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MAY 2019

MWM wants You to Know - Build Traffic by Giving Free Stuff Away

How to Get Loyal Subscribers on Your email List

Our Series on Business Hacks This Month - Grow Your List with Social Media Marketing

This Month's Marketing CLINIC
Helpful Tips For



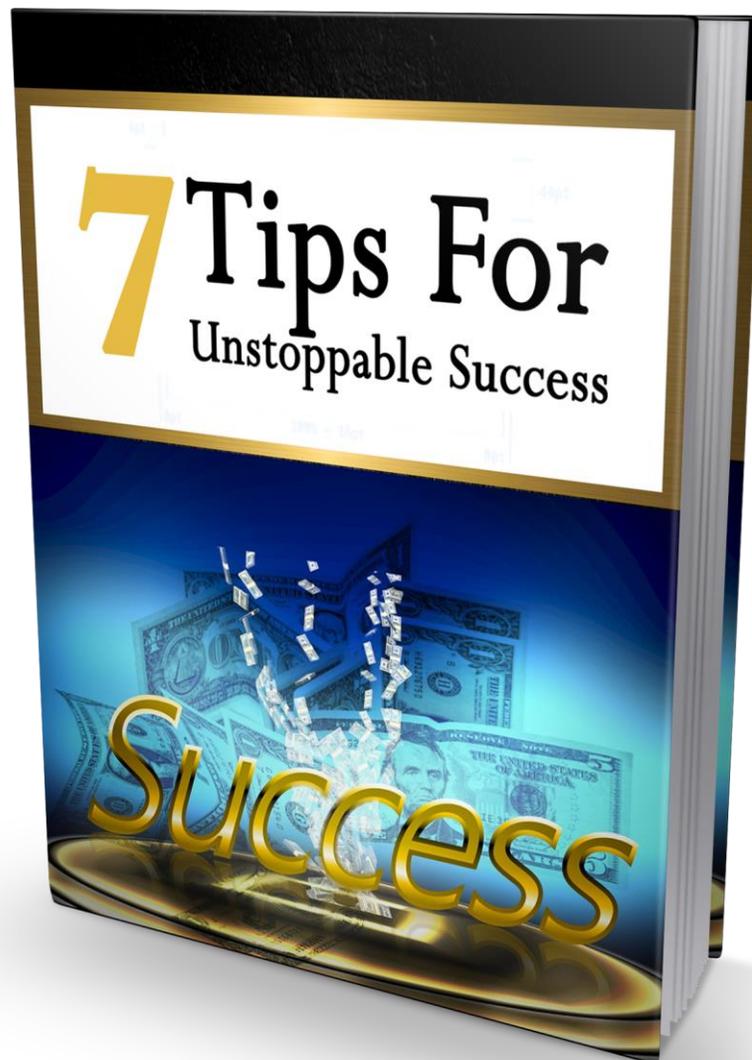
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I'm not making empty promises. One thing you will not find on this site is a promise of "easy riches". I make no claims of how much you can make. I make no claims that you'll make any money at all. I don't know you. I don't know if you're a thinker 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!

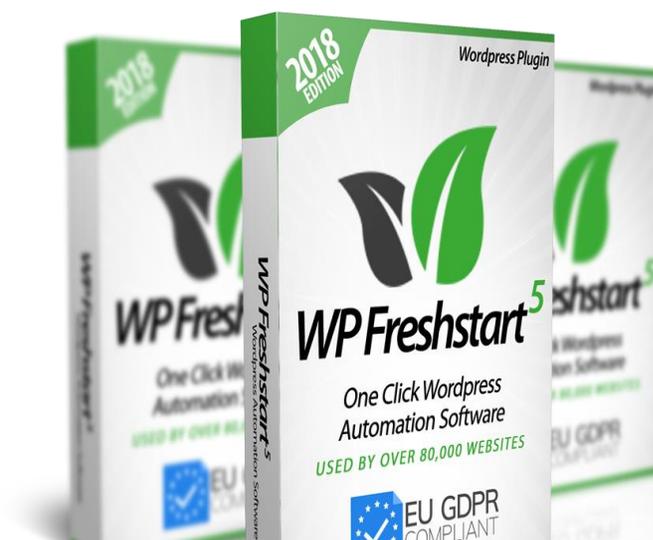
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You Don't Even Have To Say "Yes" To Get Started Right Away, Just Say "Maybe" And I'll Send Your First Lesson Instantly!

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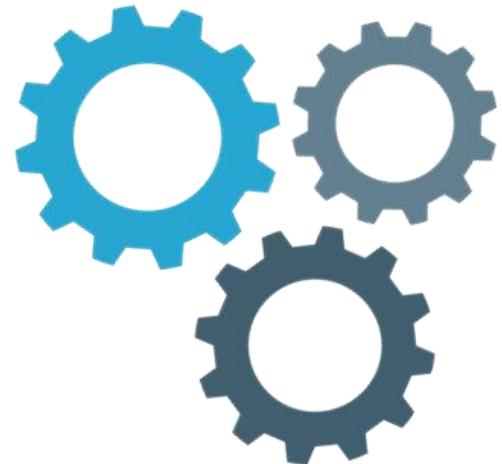
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Welcome to the **MAY 2019 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal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

- 5 Things to Keep In Mind When Planning Your Online Marketing Campaign
- BASICS OF AFFILIATE MARKETING
- **New Series on Business Hacks** - this Month - Grow Your List with Social Media Marketing
- How to get loyal subscribers onto your email list
- Earn \$2870 To Fix A Plugin?
- The Functional Strength Guide
- The Dynamite Digital Software Store
- Email Swipes: The Basics
- MWM wants You to Know - Build Traffic by Giving Free Stuff Away
- My Blog Profits Coaching
- In The NEWS
- **This Month's Marketing CLINIC** - Helpful Tips for Search Engine Optimization

- MWM Success Guide – Internet Marketing Services: 5 Things to Keep an Eye Out For
- MWM Ask the Expert - Promotional Email Marketing
- MWM Q&A: Guide to Searching for A Domain Name
- MWM **BACK** Story - Simple and Valuable Traffic Boosting Tips for Your Website

I hope you enjoy this month's issue of the magazine – Check out over 80 Great Back Issues of Making Web Money!

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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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Follow me on Facebook: <https://www.facebook.com/harrycrowder>

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Making Web Money Online Marketing Magazine

Editor Harry Crowder

Advertising: See Above

Contributors

Various experts in their fields

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

MWM inbox



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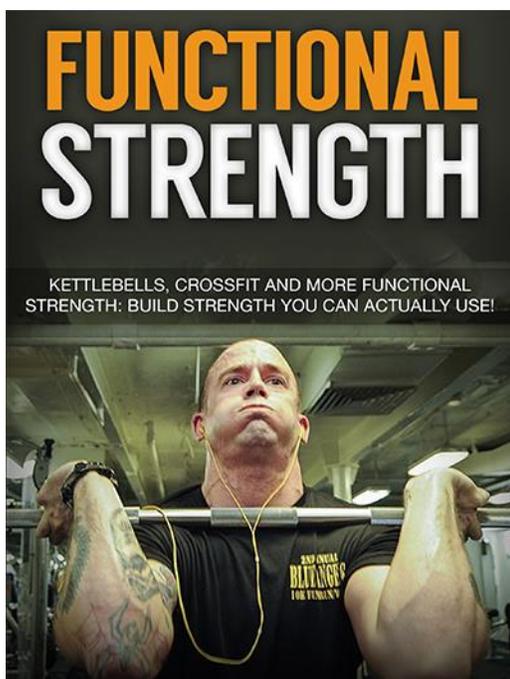
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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

harry.crowder@gmail.com



"To err is human... to really foul up requires the root password."

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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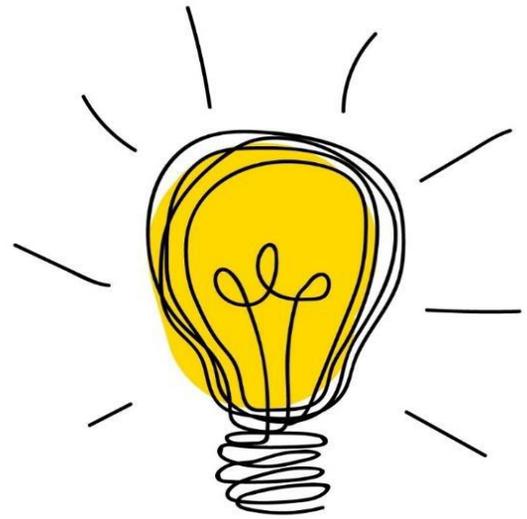
5 Ways to Create a Crazy-Successful Sales Campaign [+ Templates]

A marketing and sales campaign's goal is to get as many leads and sales as it can. But how do you get your campaign to convert at the highest level possible?

HubSpot columnist Sean Higgins has shared five ways to help marketers create successful sales campaigns.

Higgins says, "Here's how you can turn your sales outreach from good to great – plus some helpful email campaign templates you can implement today."

<https://blog.hubspot.com/sales/perfect-outbound-sales-plan>



IDEA

Do You Have Voice Search Yet?

Experts say that by the year 2020, half of all online searches will be done by voice.

Remember back when a lot of sites still weren't compatible with cell phones? The ones that were late to adapt were penalized in the search results.

This time will be no different. If you haven't added voice search to your site yet, it's time to do it.

For more information, check out this article on, "OK, Google: How do I Optimize my Site for Voice Search?"

<https://www.wordstream.com/blog/ws/2017/03/14/google-voice-search>





WARNING: STOP BUYING MORE PLR CONTENT!

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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!

Internet Marketing Services :

5 Things to Keep An Eye Out For



There are many different Internet marketing companies available out there. To engage the services of an online marketing company that is best suited to your company's internet marketing needs, you will need to be able to consider your options and choose wisely. For that, you will need to understand who they are, what they do, and what benefits they can potentially bring to your business.

There are multiple facets of each company to take into consideration. With that being said, there are five different things to look for when trying to find an Internet marketing company that can teach you how to market your own company online.

Experience and Qualifications

The first thing that you are going to want to identify is the experience and qualifications of the company that you are researching. Find out how long they have been in business, how many companies they have worked with, and what kind of training they have. This will help you to understand the level of quality that you can expect from the company.

List of Services

It is also important for you to look into the overall list of services provided by the different marketing companies. You want to know the different types of Internet marketing that they handle. This will help you to understand whether or not they can meet all of your online marketing needs.



Impressive Portfolio Work

Most companies will provide you with a portfolio, showing you their various Internet marketing pieces and work. Take a look at it; it will help you to understand the style of the company and whether or not that style works with your needs.

Excellent Customer Service

You need to know that the company that you work with will be able to handle any problems or issues that you may have. Excellent customer service is key for this need.

Low Cost

Finally, you are going to want to look for a relatively low cost when working with an Internet marketing company. While you should never sacrifice quality for cost, you will want to find the most cost effective and cost efficient company available.

If you look into these five different facets you will be able to easily identify the best Internet marketing company best suited for your needs. You can be sure that this company will provide you with the information and education that you need because of their experience, education, portfolio, and list of services.

You will also be sure that the company is easy to work with, as they will provide reasonable costs and a high level of customer service. When you bring all of these things together, you will have found an Internet marketing company that will meet your needs and expectations.



Quotable: “If it doesn’t make cents, it doesn’t make sense.”—Fortune Magazine, Oct 2000

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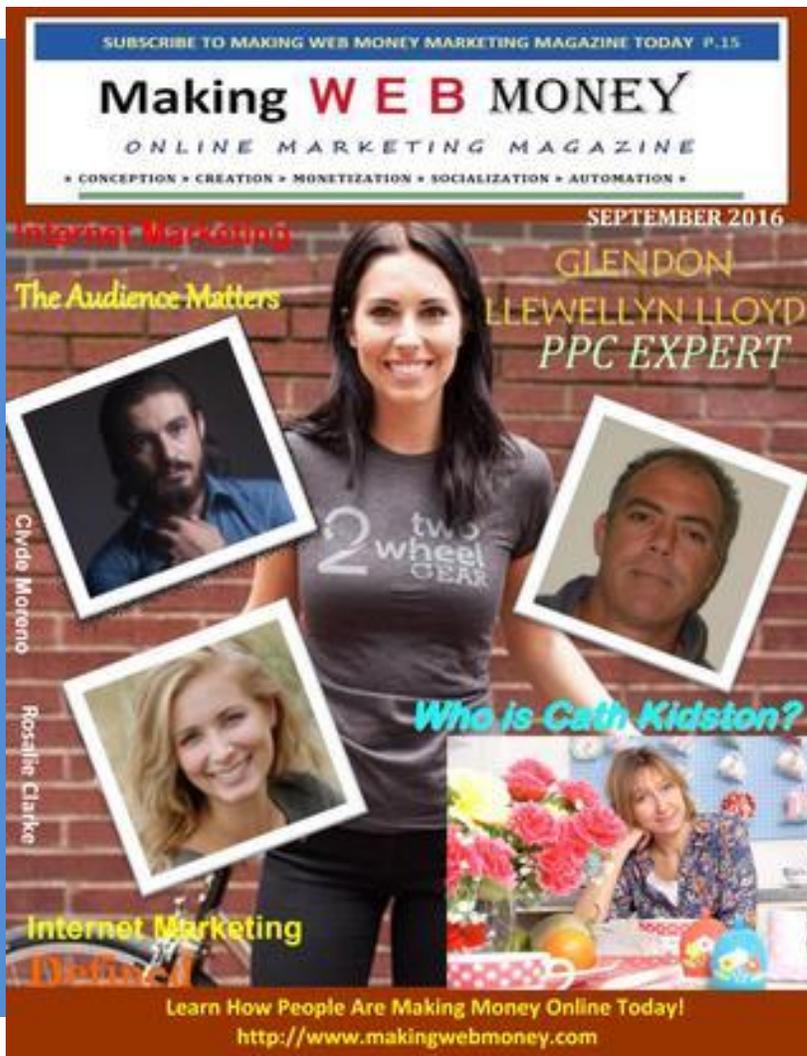
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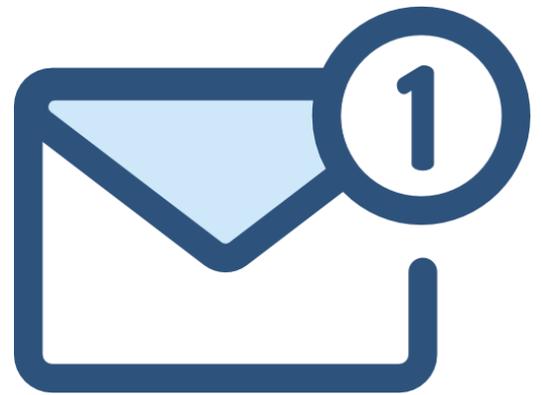


MWM ask the expert

Promotional Email Marketing



When it comes to building a profitable online business you actually have many effective yet inexpensive methods available to you. One of the best methods to use is promotional email marketing. Using an opt-in email list to build trust and rapport with your website visitors can pay you dividends for years to come.



The internet offers amazing opportunities but it can also be tough to set yourself apart from the rest of the other internet marketers. By building a list, you can communicate with the people on your list for as long as you want.

In order for this technique to be effective there are a few things you have to keep in mind:

1. Do not make all of your emails one sales pitch after another. If you do, your subscribers will opt out of your list and you will lose that potential customer forever. Instead, offer them useful information in the emails you send and keep the sales pitches to a minimum - be strategic with your sales pitches in your emails. For example, you can send out one sales pitch for every 5 or so informational emails, or you can add a P.S. at the end of your email message suggesting a product or service that can help them accomplish some goal.

2. When offering them an ebook or a newsletter to get them to sign up on your list make sure that it is something that has truly beneficial information in it. People are overwhelmed with free offers these days and usually these free things don't offer that much value. This is a great way to set yourself apart from the others, if you offer some unique and valuable information for free instead of the same old recycled junk that everyone else gives away, you will show your visitors that they can trust you which will make them much more likely to buy from you in the future.

Promotional email marketing is the only real way to establish a long term relationship with your website visitors. It's much easier for you to make another sale to an existing customer than it is to constantly find new customers to sell to, use email to leverage all of your website visitors.

Building an opt-in email list is simply a way to get your visitors to grant you permission to send them emails, thus eliminating the danger of being accused of spamming. When a visitor gets to your website they will have the chance to sign up, or opt in, to your email list. In order to encourage them to sign up, you can offer them useful information that will provide them with a lot of value.

For example, if your website is on bird watching, you could offer your visitors an ebook on the basics of birdwatching in order to get them to sign up for your email list. It doesn't even have to be something expensive in order to have a high perceived value.

The reason building an email list is so important to your long term internet marketing success is because it can be very difficult to build long lasting relationships online.

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

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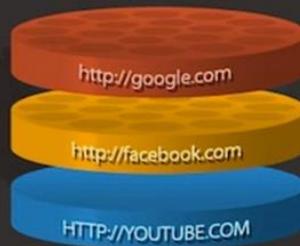
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EVERY MINUTE

Business Hacks to grow your list with Social Media Marketing

Social media marketing enables you to attract more attention when you create and share content. Social media platforms are great places to engage with your audience but they aren't the best places to make sales. To make sales, you want to use social media to drive traffic to your opt-ins, in order to build your list. Your email list provides the best and easiest opportunities to make sales.

Start with a Lead Magnet

A lead magnet is often referred to as an ethical bribe, but today lead magnets are much more than that. They're valuable content that your audience can use right now to solve a problem. They can help you grow your list by offering multiple ways for your audience to enter your list by downloading gated content. The gated content requires an email address to get it, which in turn puts them on your email list into a segment based on what they downloaded.

A good lead magnet:

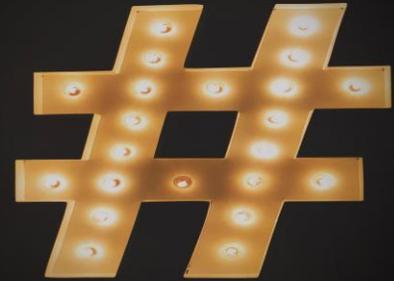
- Solves a Specific Problem
- Works Quickly
- Provides Immediate Gratification

They can be in multiple forms including:

- eBooks
- Infographics
- Slideshows
- Quizzes
- Apps
- Checklists
- Cheat Sheets
- Reports
- Videos
- Webinars

Practically speaking, anything that truly is helpful to your audience can be turned into a lead magnet. You can present the lead magnet in many ways using social media. Let's look at some ways to use social media to build your list with a lead magnet.

Business Hacks to Grow Your List with Social Media Marketing



Promote Your Lead Magnets Regularly

When you create a lead magnet, don't just wait for people to show up on your blog or website to grab the lead magnet. Instead, promote it like you would any product you've created by spreading the word on social media. Use the scheduling functions or software like Hootsuite.com to help you share each lead magnet more than once.

Lead magnets, for the most part, should be evergreen options. While they can motivate people to join your list, they can also be used to segment a list. Segmenting your list effectively means you don't have to worry so much about freebie seekers. Using tags to move people through your list funnel helps you deliver just the right information to the segment, creating a healthy email list environment and experience.

Add a CTA to All Social Media Profiles

Most of your social media profiles allow for some form of link or HTML or even a button. Create a call to action that leads to an opt-in page with a freebie for each social media platform that you use. Don't use the same landing page for every social media platform. Each audience is slightly different and should be treated as unique. Plus, remember the more options you have for your audience the more likely they are to get on your list and stay on your list.

Use Content Upgrades in Blog Posts & Promote on Social Media

When you create a new blog post, always add at least one content upgrade which is an in-content link to an opt-in of some sort. It may be a checklist, a more in-depth report, or anything that is easily downloadable and relevant to the content they're reading that provides more information for them. It's a great way to prove your expertise on a topic and it grabs their attention while they're already reading about the topic so the likelihood of someone signing up for your list to get that additional content is high.

Add a Sign-Up Button to Your Facebook Page

Set up a Facebook Page. Keep it active and add a sign-up button. In your scheduled posts, add a reminder to sign up for your list via your sign-up button. To add the sign-up button, you just "edit" the button and add the link to your sign-up form. It's that easy. If that doesn't work to get more signups, consider adding a "learn more" link with your opt-in form and freebie.

Host a Contest & Giveaway

A fun way to build your list on social media is to host a contest and/or a giveaway. A giveaway involves giving away something free of value to your audience and to anyone who signs up. To host a giveaway on social media it should be big and valuable to get enough buzz. One way to do that is to have a contest instead. Everyone who enters the contest gets signed up, but only some will get the big prize. Be careful with what you give away. You want the giveaway to be something valuable only to your main audience and not attractive to just anyone. Although, if you tie it up into a contest that requires the entrants to do something sometimes that can work fine even if the prize is money.

Enable Sharing of Your Email Messages

Most email marketing software has a feature in it that allows those who received the email to share it with a click to their social media, or their friends. While most people can "forward" a message they receive in email, enabling social sharing will let them share it with a click to their social media and since so many people frown on forwarding messages from email they're more likely to do it this way to help you get the word out.

Pay for Promotion and Ads on Social Media

Most social media today including Pinterest, Twitter, Instagram, and Facebook allow some form of promotion. In fact, if they offer it, you practically must do it because that's the only way to get more eyes on your offers. Thankfully, it's easy and inexpensive to set up. You're likely to get a lot of signups if you promote something your audience feels is valuable to their success.

Share Everything on Social Media

When you create anything, it should be shared on social media. Whether it's a blog post, a product, a freebie, a new opt-in, and even in some cases an important email that you've sent to your subscribers – it should be shared on social media. The more eyes you can get on any piece of content that you've created the better and the more likely you are to get sign-ups. Don't just share things one-time either. Share regularly and repeatedly. You can use software like Hootsuite.com, Tailwind.com, or Missingletr.com to help you schedule repeat shares.

Host Twitter Chats

Live chats are a great way to get sign-ups. Twitter has technology that allows you to add "cards" to your account. You can add summary cards with an image or without. Photo cards, Gallery card, Product cards, App cards, and Player cards for gamers. If you run ads with Twitter, you'll get access to two more cards, Lead Generation cards and Website cards. You can use WordPress Plugins such as [JM Twitter Cards](#) or [Facebook Open Graph Google+ and Twitter Card Tags](#) to set up Twitter cards on your site. With cards, you'll get more traffic. If you host a Twitter Chat, you can use that to build your list. When someone shares your content, your card will appear and they'll be able to find you.

Go Live on Facebook, Instagram & YouTube

Using live events on social media is a good way to get more traffic to your social media platforms. When you get more views on the social media platform, such as your Facebook Page, more eyes can see your profile, your story, and your sign-up forms. Plus, during the live event, you can point out the opt-in and ask them to go get the freebie that you're offering them that relates to what you're talking about on the live event.

All of these things work great on social media to build your list fast. Growing your email list will seem almost automatic. As you create more lead magnets, content upgrades, and other freebies for your audience, there will be more points of entry for them to get on your list. However, you need to create special landing pages for each of your lead magnets and for each platform that's sending you traffic.

Create Special Opt-in Pages (landing pages)

Everything talked about here is an effective way to grow your email list using social media but the most important aspect of this is the opt-in pages or landing pages. The more landing pages you have the more ways in which you get more people to subscribe to your email list. Your opt-in landing page doesn't have to be long and complicated, but it should be specific to the opt-in you're offering, and to where the traffic is originating.

Each landing page needs these elements:

- **Your Headline** – This should be short and sweet and to the point. Describe a specific benefit to the audience member. You can also ask a question (that you'll answer), make a promise, poke the problem, or explain that you'll guide them to success.
- **A Sub Headline** – Since headlines must be short, you'll want a sub-headline that explains the details further. For example, the headline might say, "Lost Your Keys Again?" to poke the bear about the problem of disorganization. The sub-headline can be longer and say something like Get Your Home Organized in Just 10 Minutes a Day.
- **Landing Page Copy** – This can be long or short, but it should be based on your knowledge of the audience and the niche. It needs to introduce the problem, offer a solution, show how the solution solves the problem, explain the benefits of the solution, and tell why it's the best option for their needs.

- **Opt-in Form** – Your form is very important because you want it to be very clear what they must input to get the lead magnet. Studies show that the less information you ask for the better. Keep in mind if you use personalization in your email messages you'll want to collect their name and email at a minimum. You can always collect more information later.
- **Social Proof** – Mostly you want to show them that you're trustworthy and that other people have received your information and prospered in some way from it. If you have a large list, you can say something like "more than 100,000 people agree" or you can even put a short testimonial if you have it. Alternatively, if you've been around a long time you can use that as proof. "More than 22 years' experience" or something like that.
- **The Lead Magnet or Offer** – You need to include an offer of some type in the landing page and they should have no doubt from the copy about what they're going to receive. Your lead magnet should solve one problem quickly and provide longer-term benefits once the solution is fully implemented. You don't want them to have to wait to get the lead magnet. Technology helps you with prompt delivery and downloads. Leadpages.net and a lot of email marketing software like Drip.com offer the ability to let them get their download instantly, without a double opt-in.
- **Your CTA** – Don't assume that if someone goes to your landing page, reads all the copy on it, and sees clearly that they can get your freebie that they're going to do it if you don't tell them to do it. You can include the CTA on the form, and/or within the copy on your landing page. Think outside the box for good CTAs. Instead of "**download now**" (yawn) try for something more exciting such as, "**Heck Yeah, I'm In. Give It To Me Now!**" or something like that.

Creating the right landing page for your opt-ins accomplishes several things. It ensures that your audience knows what they're getting. It also shows how you pay attention to detail whether it's a free offer or a paid offer. Having high standards pays off.

Using social media to promote your landing pages, opt-ins and build your list is more effective than almost any other way of building your email list. It can create amazing buzz for your brand at the same time you're building your list with people who are ready to buy what you're selling.

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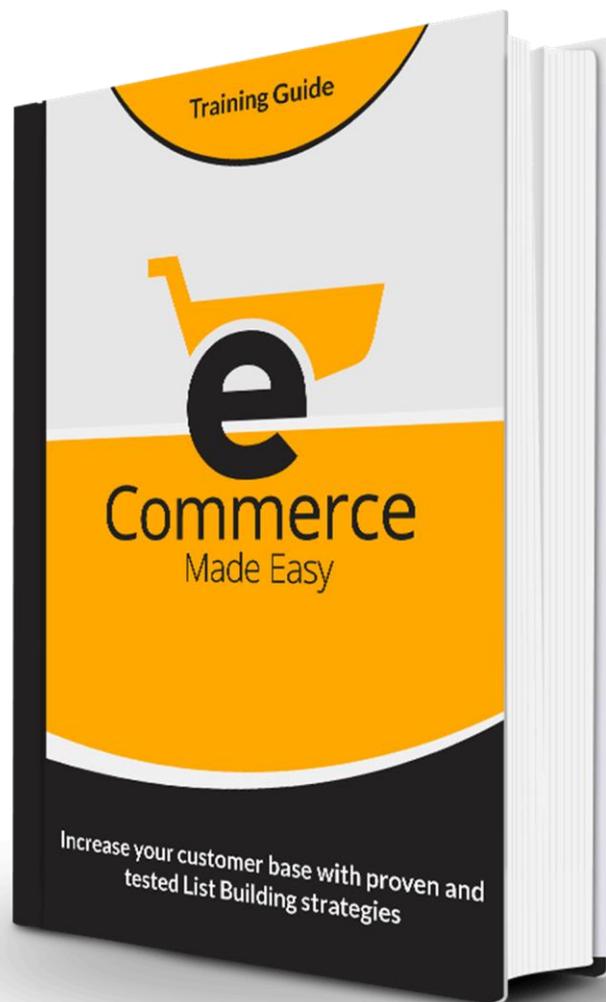
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com

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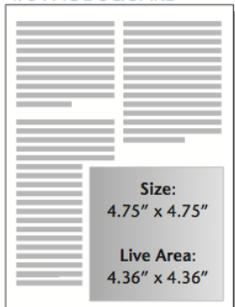


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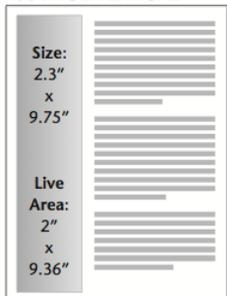
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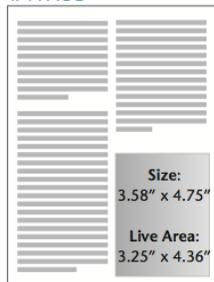
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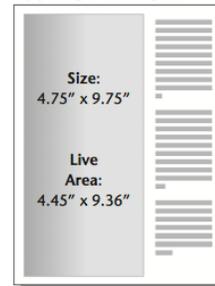
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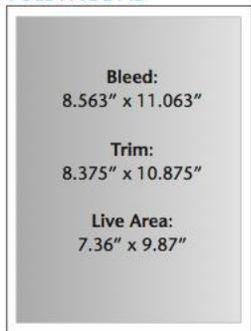
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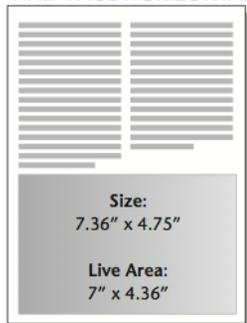
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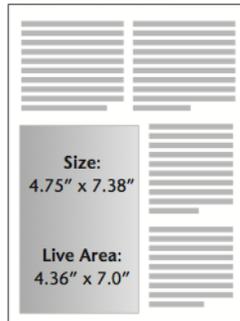
FULL PAGE AD



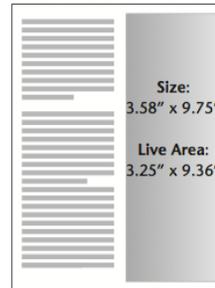
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5 Things to Keep In Mind When Planning Your Online Marketing Campaign

Online marketing

Is an valuable tool when it comes to promoting your company's service or product. It has made marketing to the masses so much more effective, with increased consumer reach and the ability to cultivate a more personal relationship with potential customers - at a far lower cost compared to conventional mass marketing methods in the past.

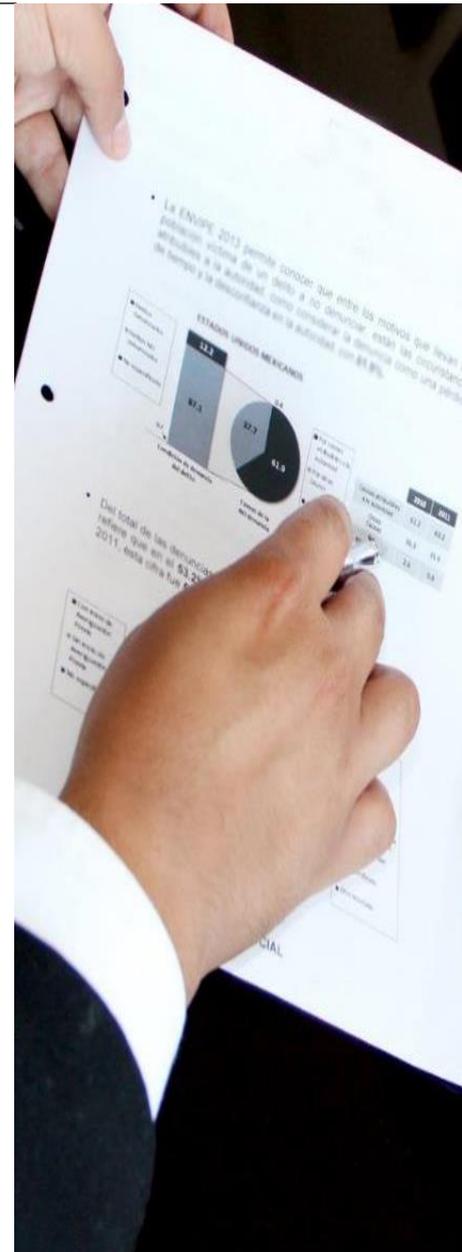
In order to get the most from an online marketing campaign, it is important to make sure that you are doing things correctly. These five things will help keep you on the right track, as you begin planning your online marketing campaign tactics for your company's services or product.

1 What Are You Trying to Do?

You need to understand what you are trying to accomplish through your Internet marketing before you start your online campaign. You need to think about your goals: are you trying to increase traffic to your website, increase sales, or simply increase awareness? Your answer to this question will directly influence the kinds of tactics that you can use in your campaign.

#2 What Are You Trying to Say?

It is crucial to have an understanding of exactly what you are trying to say to potential consumers and clients through your marketing. Think about what you need people to know after reading your marketing copy. Is it the quality of your business, or the success that your business can bring? Or is it the fact that they save money with your company, or the unique selling proposition that your product offers? Whatever your goal may be, your message should be clear and concise.



#3 Who Are You Talking To?

You need to be able to define your audience for your product. Think about your target, their characteristics, and their personality. This will help you to tailor your message to their wants and needs.

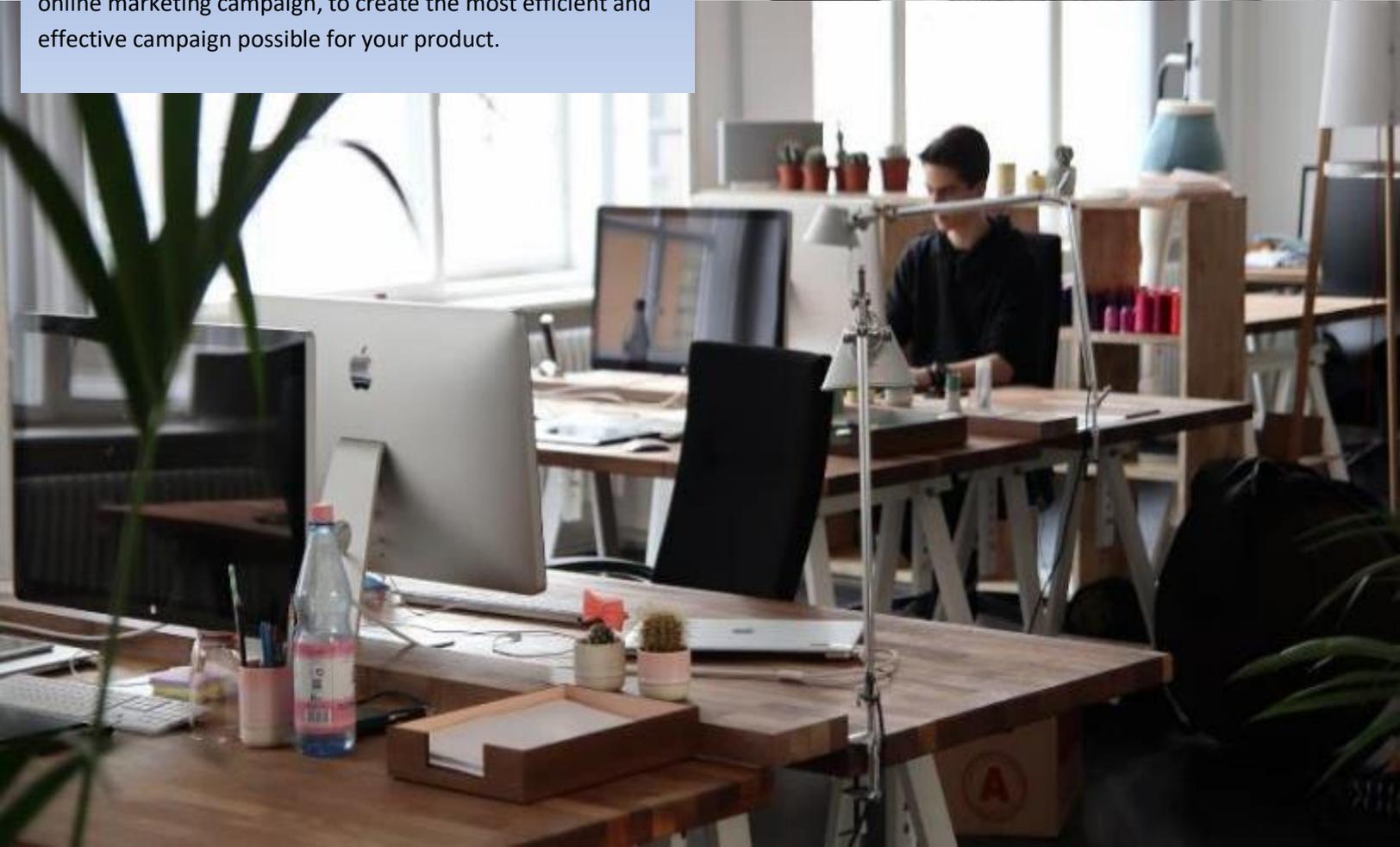
#4 What Mediums are Used by Your Target?

You need know the different mediums that your target responds to the most. For example, emails may appeal more to the older working professionals, whereas the young generation may be more inclined towards social media.

#5 What Is Your Budget?

In view of all that is discussed, you should also have your budget in mind. How much money do you have, and how much is the campaign going to cost? Knowing your budget will help you to understand exactly how far and extensive your Internet marketing campaign can go. So take some time to reflect on the previous five questions.

You simply need to make sure that you can answer all of these questions before you begin. All of these questions will make it easier for you to come up with strategies and tactics for your online marketing campaign, to create the most efficient and effective campaign possible for your product.



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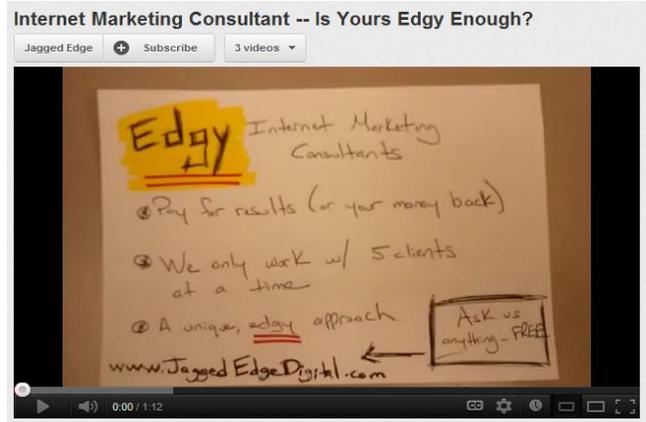
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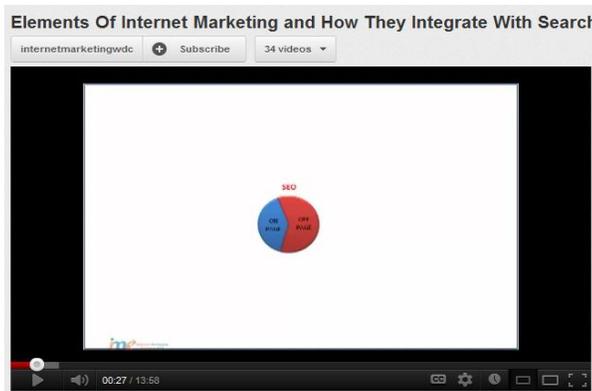
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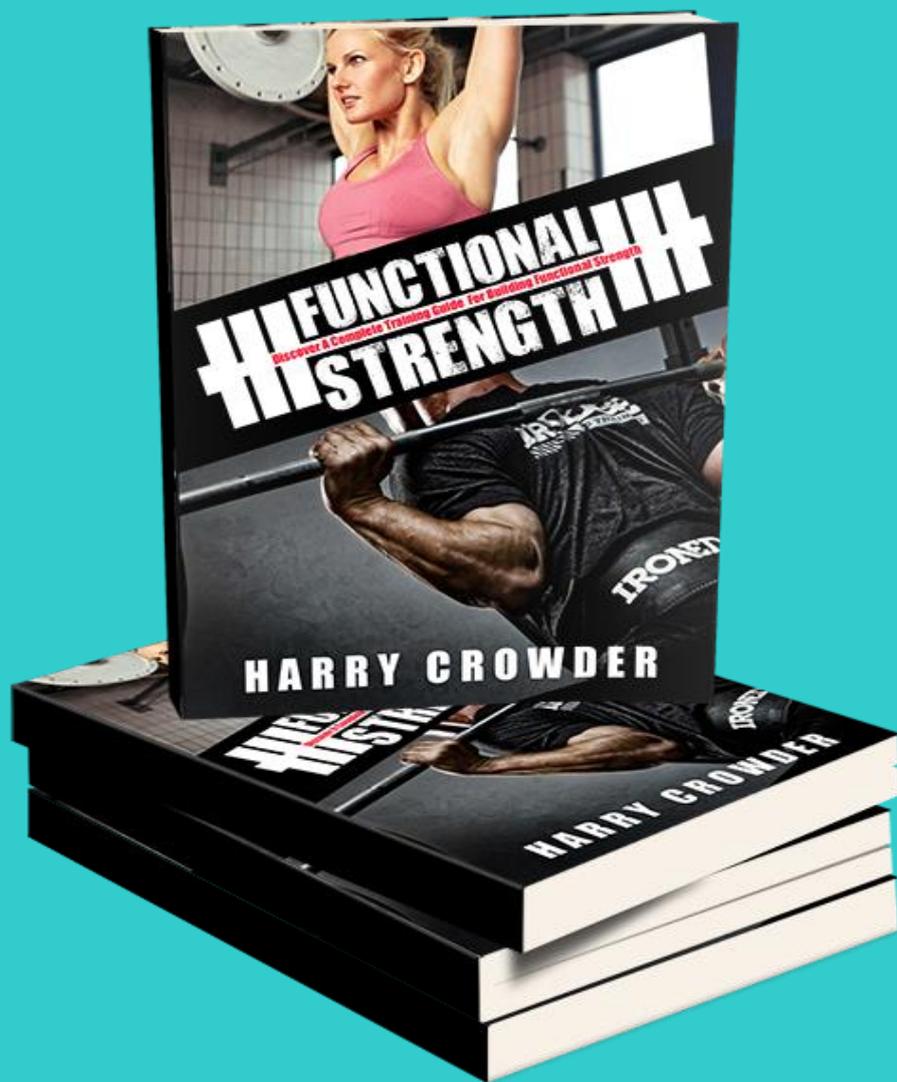
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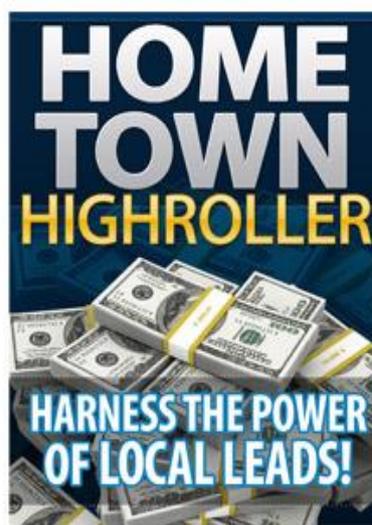
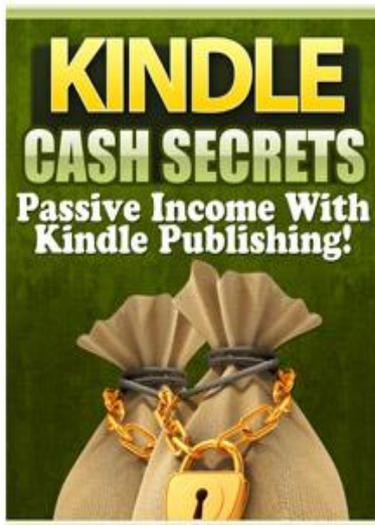
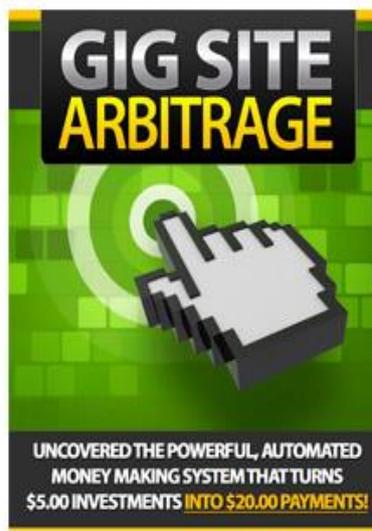


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MWM Q & A

Guide To Searching For A Domain Name



When it comes to choosing a great domain name, it really should come down to more than just something that sounds clever. There are specific things you can do that can increase the amount of traffic your site gets. Here are some domain name search tips to keep in mind the next time you are in the market for a new domain name.

First of all, you have to know the purpose of your site and how you plan on getting web traffic. If you are putting up a website to sell a product or service online your site name should be something directly related to that product or service. To drastically increase the amount of organic traffic (this means the traffic that 'stumble' upon your website because the search term they used matches the keywords you've used for your sites domain name and any on the site search engine optimization), you should create a domain name that is a highly searched for search term.

To illustrate, let's look at the example on dog training. Let's say that you've done keyword research on this niche and you've found the term 'simple dog training' gets a lot of monthly searches and doesn't have a lot of competition. That would be a great keyword to target. If you could get a domain name that was "SimpleDogTraining.com" you'd be likely to get a lot of free traffic.

You may also want to also consider using a .net or an .org extension, especially if any of non-organic traffic you get come from links in articles or PPC that people will just click on as opposed to typing in the address (this makes a difference, because if people are actually typing the address into their browser bar they are more likely to type a .com extension). You can also have a domain name that is a little longer, usually no more than 4 words is a good rule of thumb.

If the purpose of your site is to encourage visitors to tell their friends and recommend other's.



Check it out, you'll want a shorter, easier to remember domain name, since most people will have to type the for domain name into the browser themselves rather than just click a link.

The longer the domain name (or more unusual), the more likely people will most likely to mis-type it and not get to your website.

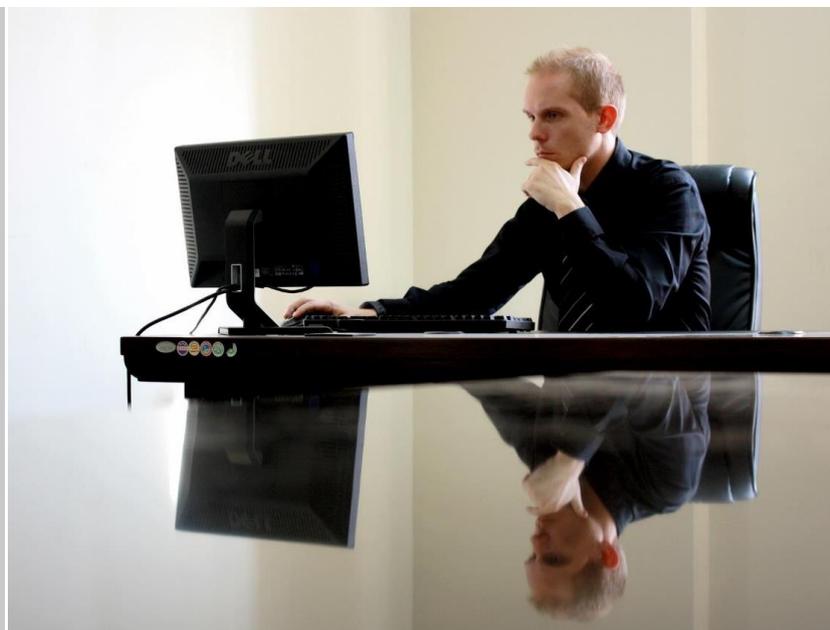
Once you've got a list of viable domain names, it's time to see if they are actually available.

To do that, you can go to websites like GoDaddy.com, DomainCheapsters.com or even do a search online.

Enter your desired domain name and see if it's available. If it's available, then you can go ahead and register it as your own.

If you buy one domain at a time for a one year period it will cost around \$10 a year.

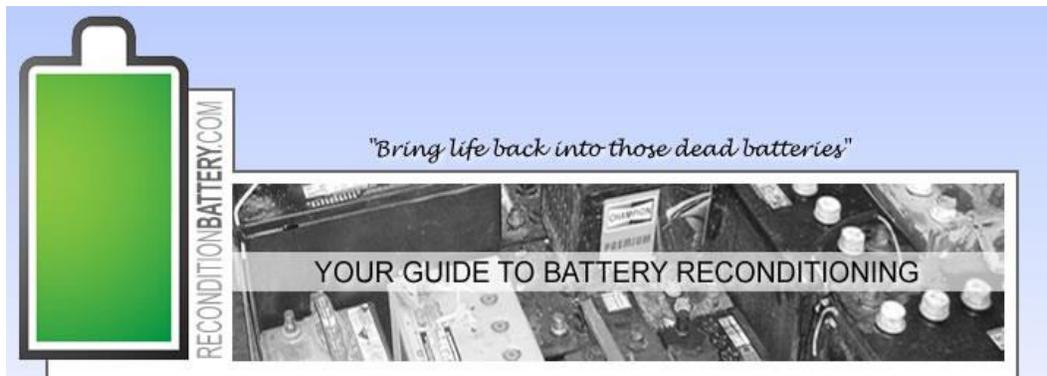
However, it's worth noting that you can get discounts if you buy in bulk.



Also, if you register a name for more than one year at a time.

Not only is having your own domain name is very important, picking the right domain is also crucial when it comes to succeeding in your online business.

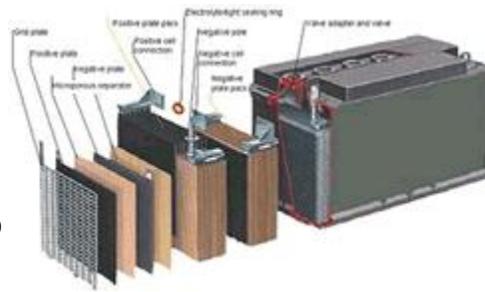
These tips will ensure you choose the ideal domain name for your website.



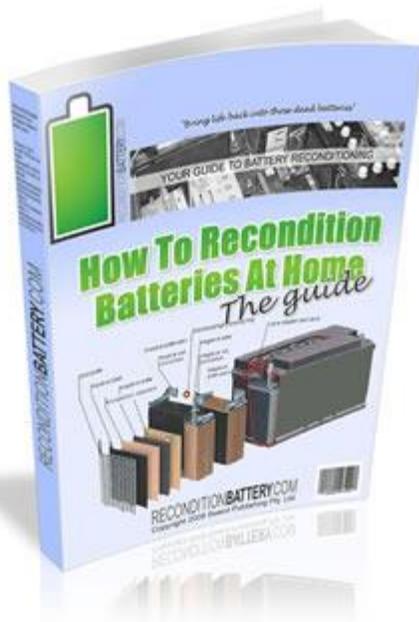
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BASICS OF AFFILIATE MARKETING

One of the easiest, and potentially most lucrative type of online business is affiliate marketing. If you learn the tricks of the trade and are willing to invest some time to implement what you learn, you can leverage the automation and sheer volume of the internet to make virtually as much money as you want. To help you get started, I've compiled a brief overview of the basics.

The first thing you really have to remember (and I can't stress this enough!) is that even though affiliate marketing is not a difficult online business, that does not mean that you won't need to learn new skills...in fact you will. It also does not mean that you won't have to invest any time in your business. One of the most common mistakes people make is that they don't treat their business as a business. Instead they do a little work here and a little work there, and then wonder why they're don't see any results. Don't fall into that trap. Work on your online business consistently and you can be very rich.

1. The first step is to understand that to become an affiliate, you need to sign up with a company that offers an affiliate program.

Signing up is free. Most companies will give you a replicated website that will be identical to all the other affiliate websites, the only difference will be your special code in the URL. That will identify you and whenever someone makes a purchase from your website you'll get a commission.

2. Next you will need to know a little bit about internet marketing.

This is the process where you drive traffic to your website. There are many ways you can do this, both paid and free. Generally the free methods will take a little longer, but since they are free you don't have to worry about making any mistakes while you are learning how to do them. The paid methods for driving traffic will usually get traffic more quickly but only after you've mastered the techniques which can take quite a bit of time. Since you have to pay while you are learning, it will also take quite a bit of money. You will definitely have more money going out than coming in at the beginning when you use this method.

3. Convert as many of your visitors into paying customers as you can.

There are many ways to do this, from copywriting, SEO and using an autoresponder. Don't worry if none of this makes sense, there are plenty of places online where you can learn these skills. For right now though, you will want to use an autoresponder service. This is a fully automated system that will allow you to pre-program a series of emails. You can add as many emails as you want and you can choose how often they go out.

When someone opts into your list (this just means they sign up and give you permission to send them emails) the whole emails series will be sent out automatically. For example, if you have 10 emails loaded into your autoresponder and that you've got it set up to send out one email every day for 10 days. When someone signs up they will immediately receive the first email. Then every day they will receive another one until they've gotten all the way through the series.

When you write your emails make sure that you include valuable information. Don't make your emails just one sales pitch after another. Instead help them by giving them information that they can use, related to your website topic of course.

I've barely scratched the surface with this article, there's just so much more to it. Just remember that affiliate marketing is easy, don't let the jargon throw you off. It won't take you any time to learn all you need to know to be making a lot of money.



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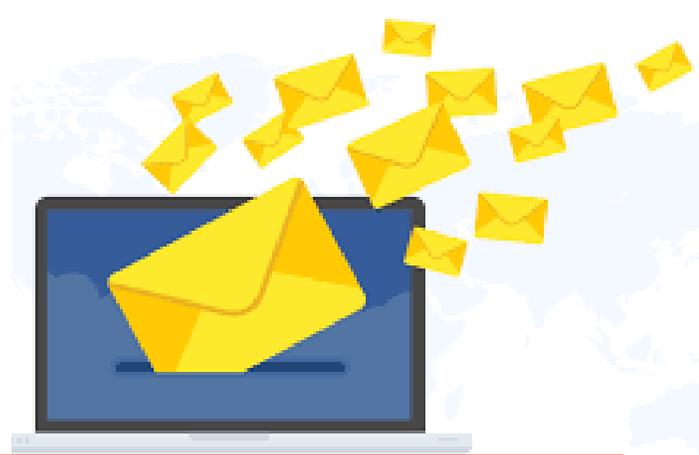
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How to get loyal subscribers to your email list

Having a substantial email list is very important to the success of any internet business venture. This is more so because most of the customer base begins through this portal.

There all measures should be taken to ensure the subscribers list is long and beneficial to both parties.

There are a few points that should be considered in the quest to garner as many subscribers as possible. Some of which are as follows:

Designing the forms, responses and other interactive tools to be as visible as possible and easily accessible is very important. Providing incentive for potential signups will encourage the viewer to be more inclined to do so. Also providing interesting links that the viewer may find useful will eventually lead to the viewer signing up to gain access.

Being constantly aware of what is being offered and how it's being offered will also allow the host to stay abreast and relevant which in turn will attract more subscribers. Material posted should be kept updated periodically as potential subscribers will be drawn to the site more often if this feature is diligently monitored. In order to be able to constantly attract the attention needed to ensure a good percentage of subscribers there are several complimenting tools that can be used such as through blogs, forum postings, other lists, networking and many more.

The blogs should provide good and interesting information which should include some form of participation from the viewer to encourage a signup.

Forum posting are also another platform to explore as those who visit such sites already have a preexisting interest in the subject matter.

Therefore, including links that direct them back to one's site will be advantages in converting them into subscribers. Forwarded emails are also an excellent source of garnering potential subscribers as it gives a glimpse into the individual's site.



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MWM wants You to Know



Build Traffic
By Giving
Free Stuff
Away

Giveaways are a popular contribution to the quest of getting as many people as possible to sign on as subscribers and these giveaway exercises are now commonly done within a partnership where ad swaps are fairly common.

Being a beginner to the business scene on the internet does not necessarily have to be daunting. The giveaways can be encouraged when a liaison is formed between marketers where these giveaways may consist of each other's products.

This will have the benefits of having the products successfully exposed and used by the potential subscribers which in turn could be used as a successful advertising component.

In this way the online giveaway tool allows the items within the exchange partnerships to reach an even wider target audience with the intention of creating the desired revenue originally intended.

Even if the ultimate intention is not about promoting one's own product which some people do not even have when the form partnerships, the online giveaways can still benefit.

When the other marketers use the ad swaps and giveaways anyone can then download these for the purpose of studying the strategies used or products being launched to make necessary adjustments or to simply use them as a learning curve for future business ideas.

These online giveaways can then be distributed among the user's own subscribers to make them happy.

Attracting possible exchange partnerships can also be done using the online giveaways. This attractive feature when offered as part of the liaison can benefit the individual because of the list of subscribers gained. This can then be used as an addition to the already preexisting list the user already has.

How To Use Online Giveaway Correctly

As consumers become more difficult to attract in the ever-shrinking market share, understanding and applying the best marketing tools are very important to ensure the target number of viewers are reached.



Most marketers now realize that attempting to do this alone will not bring in the desired results thus the emergence of the online giveaways feature. This alliance can effectively widen the already existing subscriber list by the using the giveaways as an incentive to attract partnerships.

The benefits of these giveaways that can come in the form of bonuses, information on product that are otherwise not to attract the visitors into becoming subscribers and perhaps even eventual customers.

Another benefit would be the participative nature of the exchange marketers where the party that is selling the product will be able to use the subscriber's lists of the other to reach and present the giveaways.

This whole exercise allows the parties involved to build credibility with the viewers reached and therefore forge a relationship for future business opportunities.

The benefit of this is also seen in the extensive "new" data base which can be formed because of the attraction on the giveaways.

Visibility is another benefit the online giveaways can create within the viewing users. Most viewers who are curious about the giveaways will be attracted to be drawn to the site where the actual product or services are sold. Thus, with the joining of forces among the marketers there is a good possibility of expanding the business revenue tenfold.

If the purchases are linked to other site then there is also the benefit of being able to tap into the customer's links. There are also giveaways that can be used to encourage the customers to spread the word and this will also bring in more viewers to the site.

Making Money With Online Giveaways

Making money is always the focus of any online marketing tool and using the online giveaway tool is no different. These free giveaways are one of the best marketing tools for money making interest. This is mainly because the lists that can be built and used to reach visitors over and over again.

Revenue can be earned through the commissions by referring visitors to these sites who may buy something, join as a contributor or just for an upgrade. When the appropriate giveaways are identified then the relevant swaps can commence.

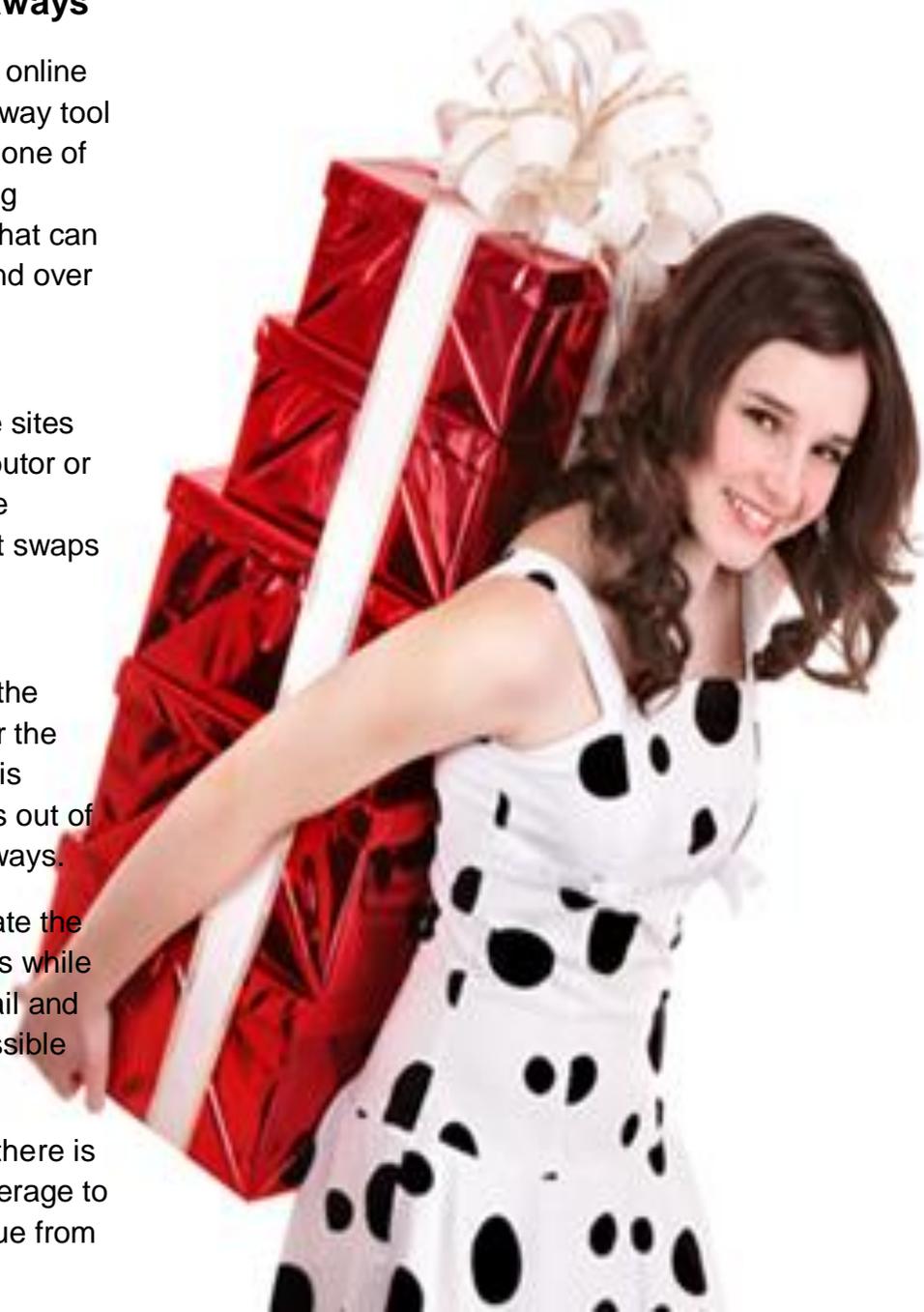
There are many giveaway opportunities whenever marketers organize events for the purpose of attracting new partnerships for the intention on building the member lists. This platform is ideal for gaining new members out of those who visit the site for the free giveaways.

Setting up squeeze pages will also facilitate the easy process of downloading the free gifts while getting the visitor to at least leave an email and this can be added to the data bank of possible future customers.

When a substantial list has been formed there is also the possibility of using this list as leverage to forming other partnerships or even revenue from the sale of the list itself.

Signing on with affiliate programs to sell corporate giveaways is another way of making money with the online giveaway tool. There are companies who are known for their excellent customer service, thus after some research on the reviews forming a partnership with such companies would be beneficial.

The revenue earned is usually done on a commission system so deciding on this at the onset of the partnership would be advised. There is also the possibility of a need for repeat services needed as the success of promotions heightens. This of course creates further earning revenue.



Earn \$2870 To Fix A Plugin?

I heard about a guy who recently bought a WordPress plugin for \$47, which included resale and rebranding rights.

But when he tried to use the plugin, it didn't work right.

Plus, it was missing features that he wanted for his website.

So, he hired a coder to fix the plugin and add the features. Finding the coder on Upwork was easy, and the cost was reasonable.

Then he rebranded the plugin and sold it as his own.

Result?

He cleared nearly \$3,000 after expenses.

Time involved – about 5 hours, and most of that was writing and setting up his sales page.

It's worth noting that he does have a virtual assistant to handle customer service. If you do this, just know that you or your VA will need to answer any questions you get from customers.

Also, be sure to set up a page where you place all the questions customers have before and after the sale, as well as the answers.

This way you won't have to answer the same question twice, and customers can go there first, instead of emailing you.

Do one of these a month, and you've got a very nice part time income without a lot of work.

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This Month's Marketing CLINIC

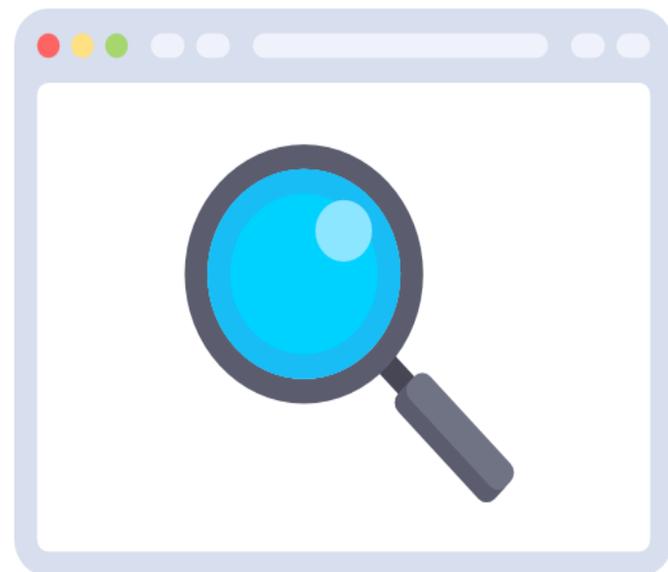


Helpful Tips For Search Engine Optimization

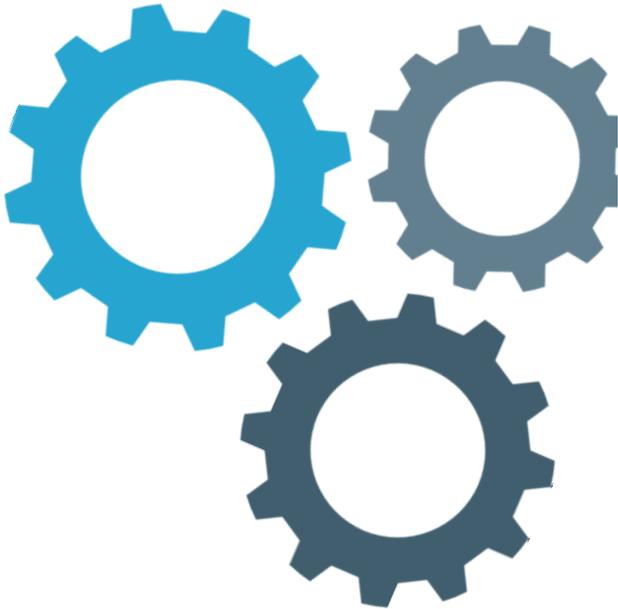
When it comes to doing internet marketing, Search Engine Optimization is important as it helps generate traffic for your website - which is where your income comes from. Here in this article, SEO experts weigh in on different tips that have helped themselves or their clients to be profitable.

1. Don't put any time or effort into a website without first taking a look at your search engine optimization strategy. Your efforts will be wasted if you do so. So, plan first!
2. On the other hand, SEO should be based on good content. Make sure that the content you are offering on your website is original, valuable and useful. This will bring in the best kind of link -- the organic ones. People will link to you naturally because you have something of value that they want to provide to your readers.

Also, updating your content will help increase your rankings. Also, make an effort to add fresh useful content to your pages on a more regular basis. Search engines hold this in high regard. Not only that, photos, graphs, pictures, or images and an easy-to-navigate site will help you in terms of SEO.



3. Make sure that you include an original title tag on every page of your site and also make sure that it includes your keyword. Many people make the mistake of putting the name of their company in these titles. Keywords get you searches more than your company name ever will.



4. Don't forget internal linking. When you use anchor text within your site, make sure that the linked text is a keyword or keyword phrase, and not just something like "Click Here".

5. This is one of the more overlooked tips when it comes to search engine optimization. Most people think of link-building in terms of quantity. But the reality is that the quality of the incoming links is much more important than the quantity. One simple link from a high-quality site can offer you much greater results than lots of poorer quality links which, can actually hurt your ranking.

6. Broaden your way of communicating to include video, powerpoints, podcasts, news, press releases, social content and so forth. The more different ways you can communicate what you have to offer, the better you will look in the eyes of the search engine. If you were to choose just one other form of communication, let it be video - it is quite popular right now.

7. Make it easy for your visitors to increase your site's ranking. Add what can be termed "viral components" to your web site or blog such as bookmarking, reviews, ratings, visitor comments, and sharing tools.

8. And finally, when it comes to search engine optimization, do not ever underestimate or discount the power of social marketing. This aspect contributes greatly to SEO.



Email Swipes :

The Basics



Once you have a list of subscribers who have already proven they are passionate about your niche on your opt-in list, the next step is to set up a series of emails – called email swipes -- that you program your autoresponder to send out according to a pre-set schedule. There is no limit to the number of emails you can send out and your subscriber will keep receiving them from you until they unsubscribe.

The emails you send out should serve one of two purposes:

- To reinforce the loyalty your subscriber has to you by giving them something of high value for free
- To promote a particular product or service

An effective email swipe series will contain both types of emails. If you only send out emails that are promoting products and services, it's unlikely that your subscribers are going to take a lot of value from your emails and they will be more likely to unsubscribe faster.

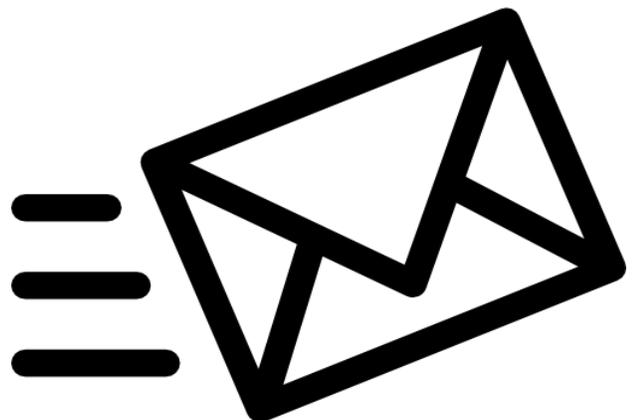
But if you alternate these promotional emails with others in which you provide free high-value content that they can actually use in their everyday lives, then your subscribers will be more likely to open your emails when you send them and

will be more open to purchasing the the products or services you promote when you send promotional emails.

Free high-value emails can contain original content that you have developed yourself or purchased in the form of freelancer content, PLR or some other source. Or they can simply contain links to informative content you have found that you know your subscribers will find useful.

It's helpful if you think of your emails swipes as a newsletter that you are sending your subscribers. When you get a newsletter, you expect it to contain interesting and helpful articles about topics that you are interested in.

If the content is high quality and you enjoy reading it, you are going to be more open to buying the products and services that are promoted in that newsletter.



Although there is no agreed-upon schedule for free content/promotional emails, you probably will want to use at least a 3:1 proportion: For every promotional email you send out, you send out three in which you simply provide free high value content designed to cement loyalty bonds between your subscribers and you.

When it comes time to send out a promotional email, it should take a structure that is similar to a sales letter in that it has a clear Call to Action (CTA). This is what exactly you want your reader to do: Buy a product, subscribe to a newsletter, invest in your company, etc.

For example, if you are promoting an eBook on fly fishing to ardent fishermen, everything in your promotional email should be geared toward showing how valuable and useful that eBook is, why you recommend it, and encouraging your subscribers to buy it now.

Promotional emails also must include a link to where your subscribers can go to buy the products or services you are promoting.

A word on products and services: the content you promote in your promotional email can be either original or something you paid somebody else to create for you.

You can also choose to promote affiliate products. These are products that are sold by somebody else but promoted by you. Anytime one of your subscribers clicks through and purchases one of these affiliate products, you get paid a commission on the sale.

There are literally thousands of affiliate products you can promote in practically every niche imaginable. If you promote physical products, Amazon has one of the largest and most successful affiliate programs anywhere.

If you are promoting digital products – such as eBooks, videos, software to a group of loyal subscribers and have provided them with lots of free high-value content, they will absolutely be looking forward to your emails. They are also highly likely to act on your offers and rewards. are and so on – Clickbank is one of the biggest digital affiliate product sources. When you have developed a list of loyal subscribers and have provided them with lots of free high-value content, they will absolutely be looking forward to your emails. They are also highly likely to act on your offers and rewards.



MWM Back Story

Simple and Valuable Traffic Boosting Tips For Your Website

Web traffic has a significant role in every online businesses' success. Without traffic, there won't be any visitors, customers or sales, which will ultimately lead to failure. Hence, learning to drive traffic to your website is crucial.

These techniques are time-tested, proven ways to generate a steady flow of traffic to any website without spending a fortune. Best of all they are easy to be implemented and they can have a longer lasting effect on the amount of traffic your website receives.

Content is King

One of the best ways to get more traffic is to provide fresh, unique and useful content on the website where you want more traffic. This is often referred to as content marketing. What makes this so effective is that the majority of people go online looking for information about the products and services they are thinking about purchasing.

Providing them with high quality, unique content on your website is like bait to lure them in - it keeps them interested. The nice thing about this method is that it works whether you are promoting your own website, your client's site, or sending traffic to affiliate offers.

Bottom line, content is the best way to attract real visitors and get them to spend more time on your website. It will inspire them to share, bookmark, and return often. With every visit, they get one-step closer to becoming a paying customer.

It also helps boost your credibility because when you provide lots of useful information on your site it makes you look like an expert in your niche, which builds trust and trust converts people into customers better than anything else does.

This can also be done by writing articles closely related to the topic of the website you want to send traffic to and publish them on multiple platforms. Let people know that they have permission to share them with others, as long as they include a link back to your website.

To make the most out of this web traffic boosting technique, you can also submit them to other sites that publish content from guest authors or article directories like Ezinearticles.com. Not only that, you can also set up a lens on Squidoo or a microblog on platforms like Hubspot, Microblogger, Tumblr or Posterous.

Whenever you publish, make sure that you include your URL in the author's resource or bio box of your articles. This is so that when your article gets published, people will be more inclined to visit your website.

This same technique also works well with short reports and ebooks. Create something of value to give away and most people will be glad to share it, carrying a link to back to your site with it everywhere it goes.

If you don't have a blog, set one up and add content to it on a regular basis. There is a very good reason why so many people use blogging platforms like WordPress to publish content and that is because it is very beneficial for getting good search engine rankings.

Every time you add new content to your blog, it will ping the search engines robots to come index your site, which leads to better listings and ultimately more traffic.

To help increase the visibility of your blog even more you should submit it to search engine and blog directories. While this will happen naturally over time, you will speed up the process if you take the time to submit your URL to major directories like Google, Bing and Yahoo, at the very least.

If you want to take this process a step further, you can create an RSS feeds for your site and submit the feed URLs to the major RSS feed directories as well. This will generate traffic to your website. If you are using WordPress it will automatically publish, an RSS feed for your content and comments. Then all you have to do is submit it.

Include Website URL In Correspondence

Another way to increase your website traffic is to include your website URL in your business correspondence. When it comes to getting traffic, you can't be shy. Anyone you communicate with are potential customers. People are curious by nature, so why not take advantage of it by giving them the opportunity to find out what you have to offer.

This also works well for all of your online correspondences as well. Be sure to include your URL in any emails, social profiles, forum signatures and any blog comments you make.

Arrange Joint Ventures

Another method to boost traffic on your website is to arrange joint ventures with other website and list owners. Make a deal with them to advertise your website in exchange for a commission or some other form of reciprocation. This does not cost you anything and is among the fastest ways to generate traffic and increase profits.

Search Engine Optimization

Be sure to optimize your website for search engines. In order to increase your site's findability on search engines, make sure to use SEO friendly keywords and phrases in your headlines and throughout the rest of the content. This ensures that your site will show up and rank well when people search for those keywords, and not only that, drive more traffic to your website.

Forums and Social Network

Participating in targeted forums and social networks are also very effective ways to drive traffic to any website. Join in on the conversations, answer questions and post useful information that is closely related to your industry. Just be sure not to post blatant adverting because most of the time this will get your posts deleted. Again, make sure to include a link to your website whenever appropriate.



Video Marketing

Video marketing is a very popular way drive traffic to any website. You can create a video about your product or service that you offer on your website and post that on YouTube. Add your website link on that video, and this will make sure that people who view your video will also visit your website.

By following just a couple of these tips, there is no reason why you can drive a lot of traffic to any website you choose, which in turn will help boost



Copy Blogger Publishes Guide to WP Tools

This Buyer's Guide answers questions like:

- What are the best options for WordPress hosting?
- Which WordPress themes can you trust?
- What kind of security tools will protect your site?
- Which SEO tools deliver benefits that are worth the price?
- How do I know which plugins provide the best functionality?

<https://www.copyblogger.com/best-wordpress-tools/>



Facebook To Rely On Instagram For Its Ad Revenue Growth

When Instagram founders Kevin Systrom and Mike Krieger announced earlier that they were stepping away from Facebook, there was a collective gasp: Instagram's future was suddenly at risk.

So far, Facebook's acquisition of Instagram has been a total success — one of the biggest of the internet era. The app, which Facebook acquired for \$1 billion in 2012, now has more than a billion users and should generate \$8 billion to \$9 billion in revenue this year, depending on whose estimate you use.

Facebook has been warning for two years that its revenue growth would start to slow. When that happens, Instagram will have to drive the next phase of growth.

<https://www.recode.net/2018/10/9/17938356/facebook-instagram-future-revenue-growth-kevin-systrom>



See you next month!

YouTube Ads Made Easy!

Still burning your midnight lamps to get targeted traffic to your offer?

Would you be surprised to know that **YouTube Ads** are the magic stick to tap into a goldmine of targeted traffic and increase profits without making a hole in your pocket?

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This is an all-in-one guide to generate massive traffic and conversions with YouTube ads that you've ever seen before.

It will take you by the hand and show you how to generate as much targeted traffic as you could ever want with YouTube advertising.

