space' online where your website will appear when someone enters your domain name into their computer browser. Sometimes, someone will either buy a domain name that they simply can't put up a website with right away or they will buy a domain name with the sole idea of parking it to generate some income.

While it's true that in most cases you can just park your domain with your hosting account for free (you don't even have to park it but any visitors that may come to your domain will receive an error message), you can also park it with a company that specializes in helping you monetize your parked domain.

One thing you do need to be careful of are all the scams promising to provide you with a system to make hundreds of thousands of dollars just solely by parking domains. I'm not saying that you can't benefit from learning all the ins and outs of this process by getting a system, I'm just saying that you need to be careful that you don't get conned in the process.

One of the best ways to get traffic to your parked domain for free is choosing your domain name wisely. If you choose a term that has many monthly searches and you keep that term (keyword) intact, using it as your domain name, you will get a lot of 'organic' traffic. Organic traffic consists of visitors finding your site simply because they entered the keyword you were focusing on for your site. This is different from people who click on a link and are taken to your site.

Whether you are parking your domain name temporarily until you can get your website built or use it as an income stream, take a little time to find out the best way for you to go about this method.



Google Adwords Campaign Management

It is important that you know what you're doing when it comes to running a Pay Per Click (PPC) campaign. There are a lot of variables that come into play when you set up an **Adwords campaign**, it is not a couple clicks and watch the traffic flow, far from it. You need to take some time, do some testing and repeat until you've got your campaigns dialed in. Of course, if you have the budget, you can hire a firm to manage your campaigns for you.

There are many places that will do this for you. They can set up all your campaigns, write the ads, adjust your daily budget, find the keywords, etc. It's not cheap, but if you have more money than time it just may be a good option for you.

The most important element of any Adword campaign is picking the right keywords. When you start using PPC, you will no doubt realize that some keywords will cost you a lot more per click than others. In order to save yourself a significant amount of money, but still get solid click through rates (CTR's) you will need to find the average internet marketer. Most small online marketers simply don't have the budget to be able to compete on these keywords.

Another thing you will need to keep in mind is that all the major search engines, particularly Google, love to change things up. They really aren't that concerned with the smaller online advertisers or the affiliate marketers. They cater more to the people who do the searching as well as the big boys - the advertisers who spend millions. For that very reason, it is tough for the little guy to keep up with the constantly changing rules which can make managing any Adwords campaign a real challenge.

If you want to lower your pay per click cost on a certain keyword, provide a quality ad. One of the ways Google decides how much everyone will spend on a certain keyword is by their quality score. How they measure that is not revealed to us, but there's one thing we know for sure - they do take into account your click through rate. The more people who click on your ad, the better your score will be and the lower your bid price will be.

The way Google looks at it is like this: if a lot of people are clicking on your ad, it must be very relevant to the keyword you have targeted. That's what they want so their searchers are kept happy. If you provide that relevance they will reward you by giving you a better quality score which can translate directly into lower bid prices for that keyword.

Google can be a little like the land of OZ, strange and mysterious; you never know what's waiting around the next corner. These tips will prove helpful as you manage your next Google Adword campaign.

More Ways to Attract Subscribers And Grow Your Opt-In Email List

Growing your own opt in email list is no easy task – you. First you have to convince visitors to your website to voluntarily give up their email addresses so you could send them emails. Many do not like the idea of filling up their email inbox with what could potentially be spam - and it takes a certain amount of trust and offers that can benefit them for that to happen. Below is a list of **15 techniques** you can try with your opt-in email list.



1. The "Las Vegas" Technique

Tell your potential subscribers how much money they could win by subscribing. You could tell them that you will randomly select a subscriber every week to get a cash prize.

2. The "Try A Piece" Technique

Tell your potential subscribers they can read samples of your past issues or list before they opt-in. If people like your content they will subscribe. It would be a good idea to use some of your best content.

3. The "See It Everywhere" Technique

Tell your potential subscribers to subscribe everywhere on your web site - include your opt-in form or pop up on every page of your web site. The more times people see it, the higher the likelihood of people subscribing to your content.

4. The "My Credentials" Technique

Tell your potential subscribers about your business credentials, expertise and experience. People are unlikely to opt-in to a list that is created by someone who does not have the necessary experience or authority to provide them with the information they need and want.

5. The "Confidentiality Agreement" Technique

Assure your potential subscribers that you will keep their subscription information confidential. Potential subscribers are usually concerned that unscrupulous parties would share, rent, lease or sell their contact information that they key into opt-in forms. They want you to protect their privacy at all costs - giving them your word will assuage their fears.

6. The "100% Pure" Technique

Inform your potential subscribers that your content is 100% original. People subscribe to a lot of lists that just publish articles that are duplicates of other articles found on the Internet. If you can't always offer 100% original content, at least publish some other good content you have found to keep your subscribers loyal.

7. The "Look Who's Here" Technique

Tell your potential subscribers about the famous, expert or reputable people who have subscribed to your e-zine. Most people are followers rather than leaders. They want to model themselves after people they respect, admire and look up to. People will think your list must be good if a reputable person subscribed to it.

8. The "Believe Them" Technique

Show your potential subscribers the testimonials or endorsements that you've received from other subscribers. Having seen the benefits those people received from being on your list, people are more likely to believe them and subscribe to your list.

9. The "Collect Them All" Technique

Tell your potential subscribers that there is a free bonus product in every issue. People will be driven to subscribe just to start collecting those bonuses. Plus, this will keep people from unsubscribing because they look forward to seeing what the next bonus will be.

10. The "Next Time" Technique

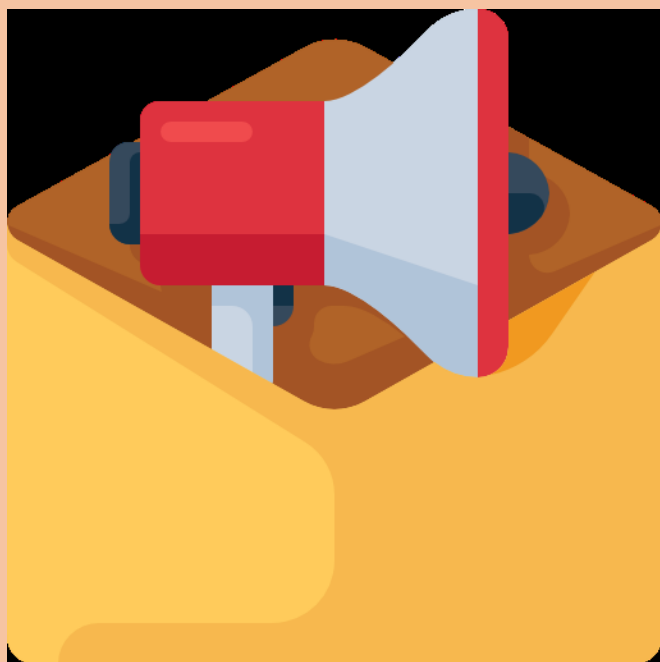
Tell your potential subscribers about the type of content that will be in your next issue. They will think that if they subscribe right away, they will be able to read the content in their next issue. It gives them an incentive to subscribe on impulse.

11. The "Ad Less" Technique

Tell your potential subscribers your list has very little advertisements. People sometimes don't subscribe to free lists or e-zines because they are under the impression that all they will get a bunch of ads. You could even offer an ad-free or an all content/article (with a resource box) version of your list.

12. The "Give Me Them" Technique

Tell your potential subscribers that you accept article submissions. You will get people who will subscribe just so they can submit articles and see them published. You will also get a steady stream of content you can pick and choose from.



13. The "Swap Me" Technique

Tell your potential subscribers and other e-zine publishers that you accept e-zine ad trades. People will subscribe just to submit ad trades with you and see if you run their ad. Doing list ad trades can increase your circulation fast.

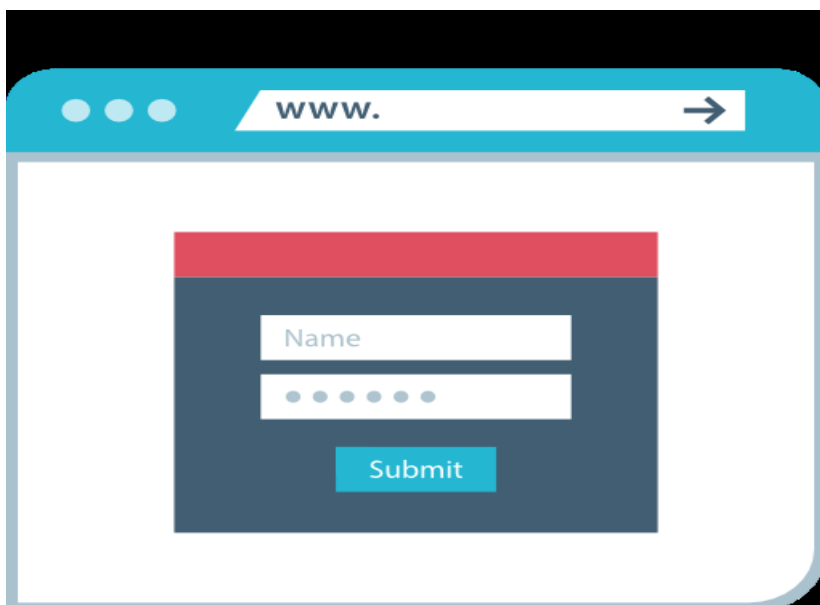
14. The "See the Past" Technique

Tell your potential subscribers that they will get access to all your past issues or messages if they opt-in to your list. You can tell them the benefits that they can get from those issues too. You can have them all archived on your web site by date or subject in a password protected area.



15. The "Targeted Flirt" Technique

Give your potential subscribers a compliment. People like to be complimented and will usually return the favor. It might just tempt them to opt-in to your list. The compliment needs to be something that would be related to your target audience.



FOUR USEFUL STRATEGIES FOR INTERNET MARKETING

By: Louie Lemon

Internet marketing has become one of the essential strategies in the overall marketing and advertising plan of a business. This strategy aims at utilizing web and emailing tools in combination with e-commerce to generate sales revenues through reaching online customers.

There are several ideas and strategies that an internet marketer applies in order to gain optimum results. Some of the more popular ones are discussed here.

#1 Pay per click program

Pay per click program is a paid internet advertising tools where a business can promote itself through putting an advertisement in a search engine's sponsored advertisement category.

An interesting feature of such web marketing tools include the ability of the marketer to choose the target audience through setting country, city, zip code or state filters. Search engines like Google, Yahoo and Bing provide pay per click advertising tools.

#2 Link building among websites

Link building is a kind of SEO technique used in internet marketing where links between websites are created. These links are considered as a parameter of trustworthiness and authenticity of a particular website.

The more the links the greater its authoritativeness with various search engines which means your website will have more visibility on say Google.



Search engine optimization is an indispensable part of internet marketing. It helps in making the websites easily recognized and suggested on search engines. It could be done through placing Meta tags while doing the HTML coding for the website and also through placing strategic keywords in your website articles.

#3 Employing social networking websites

Social networking has become an integral part of our lives today.

Naturally it has also become one of the most effective and easy to use internet marketing strategy.

Businesses can advertise and market their products among the users of various social media sites such as Facebook, YouTube, twitter etc.

One of the very popular methods of doing this is viral marketing on such websites.

#4 Implementing search engine optimization

Search engine optimization is an indispensable part of internet marketing. It helps in making the websites easily recognized and suggested on search engines.

It could be done through placing Meta tags while doing the HTML coding for the website and also through placing strategic keywords in your website articles.

Internet marketing tools if used wisely could bring huge success for any online or offline business venture.

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This Month's Marketing CLINIC

Simple Techniques to Keep Track of Your Affiliate Sales

The number of referrals you can generate for your affiliate marketing program can range from dozens, to several hundreds. A few names on your list would be easy to familiarize with, but what if you've collected equivalent to a mid-sized city's worth of phone numbers or email addresses? Without an organized system, you could easily lose potential income from referrals you can't monitor. Here, we show you how to keep track of your affiliate referrals offline, and online so you'll never have to waste your efforts

Offline tracking techniques

Just because you're in affiliate marketing doesn't mean all your affiliate referral prospecting methods are limited to just online methods. Offline activities can be incredibly useful for generating leads. If you're the type of affiliate who has an active social networking life, you would probably make use of conferences, trade shows and meetings to mine affiliate referrals.

If you do, then make sure you are organized enough to take advantage of all the prospects you get in touch with during these occasions.

An excellent way to do this is to obtain a prospect's business card. That piece of paper should hold enough information for you to use to get in touch with that person later. If you attend multiple events or are constantly generating leads online, make a few notes on the back of the business cards so you never forget important information about the person, such as the event they attended, what they said and other business-related stuff you might have discussed.



An Affiliate Referral Tracking Application

Once your referral activities begin in earnest, you'll find it difficult to manually track the number of referrals you bring to your affiliate company's website. You'll need a reliable application to perform this efficiently. Some of these referral tracking applications may be downloaded for free, although you might prefer premium editions if your affiliate business is big enough.

These applications are quite easy to use, so you can conveniently keep track of the activities of your affiliate referrals. Many of these applications even offer extras, such as features that allow you to monitor your banner exchanges, start pages and affiliate links – essentially the kind of activities you'll been doing in order to promote your website.

Your Affiliate Marketing Program's Tracking System

The majority of established affiliate marketing programs have their own tracking system for their affiliate's referrals. Check your program for this. You'll usually will only need your own affiliate ID in order to gain access to your stats. Your affiliate program is able to do this because the affiliate links you post on your web pages are coded. This usually comes in the form of a tracking cookie.

Whenever your visitors click on that link and arrives on the affiliate company's website, their tracking system will register the unique code coming from your site. Activities related to this code will be kept in the company's system, which you can view at any time.



Website Flipping 101

Website flipping. So many assume it's dead, but it's very much alive and is still able to make tons of money for the ones who know how to do it right.

What Is Website Flipping?

Basically, the idea is to buy an existing website and turn it around, flipping it for a profit. But website flipping can very much mean building a site from scratch and selling it for a profit.

The question is: how will you be able to flip sites and make huge profits this way?

The main idea that we are going to focus on right now is that flipping is something that everybody can do, even without any technical knowledge. You really don't need that much to flip sites.

However, one thing that needs to be mentioned when it comes to site flipping: you need a budget. It's impossible to start making profit just for free!

To Buy Or To Create Websites From Scratch?

When it comes right down to if you might wonder whether it's really worth buying a site when you can create a new one! That's a good question, and we're going to have a go at it.

Needless to say - that if you don't have any technical knowledge, then you will like to buy a site that's already built, keep it for a while, improve it, and then sell it for a profit.

On the other hand, if you have lots of technical know how it gives you an edge. You'll say that it's ten times easier to build a site from scratch and then monetize it.

Truth be told, it depends on what you want to do and where you stand. However, keep in mind that you can ultimately outsource everything when it comes to website flipping it's quite easy to build a site from scratch without any experience and technical knowledge.

The Perks Of Old Sites

Straight out of the box and old site has more value, because the domain name is aged. But, think about wine. You all know that wine only goes better with time. That's true with domain names.

However, even with wine, only wines with a special pedigree are really priced – all the rest are either sour or, don't sell for much more than a new bottle of wine.

What does this mean? Even with old sites you want to make sure that you get:

- A top domain name aka .com (but .net and .org also work) and keyword rich
- A good PR – at least 1 or 2 if you really want to make some money
- Income/revenue (there's no point in buying a domain that doesn't monetize)
- Good search engine rating – The site should be on the first page

Now, if you get your hands on a site like that, then you're in luck! But, keep in mind that these types of sites don't come cheap! Of course, if you do your thing on it, you'll be able to make it worth even more, and make a big profit!

The Perks of New Sites

New sites are great as well, because, well, you're the one who's going to be creating them and you'll be able to make them as good as the buyers demand them, and as informative and valuable as you want them to be.

Basically, new sites are great because:

- You can use the latest web design platforms creating amazing sites
- You can customize them as you see fit
- You can buy the domain name you want
- You have the liberty to turn them into whatever your heart desires.

However, when it comes right down to it, new sites aren't that good short term because being brand new they're not as well established which sometimes makes them sell for a lot less than older sites.

Which One?

It's hard to say. However, one thing that needs to drive you when it comes to website flipping is monetization potential!

Why? Because you can make the most wonderful site in the world – if you don't make money off it's all in vain. At the same time, you can buy an aged site and sink it for good, so that would only end up with you losing money.

For a site to be good and really worth your time, you're going to be able to critically assess it, no matter if you want to buy it or build it. So, how can you assess a site? Let's move on to flipping basics!

Flipping Basics

If you go online to Flippa.com you'll see that there are tons of sites up for sale. You can buy them, or you can create them, it doesn't really matter. What matter is money – the green stuff!

So, how can you make money online through flipping? Well, it's a simple 3 step process

1. You find a market where

a) You get lots of people looking for quick solutions to their problems

b) You can reach the buyers easily (through forums, blogs, PRs, etc.)

2. You then create a product that caters to their needs aka a site with info and remedies or a course, or an e-book – it depends on your niche and what you want to do or what you buy

3. Sell your product on Flippa.com

It's that easy! If you can only respect the three steps above, then you can make money and live the easy life!

Basically, what everybody wants is a nice site that has some stable and decent income, that has traffic from organic sources and that's pretty much low maintenance. So, you need to provide them with a site that already has revenue and traffic.

Therefore, if you create a site or you buy one that has little profits and start driving traffic and revenue to the site, you can sell it to someone who might be interested in it!



Viral Marketing

Do You Have What It Takes?

Before going into viral marketing, it is a good idea to determine if you are capable of making good use of this approach. While the basics of viral marketing are easy to grasp, the actual execution of a viral marketing campaign does take some work and some dedication. If you want to be successful with viral marketing, you must be prepared to:

- **Put in the hours.**

While some would have you think that viral marketing is a ten-minute job, that is not the case. True, it is not as labor intensive as some other marketing strategies. But make no mistake— a quality campaign takes time to develop and to launch. If you are looking for something that involves no work, viral marketing is not for you.

- **Commit to the long haul.**

It takes time for people to catch on to what you have to offer and begin to pass the word around to others. While there is a good chance you will begin to see results from your viral marketing campaign in a relatively short period of time, don't write it off as a failure if you don't make a ton of money in that first week. Good things take time to produce results.

- **Make use of all your viral marketing options.**

Cherrypicking is not likely to result in the best returns. You may need to stretch beyond your comfort level and try some new things.

The Key to Effective Viral Marketing

— A Product That Will Sell

No matter how effectively you construct and launch a viral marketing campaign, it will ultimately fail if you don't have good product.

For this reason, your product should be designed or selected with great care. You want to make sure there is a reasonable chance that it will resonate with one or more segments of the consumer market and thus place you in a position where marketing will stimulate interest and eventually lead to a steady flow of revenue.

Not only must your product be good enough to meet needs and compete with other products, it must also lend itself well to the basics of viral marketing. That means you must make your product viral.



Just What Makes A Product Viral In The First Place?

While it is possible for all sorts of products to be viral, they will share two common characteristics: **they are attractive to consumers; and they are easy for affiliates to publicize.** Here are some ideas on how you can identify a viral product. You will know the product is attractive to consumers if:

- People are already beginning to notice the product and order it.
- Customers are more than willing to provide testimonials.
- Customers and even prospects are willing to pass information about the product on to people in their social network.

Of course, the willingness of customers to support the product make it that much easier to attract affiliates and agents. These are people who market the product in exchange for making a commission on the sales. Affiliates will consider a product to be viral if:

- **It can be private branded** – meaning it is possible to customize the product so that it appears to be produced by the agent or affiliate.
- *It is unique enough to meet a need in a given niche market.*
- *It can be promoted offline as well as online.*

The bottom line that a **product must be of value to the customer**, so much that he or she is willing to share the good word with others. At the same time, the viral product must be attractive to affiliates and demonstrate a great deal of opportunity to make money for everyone concerned.

See you next month!

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