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Forget The Hype!

Looking into the online marketing scene. Basic know-how.

by Anna-Marie Stewart

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About the Author

Anna-Marie Stewart

Anna-Marie Stewart has been involved with internet marketing since 1999. She has always tried to help people "make a go of it" online, by sharing her own experiences with as many people as possible. She started out as most marketers do, with believing the hyped up promises of riches, fame and wealth, and burnt both her fingers and toes a few times, before finally deciding that enough was enough.

She now publishes "Not Just another Ezine" a FREE weekly newsletter at http://annamarketing.com - dedicated to helping newbie and semi-pro internet marketers avoid the pitfalls BEFORE getting burnt.

Anna-Marie lives in Cardigan, Wales with her 4 children and two dogs. She enjoys reading, writing, researching, the beach, night life, walks with the family and listening to "whatever`s on at the moment".

Welcome!

You`ve decided to take the step, or rather the giant leap into the world of marketing online, huh? That`s great! So where would be a good place to start? First of all, we need a website, right? So that`s probably the best place to start this guide, then we`ll move on and take a look at the different types of programs you can join.

After that, we`ll see how we can build big, active downlines. Let`s face it, if you don`t have your own product, you`re going to need downlines to help you build your income, right? Ready? Then we`ll move on to how to avoid scams and shams. We`ll also cover some basics of website promotion and email.

Here goes....

The life of online marketers is filled with ups and downs. Some people seem to have it all, and others have nothing and get burnt badly. Which one do you want to be?

This guide is not meant to scare anybody off, quite the opposite in fact. There`s a lot of money to be made online, but it can also be a dangerous place for people just starting out.

Being an online marketer who`s lost money in the past, I decided to put this guide together in the hopes of helping YOU avoid all the scams and shams that are out there. If I can help just 1 person to "make it" without getting burnt too badly on the way, then I`ll live the rest of my life as a very satisfied person!

Starting Out :

So you`re new to the internet, and want to learn everything you can about internet marketing. Or at least the essential basics, and you want a place to go to find the answers to all of your questions?

I hate to tell you this, and I`m really sorry, but as far as I know, there IS no one-stop source to learning the essential marketing skills, apart from school maybe, but I will TRY to answer some questions you may have from my own experience:

Let`s see, I started out with absolutely NO computer knowledge at all. Went to chatrooms, talked with people, got me some contacts, then one day I got a junkmail full of hype (that I believed...hehehe) and promptly started joining affiliate programs. I joined this one, that one and the other one, all full of promises that I`d be mega-rich within a few months. Being a newbie, I swallowed it all. Hook, line and sinker. None of it ever panned out right though.

I lost some money, not huge amounts, but more than I`d care to remember, so I started with the free stuff. I didn`t have any knowledge on building downlines and stuff, so that didn`t work either. Then I started helping people I referred to various things, and things looked slightly better. It was all free stuff that didn`t make me any real money, but it gave me traffic to other free sites I was promoting, I got downlines, and I got contacts, so I knew it was working.

After that, I kinda concentrated on helping everybody I came across, to the point where that was ALL I was doing, and funnily enough, I loved it. Still didn`t make me money, but it made me feel great.

**That`s how my ezine came about.** I wanted to help people as much as possible, teach them to steer clear of hype, stick diligently to one thing, and build a good downline in it, whilst showing them how to help each other. You`ll find that any articles I`ve written to date cover these things.

I will say that there are a couple of "skills" needed for anybody wanting to be an online marketer.

Firstly, you need a touch of "blindness" so you don`t even LOOK at all the hype, because if it LOOKS too good to be true, then it more than likely is.

You need deep concentration, and dedication, to help you stick with one thing, and you need to be able to work really hard at getting that one thing to work.

You also need a lock and key on your wallet. It`s real easy to buy into this, that and the other program, and before you know it, you`ve used a LOT more money than you can afford to lose. There`s always a risk that any money you use could be lost forever, so always keep that in mind.

As for computer jargon, I`ve been online for 5 and a half years, and I`m STILL learning. Actually, I`m only just now starting to learn HTML and PHP so that I can publish my ezine without having to rely way too much on my programmer, who by the way, is the greatest teacher on earth.

There`s a page here full of "jargon" and links to more info, I find it pretty useful: http://www.imagescape.com/helpweb/history/define.html

**When it comes to suggesting a starting point, that`s a real hard one.** I think I`d say chatrooms personally. Without my programmer, and my other friends that I`ve met in chatrooms, I wouldn`t be where I am today. So I`d say THE most important thing when it comes to marketing is your contacts. Get as many contacts as you can, and learn from their mistakes.

Also, subscribe to a few ezines that really cover the "newbie" things. Read everything you can that`s relative to what you want to do. You`ll suffer from information overload, there`s no doubt about that, but some of the stuff WILL stick in your head, and you can start learning from there. If you find the ezine isn`t giving you the information you need, un-subscribe and move on to the next one. There`s hundreds of thousands of them out there to choose from, just don`t subscribe to too many at once, or you`ll be so inundated with mails that you will end up not reading any of them.

Read, read, read, and read some more. Take all promises of "instant wealth" with a pound of salt. (A pinch isn`t enough). Question everything that seems to "over-promise". Learn as much as you can before starting out, be prepared, and remember: There are no stupid questions, just stupid answers ;-)

I <u>WANT</u> To Be An Online Marketer!

Where do I start if I want to be an online marketer? Tough question, huh? There are lots of ways to begin your way on the bumpy journey. Just make sure you are aware that it WILL be a bumpy ride.

First things first: do a lot of research. Find out what kind of thing appeals to you most. It could be affilate programs, mlm`s or maybe you like the idea of selling other peoples products for a commission etc.

There are a ton of options, and 1000 times more hype. This is why it`s so important to do as much research as you can before starting out. Sure, you can go the long way round, which is how a lot of us start out, but that`s even more of a bumpy ride...hehehe

**Ok, so lets say you`ve decided on where you want to start.** You don`t have a product of your own, so you decide to sell other peoples information products, just as an example. Don`t make the mistake that so many people do, by trying to sell something you haven`t personally tested.

Put it this way: Who would YOU prefer to buy from? Someone who knows absolutely nothing about the product they`re selling? Or someone who has had firsthand experience with the product they`re selling? You know it`s person number 2, right?

So test the product first. Learn everything there is to know about it. If people can trust you to give an honest opinion, they`ll be back for more. Great way of getting contacts AND repeat customers.

Building your first Web Site

Now you need a website. Sure, get a free site in the beginning. People might not take you real serious, but at least you get to test and play around with your site until you`re ready to pay for one. Owning your own domain name adds credibility to your site, and there are plenty cheap hosts out there, so do that as soon as you feel ready.

Make a real fast-loading splash page from which to sell the product. You don`t have long to catch a potential customers interest, so make it fast and interesting.

Don`t fill the page with a ton of waffle. Give the most important information. What can the person get from using the product? Why is the product exactly what the person needs? What is the price etc. Give people a way to pay immediately, in case they REALLY like what they see, there and then.

If you have a LOT of information, give them a link to a "more info" page, maybe with pics and payment options. Get a small popup where people can sign up for your contact list for notices on future products. Give them a freebie in exchange for their name and email address.

Oh look, you`ve suddenly built yourself a contact list! No "leads" to buy from uncertain sources, no "harvesting" email addresses, no bugging friends and family. You did it! Now you need to keep in touch with your contacts.

Why not send them a mail asking for a little more info. Maybe a poll on what type of things they`re most interested in? If you know what your contacts are looking for, then you have something to work with. You can find whatever they need, test it out, and when you`re happy with it, say "Hey, I found something I think you may like!"

Narrow your focus. Don`t try to be "everything" to "everyone", you`ll just end up spreading yourself out way too thin. Find what works for you, what excites you, and work from there. Yes, I said "excites". We all need a bit of excitement in life, right? So why not work with something you`re excited about? If and when it stops working for you, drop it and move on.

Remember, you can do this with all kinds of programs, not just information products. It all depends on what appeals to you most. Just give it a reasonable amount of time, and stick with it. If it DOESN`T work, then hey, you`ll have learnt some things on the way, and you`ll be more ready to carry on to the next thing. Don`t give up, be determined and disciplined, and you will find the way.

The ease with which visitors are able to use a Web site is very important, especially if you`re trying to market something from the site. Usability is very much about how quickly and easily visitors are able to move around the site and not just about making sure everything on the site works.

The need for your website to be easily navigated is enormous. Messy, disruptive and confusing sites are a huge turn off to potential customers. In other words: if you`re looking to make sales, make sure your website is easy to navigate so as not to chase off visitors at first sight.

Navigation (links for moving around the site) is extremely important if you want your visitors to look at more than just your main page. If navigation choices are unclear, most visitors will just hit the "Close" button, never to be seen again.

As a rule of thumb, the main navigation is usually placed in the top 1/3 of the web page or on the left hand column, and the secondary navigation tends to be placed within the bottom 2/3 of the page, or on the right hand column. Of course, this is entirely your choice, because, as with all rules, there ARE exceptions ;~)

If you want to build your website on your own from scratch, I highly recommend getting some free webspace to practice on, especially if you`re new to site-building. Try a few different ones and see which one is best for you, but keep in mind that to be taken seriously, you really will need to get your own domain and proper hosting for your site at some point in time.

Some free webspace hosts:

http://www.freeservers.com

http://www.50megs.com

http://www.20m.com/

http://www.tripod.lycos.com/

Of course, not everybody is an expert in hmtl, perl, php and things like that, so I`ve listed a few resources that you may find helpful in designing your first website.

Free website templates:

http://freesitetemplates.com

http://www.freewebtemplates.com

http://www.templatesbox.com/

http://www.freelayouts.com/

Free banner templates:

http://www.animationonline.com/S/banner_templates.html

http://www.pysoft.com/GIF_Designer_Banners1.html

http://www.clickfire.com/content/graphics/banners

Free scripts, tools etc:

http://www.free-scripts.net

Offers html guide, email checker, chat, and many other things.

http://www.free-webmaster-tools.com

Has over 1400 Directory resources for web development

http://resources.bravenet.com/scripts_archive/javascript_dhtml

Offers free clocks, colors, images, menus, mouse effects and more.

And finally, some free HTML help and tutorials:

Some simple HTML codes to spice up your web site:

http://www.web-source.net/html_tips.htm

HTML articles and tutorials:

http://www.iboost.com/build/programming/html

Simple HTML tags:

http://htmlgoodies.earthweb.com/primers/primer_2.html

Just what it says: How to build HTML:

http://www.howtobuildhtml.com

Should you decide you want a "real" website from the start, with your own domain name and paid hosting and you still have problems designing one yourself, there`s plenty of places where you can find web designers at affordable prices, or maybe even free. Talk with friends, see if they have any knowledge on the subject, ask if they`d be willing to help you. Do a search on Google or Yahoo for forums, chatrooms and such-like pertaining to website design., try bartering something in return for web design services. You`ll be amazed at what a little bartering can bring you ;~)

I want my own domain!

Choosing domain names, or web addresses is a major thing when you want to do business online. Whilst a great, or even halfway decent domain name may not guarantee success, it can most definitely have an impact on just about all aspects of your online biz.

When choosing a domain name, your best bet is to get one that is short, concise and easy to remember, as this will minimise confusion. If you are going for a domain that could possibly cause a bit of confusion, then it`s generally recommended that it falls into one of these categories: words that sound similar, common misspellings, hyphenated or non-hyphenated variations.

On the other hand, long domain names offer more flexibilty in choosing a domain name, allowing you to be more descriptive about what your site is about or what it does.

**Don`t choose things like stuff4free.com or free-stuff-online** though, as it makes it hard for the domain to be passed on to others through word of mouth. People can`t actually "hear" whether it`s 4 or four, and they can`t "hear" the hyphens. Again, joe_bloggs.com looks ok, but try telling someone to go there, joe underscore bloggs dot com is just hard to say.

Personally I`m not a fan of dots, dashes and numbers in a domain name, I think I prefer them as letters all in a row, like stuffforfree.com, freestuffonline.com and joebloggs.com (or whatever else the extention may be).

Try testing out names on family and friends, together you could come up with a really great name, one you wouldn`t have thought up on your own, and with a bit of luck it may not have been taken already.

Here are some various links that can be helpful to check out before trying to buy the domain name you want.

Domain naming idea generators:

http://www.nameboy.com/
http://www.webmaster-toolkit.com/domain-name-generator.shtml

Domain name exchanges:

http://www.afternic.com/
http://www.thedomainexchange.com/

Domain registration services:

http://www.networksolutions.com/en_US/name-it
http://www.easyspace.com/domains/domains.html
http://www.register.com/register.cgi

You can use a whois search to look up domains that are already in use. This can be particulary useful If you`re looking for information such as the name and address of the registrant, creation date, expiration date, billing contact, technical contact, administrative contact, and domain servers.

Domain search tools:

http://www.whois.sc/
http://www.domainsearch.com/
http://www.domainit.com/domain-search-engine.htm

Even if a domain name that you really want is taken, if no one actually has a site there they may just let the name lapse. So check the expiry on the domain name, and within a few months of it expiring you might just be able to grab it for yourself.

Hate To Burst Your Bubble: Identifying 6 Common Internet Scams

**If you`ve been online for more than a week**, you`ve probably already seen them. Ads that promise great wealth, in little or no time, for little or no work on your behalf. They then go on to tell you how simple and easy it is to work from home, being your own boss and setting your own hours.

**Sounds great, doesn`t it? But is it actually true?** Ok, so you get to decide your work hours, but let me tell you, there`s a LOT of hours involved here, and a LOT of hard work, and even then, you may not succeed in making enough money to quit your day job (IF any at all...)

There are tons of business opportunities out there to get involved with.
Here`s a list of some of them, with their "TRUE" colours. I`m NOT saying every individual opportunity IS a scam, but a lot of them are, and you need to do your homework before you embark on the journey as an "internet marketer".

MLM, Pyramid Schemes etc:

Promise: You make money from sales, be it services or products. You recruit other sales people, and earn from their sales.
Fact: Most of the time, you`ll find that the people you`re trying to sell to are other distributors, and you`re all trying to sell to each other, which ultimately means no sales.

Holidays and Travels:

Promise: You get dirt-cheap or even free tickets, with tons of extras.
Fact: You could end up with no trip, or with a trip of a much lesser quality of services and accommodation than promised. Sometimes there are hidden charges and costs that you don`t find out about until you`ve paid.

Credit Cards:

Promise: Give us your credit card number, we need it to verify that you are over 18, then we can give you X, Y, and Z for free.
Fact: There are a lot of these that will run up charges on your credit cards

Health Care:

Promise: Our products can cure serious, or even fatal, health problems.
Fact: A lot of people will believe this one, without checking it out thoroughly. This can result in people not getting the neccessary treatment they really need for their illness.

Investments:

Promise: Make a huge return on your investments with us, and make it FAST!
Fact: A big profit always carries a big risk, which mostly means you stand to lose your investment.

Chain Letters:

Promise: Pass this on and you`ll earn a truckload of money.
Fact: Chain letters inolving money and/or valuables are illegal! Even the ones that tell you they`re legal and endorsed by the government. By starting, or passing these on, you are, in effect, breaking the law.

Identifying Scams That Look Like A Legitimate Biz

As I`ve mentioned before, there are a whole lot of various business opportunities for you, as a marketer, to get involved with. Before you do though, you need to be aware of the fact that there are also thousands of scams out there, posing as legitimate businesses. While a lot of these types of programs are totally on the up-and-up, some unscrupulous people will almost re-create the different types of program and scam you for all you`ve got.

No matter which road you decide to take in your pursuit of becoming an online marketer, always do your due dilligence and check up on whatever program you are thinking of becoming part of.

Here`s a list of some legitimate type programs that can actually be easily re-created by fraudsters:

- Web Cramming -

Promise: You get a free custom-designed website for a 30-day trial period, with no obligation to continue.
Fact: Sometimes, people have been charged on their telephone bills or received a separate invoice, even if they never agreed to continue using the service after the trial period.

Be Aware: Check your phone bills and challenge any charges you don't recognize.

- Internet Access Services -

Promise: "You`ll get Free money, all you have to do is cash this check"
Fact: You are at risk of being "trapped" into long-term contracts for Internet access or another web service. There`s usually huge penalty fees if you cancel, or terminate the service before the "agreed" period is up.

Be Aware: If you receive a check, read both sides and look inside the envelope for any hidden conditions that you're "agreeing" to if you cash the check. Also read your phone bill carefully for any unexpected or unauthorized charges that may be there.

- Business Opportunities -

Promise: "You can kiss your 9-5 job goodbye, be your own boss and rake in the cash."
Fact: There`s a lot of hype out there. Unfortunately, people believe all the wild promises about potential earnings, and end up investing big bucks into a program/opportunity that turns out to be a total flop.

Be Aware: Always look for evidence to back up the earnings claims. Talk to others who`ve started businesses through the same company. Get all the promises, claims and conditions in writing.

- Investments -

Promise: Just make one investment in a day trading system or service and you'll get huge returns.
Fact: Any promised profits come with a risk. The bigger the profits, the bigger the risks.

Be Aware: Talk to other people who invested through the program to find out what level of risk you're assuming. Do a check on the promoter through state and federal securities and commodities regulators.

- Internet Auctions -

Promise: You can shop for a huge selection of products at great deals, from the comfort of your own home.
Fact: A lot of people have received an item that is less valuable than promised, or at the very worst, nothing at all. Of course this is AFTER they`ve parted with their cash.

Be Aware: When you`re bidding through an Internet auction, especially if it`s for a large quantity, or a valuable item, check out the seller first. Also, insist on paying with a credit card or using an escrow service. An "escrow service" will act as a "paid middle-man". They will hold your cash until you get the merchandise, then they will pay the vendor, for a fee.

As you can see, there are lots of ways to get scammed, so always make sure you ask a lot of questions, do background checks and scrutinize ALL contracts and papers before you sign anything at all.

Remember, it may be easy just to sign up and wait for good things to happen, but it`s just as easy, if not easier, to lose your shirt.

Tips on Avoiding Scams

One thing I think we ALL agree on: There are way too many scams out there. Both online and off. Things like:

Email from a "millionaire" who needs help transferring large sums of money" This is one of the most popular scams online today.

**How about the "You`ve won the lottery!!" mails?** You know that unless you`ve bought a ticket, or registered for the lottery in question, you haven`t really won a thing. Prepare to be scammed!

Oh, and the "Free Credit Report" mails, did you know that they`re usually just someone looking to get your ssn number, or some of them even bill you for using their "free" service later?

Watch out for the E-gold and Paypal scams, where someone sends you a mail telling you that you HAVE to login, or risk losing everything. Both E-gold and Paypal have strict email policies, and neither of them would EVER ask for your login info with an email.

Then there`s "You`ve won a free gift". How many of those do you get per week? All you have to do is pay s&h, right? Well, that means it isn`t really free, doesn`t it? You know what they get when you claim that free gift? Usually your credit card number, or even your email address/phone number which can then be sold on as "leads".

I`ve put together a bunch of links that can hopefully help you with safely marketing online, without getting scammed.

Minimize Credit Card Fraud
http://www.scambusters.org/CreditCardFraud.html

Museum of Scams and Frauds (I really love this one)
http://www.quatloos.com/

Great list of online and offline scams
http://www.crimes-of-persuasion.com/index.htm

List of scams with a touch of humour
http://www.worldwidescam.com/

**What if you`ve already been scammed? Complain!** Don`t just leave it. You won`t help yourself, nor others if you just leave it. Even if you don`t get your money back, you`ll be doing your bit to stop these scams and fraudsters, ultimately helping others to avoid them.

Been scammed? File a report!
http://www.econsumer.gov/english/

How to complain (UK)
http://www.consumer.gov.uk/consumer_web/complain.htm

Where to complain (USA)

http://www.consumeraffairs.com

**There`s just so much hype out there,** and it`s easy to get "sucked in". We all want to believe that we can actually make the promised 10`s of thousands of dollars within just a couple of weeks.

In reality, things like that just don`t happen. The only person who can possibly, if at all, make that amount of money, is the program owner. At YOUR cost. Always remember, if it looks unbelievable, it probably is.

No matter what you market online, always do your homework before signing up for anything. It`s REALLY important to do a lot of research before you decide to pay out any money.

**Don`t rely on just a couple of sources for information,** find as many as you can. Check out lists and forums, see if they`ve got anything to say about the program/product you`re considering.

**Ask all your friends and contacts if they`ve heard anything, good or bad.** Go to marketing chatrooms, see what people there have to say about it. Ask about everything you need answers to regarding the product/program. You`ll be surprised at the amount of information you can get.

Get in touch with the owners, ask questions. If they`re elusive, or don`t answer you at all, then my advice would be to steer clear.

Please Note :

While a lot of programs truly ARE legitimate, there`s thousands more that aren`t. There are certain questions you need to ask the promoter of any program/opportunity/offer before you make your decisions:

1. What is the FULL outlay expected of me for membership fees, equipment and supplies?
2. What will I get for my money?
3. What exactly do I have to do (step by step)?
4. Will I be paid a regular wage, or will my pay be based on commission?
5. Who will be paying me?

Take your time. People promoting scams will likely use high-pressure sales tactics to get you to buy in to them. If the business opportunity is legitimate, it'll still be around when you're ready to decide.

Above all: Never EVER use money you can`t afford to lose.

MLM, Pyramid Schemes, and Matrices

Have you ever wondered what the difference is? MLM operators claim they're not operating a pyramid scheme. Matrix and "forced matrix" operators claim that what they have is better than MLM. So what are the differences?

Pyramid Schemes:

Pyramid Schemes are illegal in the USA, and probably abroad. We all know how these schemes work, or at least get the jist of the idea. A person (the originator) starts by sending a message to several people. Usually people he/she knows. The message in some round about way, will tell everyone to send him $5 or so...and then send the message to someone else. All the while adding names to the list, and each new recipient must send money to the first person, second person...etc

There are a million variations of the Pyramid Scheme, but the main attribute that defines a pyramid scheme (also known as chain letter) is that there is no product, it's just people sending money. The term "Pyramid Scheme" is derived from the fact that it starts with one and the size of those involved increases as you move towards the bottom. On paper, it looks like the shape of a triangle, or pyramid.

Multi Level Marketing:

How is MLM different from a pyramid scheme? After all, on paper any MLM looks like a pyramid in reality right? The differences are very simple. In MLM there is a product being sold. Income is generated from "commissions". It's actually a pyramid scheme, except that the participants get something back...regardless of whether the people they refer actually pay for something...

In MLM, the participant always gains from their investment. The catch is in the value of the product that the participant receives. This is the reason that MLM is so big on the internet. Because, information can have a monetary value, and it cost the distributor nothing. So ebooks, software, newsletters...etc... these are the most common products used in MLM. MLMers have added tangible products as well, and home products were the first to use MLM as a primary marketing strategy.

The Forced Matrix:

With so many MLM programs on the market these days, originators have tried to make their programs more desirable than others. Hence the forced matrix idea. In a regular MLM program, your monetary gains are based entirely on how good you are at marketing the program. However, most people arent' very good. So it would benefit the less talented if they had help from the talented.

Basically, if the number of people who can join under you is limited in any way...then it's a forced matrix. The idea being, anyone else you refer extra..will go under someone else. The best implementations put the extra person under one of the people YOU have under YOU. Hence it helps the person under you, which helps you too.

The term is tossed around a bit, and sometimes not used at all. However, that is what defines a forced matrix. Sometimes numbers are used to describe a forced matrix more thoroughly....like "4 X 4 forced matrix" for instance. Which might mean that you can only have 4 people directly under you and only 4 people under those 4 who you recieve commissions from.

There is a hibred idea that has become common now, where by a person can deliberately place a referral in another line of their choice. A sort of traffic control attribute that helps originators get their referrals interested. This has been an attempt to make regular MLM more appealing, and it has worked. In fact, forced matrix MLMers have even implemented the option in their own programs.

The benefits of either are about equal. With a forced matrix, you stand to earn an income faster, but increases in income are slower because your referrals get forced further down the line from you. With regular MLM you have a stronger base, and sustaining it is generally easier...but first profits can be slow. If you want a little income faster, go with a forced matrix. If you want BIG profits and are willing to work a long time for it, go with regular MLM programs.

Build Downlines, Make Money.

How many programs have you joined and promoted, only to end up with next to no referrals? Why does this happen?
Let's take a look at some of the choices you have when a referral signs up under you.

Do you:
- contact that person, offering your help?

- not bother to email them, and assume they know what to do?

- email them immediately with your latest program offer?

If you don't know what to do, you're not alone.

**I`ve found that with multi-level referral programs,** no matter which one it may be, it`s always better to start out by trying to get your first 3 referrals, then working with THEM to get THEIR first 3, and also teaching them to do the same. This is known in some circles as duplication.

It`s always hard to start building downlines, but go for it - be helpful. Helping your referrals means that you are also ultimately helping yourself.

Depth vs. Width

What does that mean? Most programs have multiple referral levels, building your first level only, means you`re building wide, building down through the levels means you`re building deep.

Work on the depth, rather than the width of your downline to begin with. After that "leg" of your downline is working merrily away without too much intervention from you, start on another leg, doing the exact same thing.

Golden Rules

**Never ever use hype when you`re promoting any programs.** Believe me, it doesn`t work in reality. People get disappointed if they don`t get what they`ve been promised within the timeframe it`s been promised.

Be honest in your promotional efforts. Tell people what`s worked, and what hasn`t worked for you. If people ask how much you`ve made over how long a period of time, tell them. Let them know that online marketing is NOT the easiest thing on earth.

Let`s face it, if you want to make good money with online marketing, you HAVE to treat it as a business, not as a hobby, and yes, it DOES demand a lot of hard work and self-discipline. But taking all these things into consideration, you'll be able to work your butt off *and* have something to show for it :)

How Do You KEEP Your Downline Happy And Active?

You know the scenario: You join some program, work your butt off to promote it, to get signups, and you feel like you`re hitting a brick wall. After a few months, you give up, and try something else, or give up completely.

**Know what`s missing?** Active, helpful sponsors/uplines. Have you ever tried mailing your upline, only to get NO response? It`s a horrible feeling. Makes you think "Why should I bother trying to help this guy make some money??"

Been in this situation? Or maybe you`re guilty of being this type of sponsor? Either way, you need to read this:

I try to actively help anybody who signs up under me, no matter what. I always have done, and in 5 and a half years of marketing, I still have mostly the same loyal people following me into any program I show them. Doesn`t matter if the program turns out to be a flop, or the best thing on earth. Those people are with me all the way, and they are fantastic!

I try to promote their pages/programs, pass on signups to them etc. and at the risk of sounding big-headed: They love me for it! This is why, even if a program flops, they follow me on to the next one, because they KNOW I`ll help as much as I can.

Mail your upline if you need help with anything, let them know you`re struggling. Ask for what you want. Believe me, it works wonders, and people aren`t mind readers. If you don`t ASK for help, most will assume that you`re doing just fine. If you don`t get any support from your sponsor, go higher, even as high as the program owner if you have to.

I am pseudo-blonde with techie stuff, asked a friend to help with building my ezine (he`s a programmer) and VOILA! website all built. So I am living proof: It **DOES** help to ask.

Do NOT be a "dead" sponsor. Keep in touch with your signups regularly. Offer your help in any way you can, offer to exchange hints, tips and info with them. Search the net for some good e-books that may be helpful to them, and pass them on. Free ones are best for this purpose. (Just make sure you read the books yourself first, so you know they`re not rubbish) Got some software you use, that you find helpful? Pass it on to those below you. Anything that you`ve ever found helpful, pass on. Just remember to never, ever, ever spam your downlines with other stuff.

Send a mail maybe twice per month, offering your help. Make sure you give them multiple ways of contacting you, email, msn, yahoo messenger just to name a few, and ALWAYS make time for them. If somebody asks you a question you can`t answer, you know what to do, right? Ask YOUR upline, don`t allow them to be slackers. After all, they want YOU to help THEM make some money too, so ask them to help you if you need it!

Bottom line: Never be afraid to ask for, or offer to, help. Works for me, and most of the people in my downlines now practice the same. Now get out there and help each other, it WILL pay off :)

Don`t Give Up! Your lucky break could be just around the next corner!

WOW! You made it! Welcome to the hectic and busy world of an online marketer. You`re going to be fine :~) You`ve come so far now. You`ve joined whichever program you`ve decided is a great deal, now all you have to do, whether you joined 1 or 10 programs, is get your website seen AND get contacts. Hopefully, this part of the guide should point you in the right direction.

I Want Free Advertising!

**So you`ve got your website all set up.** You know what you`re promoting and it`s looking good. You know you need to advertise and promote as much as possible to actually get your website seen. You`ve tried the normal avenues such as classified ads, safelists, ffa`s. etc, but now you`re ready to try something else, right?

There IS another way of getting free advertising. It`s called Bartering. It basically means to exchange goods and/or services without using money. Bartering, also known as Trading, Exchange or Ad Swapping comes in all shapes and sizes. Many small sites use banner exchanges as a way to reach more people. Ezines often swap sponsorships in an effort to gain more subscribers etc.

The terms of a trade are usually only limited by the creativity of those taking part. The main consideration is to make sure it ties in with the goals of the site. Also, making sure that everybody involved has a clear understanding of the agreement details.

Here`s a list of 5 different ways to "ad-swap" for free.

Reciprocal Links:

Basically, this is where 2 sites agree to show a link to each other. This can work wonders for search engine ranking, so long as the site you swap links with is relevant to your site. To find potential linkswap partners for free, do a search on say www.google.com for sites similar to yours. Mail the webmaster a nice friendly mail, telling them what you like about their site, and asking if they might be interested in exchanging links with you. Don`t worry if some of them say no, keep trying, and you`ll be surprised at how many will actually say yes.

Banner Exchange:

In laymans terms, the concept behind a banner exchange is "I`ll put your ads on my site, if you`ll put my ads on yours". Banner exchanges are differnt to simple link swaps in terms of how many potential site visitors can be reached. Members of large banner exchanges have the potential for their ads to be shown on thousands of other sites. Also, unlike simple link swaps, banner exchanges result in your ads rotating through many many different sites, sometimes with the benefit of sophisticated targeting.

Here are some free banner exchanges for you to check out:

www.1for1exchange.com/
www.bcentral.com/products/bn/default.asp
www.bannerswap.com/

Button Exchanges:

Button exchanges are similar to banner exchanges in all ways apart from the size of the graphic displayed. Button exchanges usually have smaller membership numbers than banner exchanges. As a result, they tend to come and go, with very few of them lasting and/or become much used. Some niche exchanges, particularly webmaster related, have used the micro-button (88x31) effectively. While small in size, the micro-buttons allow a site to earn more views (and credits) per page.

www.adbility.com/

Text Link Exchange

This is pretty much the same as reciprocal link swapping, apart from here there`s a whole Network of sites, where all participants display text ads in exchange for credits which are converted into ads to be displayed on other sites.

www.txtswap.com/

Web Ring:

Web Rings are basically a group of like-minded sites all linking to each other. Web rings are usually made up of small/midsize sites. The number of web rings and member sites runs into the millions. A web ring can be created on just about any topic, by just about anybody. After creating a ring, the ring owner is responsible for attracting and approving applicants. Approved sites become part of the web ring. Navigating through webrings is normally done by using the "next", "previous" "random site" and "complete list" links. The first original web ring system, which is now part of Yahoo! is still the most popular and can be found here: www.webring.org/

Web Site Award:

A Web Site Award is basically an award given from one Web site to another, as a means of creating linkswaps. They range from great big events like the Webby Awards: www.webbyawards.com/ to thousands of smaller sized link exchanges from small sites.

A lot of the Web site awards are really more about attracting site visitors than they are about competition. Sites that GET awards hope to attract visitors from the award sites, and sites that GIVE awards hope to attract visitors from the recipient sites.

www.webbyawards.com/
www.awardsites.com/
www.awardsscoop.org/background/history.html

Promoting in Online Forums

Forums can be a useful tool if you`re doing business online. You can learn a lot by reading the content and actively taking part in the discussions. Reading a forum's archives can be a great way to get a basic knowledge about a topic, and it can also give you pointers about the changes in trends and opinions through time.

It is always very important to read the terms and conditions of each particular forum for a basic guideline as to what is acceptable. It`s also a good idea to read archived posts in order to see the guidelines in action. If you don`t, you could end up doing something wrong, like spamming the forum, and that could seriously hurt both your name and your business.

Taking an active part in forums can help you gain recognition in topics you show some knowledge of, and may even result in some great business leads and contacts. Read through posts, and answer any questions you are able to in a polite, friendly and helpful manner. It`s a brilliant way to get your name and services known, but you have to be aware that different forums have different rules in regards to self-promotion.

Some won`t allow any hint of self-promotion, some are specifically aimed at self-promotion, and a lot of them fall somewhere in between, allowing either signature files or URL's to an off-the-page member profile. The in-between ones are the best ones to use for marketing yourself, especially as the ones aimed at promoting usually end up more like "spam boards" than anything else.

See if you can choose forums that allow a sig file, which is basically a short block of text about you and/or your services which can be automatically attached to the end of every post you make. No matter what you do, never EVER post a reply to a 'legitimate' topic with nothing but spam in the body of your post. This will annoy forum members who are seeking valid answers, and kill your credibility as an online marketer almost instantly.

**"Netiquette" is a must-have if you`re planning to use forums.** What is netiquette, you ask? Basically the same as offline etiquette. It is essential to have a good understanding of acceptable ways to communicate with other forum members. That`s why it`s so important to do a LOT of reading in the forums before you start posting messages yourself.

This is where good moderators come into play. They check the forums for inappropriate posts and spam, they keep the boards clean, and make sure everybody plays by the rules. Forums without moderators tend to turn into ghost-towns, with nothing but spam bots visiting them. A nice clean board needs good moderators to keep it that way.

In the worst-case scenario, if you break the rules in a forum, by maybe spamming, or using inappropriate language or behaviour, either the administrators or moderators may well end up banning you from that particular forum. If that happens, they will most likely delete each and every post you`ve made, whether it`s good or bad.

The Nuts And Bolts Of Traffic Exchanges

Traffic Exchanges. What are they? How do they work? What do they do? First of all, a "Traffic Exchange" is exactly that, a way to exchange traffic, a way to get visitors to your site. This happens by you visiting sites, in exchange for pageviews to your site.

There are LOTS of Traffic Exchanges out there. Some good, some bad, but most of them work in basically the same ways. You join, visit sites, refer others and build up credits.

There are 2 main types of Traffic Exchanges (there`s actually a few more types of exchanges, but these are the ones we`ll concentrate on here): **Manual Surf and Auto Surf.**

With manual surf, you have to click on a button to get to the next site, with auto surf, you can sit back and watch the pages change automatically, without having to lift a finger. Nowadays, the trend seems to be that the exchanges offer multiple choices for surfing: manual, auto, different timers (15, 20 or 30 seconds before next site). A lot of them now offer games while surfing, as a chance to earn extra credits.

Traffic Exchanges give out credits and bonuses in a multitude of ways. Some give bonus credits for signing up, or for referring others, or even while you`re surfing the exchange, after you`ve visited a certain amount of sites. Almost ALL Traffic Exchanges give you a percentage of the credits your referrals build up, so it`s always a good idea to build a good downline in them. Some exchanges let you use your credits in different ways too: buying banner impressions, lottery tickets, referrals, scratchcards, just to name a few.

One thing to take serious note of is the timers, and how long it actually takes your page to load, If you`re using a 15 second timer, and your page takes 20 seconds to load, people won`t see it before it`s time to click on to the next site. The best pages to use in Traffic Exchanges are small, fast loading, attention grabbing so-called "splash pages". You can link to the page you want people to see from the splashpage, or add a box where people can request more information via email. If you can make your splash page interesting enough, then getting people to click a link on it shouldn`t be too hard.

If what you need is a ton of quick hits to your sites, use autosurfers with 15 second timers. You can still get signups/requests for more info IF your site loads fast enough, and really yells out to the viewer. If you want your site to actually be seen, with maybe better signup rates, opt for the manual exchanges and 30 second timers. This forces people to stay at your site longer, which in turn could make them pay more attention to your site.

Be aware that a lot of Traffic Exchanges don`t allow the use of popups, rotators or re-directors on whichever site you`re promoting, as they are very hard to keep track of and can include very unsavoury stuff such as a virus or even porn. It`s ALWAYS a good idea to use a popup killer when you`re surfing the traffic exchanges. I personally use a program called KillAd, which is brilliant in terminator mode....hehehe. Apart from the risk of reaching "nasty" sites, popups can really drain your computers resources, making it sluggish and slow.

Most Traffic Exchanges these days have both free and paid options, where the paid option is basically just an enhancement of free, making it easier to gain credits and referrals, although some of them DO allow you to earn a commission on referral upgrades.

You will most likely come across "cheat" programs/software made specifically to cheat the traffic exchanges.They work by racking up credits for you, without you having to actually USE the exchange. Whatever you do, DON`T use them! Apart from the fact that you`ll most likely lose your accounts in the traffic exchanges, can you imagine if everybody was using them? Nobody would see any sites, and nobody would get any results.

Utilize Those Traffic Exchanges.

I`ve had people come to me and say** "Traffic Exchanges are useless, and I don`t have time to click anyway", or they`ll say "There are too many of them, and I find it all overwhelming" **Here`s my standard reply: Ok, the traffic may not be 100% targeted visitors, but somebody, somewhere just MIGHT like your product, affiliate program, salespage etc.

The more traffic you get, the more likely you are to actually find those people. First of all, whatever you do, don`t just jump onto any old traffic exchange, read it thoroughly, make sure you get at LEAST a 2:1 credit ratio, which basically means: you visit 2 websites, in exchange for one visitor to YOUR chosen website.

Next, join 4 or 5 good traffic exchanges,. Read everything you can about using the program, so you know you won`t be breaking the rules.

Now on to the hard work bit: Lets call the chosen exchanges A, B, C, D and E. Pull up notepad, copy/paste your referral links to the 5 programs into it (ctrl+c to copy, ctrl+v to paste). Do the same with your surfing links, (sometimes known as startpage links), and make sure you DON`T confuse the two.

You need to plug each Traffic Exchange into the other to create a circle. (example: where it asks for website put program A into program B, B into C, C into D, D into E, and finally E into A)

So now, each traffic exchange is promoting one of the others. The reason for this is to build your downlines in the various exchanges. Why work hard for traffic if you can get others to work for you?

Ok, next step can be tedious, but if you`ve chosen the right traffic exchanges, it can be kinda fun too. Open the 5 programs, using your Surf/Startpage link. Click away at all 5 of them vigorously, say at least 30 minutes per day, for maybe 3 weeks. This SHOULD start building your downlines in the various exchanges. If it doesn`t work at first, keep trying until it does. The key here is to never give up.

Once you have a good enough downline (in YOUR opinion), and your downlines are creating traffic for you, log back into the programs, change the website link to whichever program it is you REALLY want to promote. Don`t expect your downline to build ALL of your traffic, you may still have to "click" yourself for a while, but with time, that will change. In my favourite programs, my downlines are getting me 1000 pageviews per day.

The Complete Beginner's Guide to Writing Articles.

Writing your own articles is a highly overlooked source of free "lifetime" advertising, although more and more people are now starting to realise this fact. Why not join in? It really can lead to great exposure and recognition ; ~)

So how do you get started? What do you write about? What do you actually DO with your articles once you`ve written them? It seems daunting, I know. I was petrified myself when I first started writing articles, I still get nervous every time I start submitting a new article all over the net.

Getting Started:

Do you have a passion? Are you particularly well-versed in a certain topic? Are you willing to invest time in doing research? Either one of these are all you really need, but if you`ve got all 3, then you`re definitely on the right track.

Grab a cuppa, a smoke, whatever you need to relax with, open up notepad/wordpad or even grab a pen and paper. Write down a 5-6 line bio about yourself and/or the product/program you`re promoting, this is commonly known as your "Resource Box", and should be at the bottom of each and every article you write. The "Resource Box" is THE only place you should promote ANYTHING at all in the article.

Next you need to focus on a topic. Start jotting down thoughts, and don`t worry about how mixed up they may seem to be at first, just keep going. If you can`t think of many things at first, save your work, and look it over another day, more ideas will pop into your head.

Once you feel you have enough, start moving things around until they really begin to make sense to you. Keep going until you`re happy with what you`ve got. Remember, articles don`t need to be mega-long, so long as they are helpful and informative. Write as you would speak, and make it personal, as if you are talking to a good friend. Let your personality shine through.

What to write about:

As I mentioned above, anything you are passionate about, or are well-versed on is a great start. You`re not passionate about anything? Not an "expert" in any subject at all? Well do some research. Start by thinking about what YOU would like to read about, what kind of information would YOU find helpful? Thought about it? Go to www.google.com and type it in, see what comes up, start looking into the various things you find. You could even ask friends and colleagues what THEY would be interested in reading articles about.

What, still can`t come up with anything? It gets like that sometimes, so relax, take a deep breath, and start visiting forums/message boards. What questions are being asked? What do people need help with? Hang out in chat rooms, ask the same questions there, get as much feedback as you can, then start working from there. Eventually, you`ll find you`ve managed to write a GREAT article, in plain English, offering helpful/useful information.

Let a couple of your closest, most honest friends read through your articles for you. Don`t get offended if they make suggestions, some of them might even be good ones...hehehe, but make sure you stick with how it feels best for you.

So now what:

This is where the REAL hard work comes into play, because now you`re ready to start submitting your articles to the world **:~)** Ok, if you want to go the easy way about it, stop reading now, go buy yourself some automatic submission software and get stuck into submitting your articles with it.

Personally, I prefer hard graft, and sometimes a bit of the personal touch. So for starters, I subscribe to a LOT of ezines that cover the topics I write about, then I offer the publishers my articles. Most of them are like me, and LOVE being first to publish well written articles. A nice personal mail usually gets that wheel turning ;~)

**Then there`s all the article directories,** and there`s TONS of them. It`s hard work submitting manually to them all, but then at least you know for definite that they WERE actually submitted. Don`t worry, I`m not going to make you search for them, I`ll list all my favourites here for you, and that`s gonna at least cut down a little on your work-load...hehehe

So here goes:

The first one is my personal favourite, as they make a webpage for your article and submit it to search engines for free. The rest are in no particular order. They`re all active and correct at the time of writing. but as always in the online world, sites DO disappear, so some of these links may change, die, expire or plain old give up the ghost and stop existing.

http://freezinesite.com/articles.cgi?action=add
http://www.ideamarketers.com/writers.cfm
http://www.marketing-seek.com/articles/submit.shtml
http://www.ezinearticles.com
http://www.netterweb.com/articles
http://www.allnetarticles.com
http://www.web-source.net/articlesub.htm
http://www.articlecentral.com
http://www.certificate.net/wwio
http://writerexchange.about.com/arts/writerexchange
http://www.content-exchange.com
http://www.dime-co.com
http://www.ebooksnbytes.com/articles/submit.shtml
http://www.web-source.net/syndicator_submit.htm
http://www.womans-net.com
http://www.writers-free-reference.com
http://jogena.com
http://businessknowhow.com
http://www.selfgrowth.com/submit-article.html
http://www.opportunityupdate.com/doorwaytosubmit.html
http://www.ezine-writer.com.au
http://www.clickforcontent.com
http://www.family-content.com
http://amazines.com
http://www.mailbiz.com/mailbiz/magcat
http://www.authorconnection.com
http://www.HerAssistant.com

Use these ideas and resources to promote yourself with, and even though it`s scary at first, it DOES get better with practice, take it from a gal who`s been there. Always add your "Resource Box" and copyright information with EVERY article and EVERY submission, it`s free advertising for you, and if your articles are good enough, they will be used over and over again.

Good Luck, Happy writing and submitting, and have fun!

Where Do You FIND Your Contacts?

This is a question I have been asked over and over again. It`s quite simple to answer, too. I chat! That is basically all I do in my pursuit for getting contacts. I find people via chats, be it chat downloads, yahoo, get paid chats, msn messenger, any of them.

It`s personal, it`s friendly, people get to know each other so much better than through emails. I love to chat with other online marketers. It`s great for sharing hints, tips, ideas and information. Some of the people you meet seem to know so much more than you, and if you take the time, you can really learn a lot just by listening.

You can turn your contacts into joint venture partners, downline members, prospects etc. and it`s all mutual. My ezine came about through chat, just by listening to the wants and needs of other entrepreneurs like myself. I listened, and worked from what I heard. I`ve seen people start joint ventures, programs of their own and all sorts of good stuff, just through making chat friends. It is REALLY worth trying for yourself.

Sure, carry on with whatever promotional methods you are using right now, but try chatting with others on a personal level, find out what`s working for them and what`s not. You`ll be surprised by the results. I, personally, have found that I get much better results via chats than any other form of free advertising I`ve tried, and believe me, I`ve tried tons in my almost 4 years online.

Just remember to always be polite, never hype. Be honest, and most of all: Be Yourself. But anyway, in case you DO want to try your hand at chat, here`s a quick crash-course in chat terminology:

Abbreviation   ---------   Meaning

Abbreviation		Meaning
AFK	-----	Away from keyboard
ASAP	-----	As soon as possible
A/S/L?	-----	Age/sex/location?
BBIAB	-----	Be back in a bit
BBL	-----	Be back later
BBN	-----	Bye bye now
BBS	-----	Be back soon
B/F	-----	Boy friend
BRB	-----	Be right back
BTW	-----	By the way
CU	-----	See you
C U L8ER	-----	See you later
CYA	-----	See ya
FAQ	-----	Frequently-ask question(s)
FYI	-----	For your information
G/F	-----	Girlfriend
GGP	-----	Gotta go pee
GL	-----	Good luck
GMTA	-----	Great minds think alike

H&K	-----	**Hug and kiss**
IC	-----	**I see**
IM	-----	**Immediate message**
IMHO	-----	**In my humble opinion**
IMO	-----	**In my opinion**
JK	-----	**Just kidding**
JTLYK	-----	**Just to let you know**
KISS	-----	**Keep it simple stupid**
L8R	-----	**Later**
L8R G8R	-----	**Later gator**
LMAO	-----	**Laughing my a** off**
LOL	-----	**Laughing out loud**
MorF	-----	**Male or female**
NP or N/P	-----	**No problem**
OIC	-----	**Oh, I see**
OMG	-----	**Oh my God**
PM	-----	**Private message**
PMSL	-----	**Peeing myself laughing**
::POOF::	-----	**Goodbye (leaving the room)**
QT	-----	**Cutie**
ROFL	-----	**Rolling on floor laughing**
ROFLMAO	-----	**Rolling on the floor laughing my a** off**
ROFLMBO	-----	**Rolling on floor laughing my butt off**
RPG	-----	**Role-playing games**
S^ S'up	-----	**What's up**
SUP	-----	**What's up**
TANSTAAFL	-----	**There ain't no such thing as a free lunch**
TGIF	-----	**Thank God it's Friday**
THX	-----	**Thanks**
TTFN	-----	**Ta-Ta for now**
TTYL	-----	**Talk to you later**
TY	-----	**Thank you**
WB	-----	**Welcome back**
WTG	-----	**Way to go!**
YW	-----	**You're welcome**

Email is great! Or IS it??

**Isn`t the power of email wonderful?** It comes in all shapes and sizes, and it`s virtually instant. There`s plain text, there`s HTML, there`s even something called "rich media". Email can be used in many ways to market online. Frequent bursts of advertising, weekly newsletters, or even just a mail to your biz contacts when something great comes along.

**Unfortunately, where there`s power,** there`s always a flip-side. In the case of email, the flip-side is abuse, also known as SPAM, that great big nasty word. Makes me shudder just to think of it these days.

Is spam email considered marketing? It probably is, if you want to get all technical about it, but it`s most definitely not RESPONSIBLE email marketing. Although some marketers don`t seem to be able to see the difference between permission marketing (where people have ASKED for the mail) and email spam. Spam is actually a major threat to legitimate email marketers.

People check their emails, see their inbox cluttered with all sorts of stuff they didn`t ask for and they yell SPAM!! Unfortunately, with so much stuff in their inbox on a daily basis, it can become really hard to recognise the mails they`ve asked for, they may even forget they asked for it in the first place, or they may just be sick and tired of receiving too many mails, and they yell spam about the wrong mail.

Everybody has their own definition of spam. As it currently stands, spam is in the eye of the beholder. Spam is usually unsolicited ads sent in bulk by people you don't know--although there are exceptions to this rule.

Some spammers will argue that email spam is no different to traditional junk mail, but there is one undeniable difference... cost. The cost of sending junk mail through conventional means is very real, including postage costs paid by the sender. The cost of sending email spam is very small, and most of the costs are paid by people other than the sender.

The lack of cost for sending is often named as a key problem with email spamming. With traditional junk mail, a direct marketer has to make sure that the offer & targeting are good enough to more than make up for the costs of mailing. With email spam, anything goes, often in the form of shady deals and outright scams.

But besides the scams and other legal consequences of sending spam, one very important consequence is always overlooked: the credibility of the sender. Entire companies have had their credibility ruined for sending spam, faster that you can hit "Send". So think twice before you send unwanted email to that address on your computer - it might mean the end of your business.

Getting Back To Basics.

While we all agree that there`s way too much spamming/junk-mailing going on in our email boxes, there are a couple of things we can do to reduce the amount of mails we actually have to sift through, without having to resort to paying for expensive software that can be a real pain to set up properly.

Firstly, and this is a great, little known tip. You can get yourself a free email account, which is a great thing to have if you use a lot of FFA`s, Classified sites, Search Engine Submittals etc. When you create the junkmail account, be sure to save the information you`ve used to create it with into a Wordpad/Notepad file.

When the account is full, flit through it quickly, just to make sure there`s nothing of real importance there. If there is, copy and paste it to your favourite text document. Then just go ahead and delete the whole junkmail account. You`ve saved the info you used to create it with in the first place, so it`ll only take a couple of minutes to re-create it.

Next, whenever you join a program or a site, have your email client open at the same time, so you get the welcome mails immediately. Confirm the welcome immediately, then put the mail into a special folder, created for all emails from that particular address.

That way, different emails go to different folders, without getting too mixed up. If and when you decide to leave that program, delete all the mail you`ve saved from them, but please make sure that you DO actually opt-out before doing this.

**Another thing to remember is if you`re getting mails** from someplace and you`re pretty darned sure you have absolutely no reason to be getting them, DON`T click on the remove me link! What you`re really doing, is letting the spammers know that they`ve mailed to a real, used address, and they`ll mail more and more, and never stop. Some of the more unscrupulous ones will even sell your address to be used as part of a mailing list, which in turn with result in even MORE spam.

A lot of people seem to have forgotten where the delete button is, and scream the dreaded word "SPAM!!" as soon as an unfamiliar looking email drops into their inbox. This can be very damaging to legitimate business owners, so please, don`t ever say spam, unless it well and truly is.

**If you really don`t have time or inclination to follow these tips,** there IS software out there that can filter your mails for you. The biggest drawback with these is that they can actually stop you receiving mail that you WANT to get if you don`t set it up properly. Setting up the software filters can also be very confusing and time consuming, so if that`s the way you choose to go, make sure you set aside some time for it, and don`t get distracted by anything else until it`s done.

Email Marketing Tips

If you don`t know it yet, you will probably learn over time, that email marketing is probably THE most effective way of marketing online. That is, IF you do it the right way.

Here`s a couple of hints and tips that have worked for me:

I have a habit of signing up for safelists that offer free pro memberships to the first so-so many members. I find that smaller safelists are most responsive. Once they reach around 1000 members or so, the actual opening and reading of mails seems to die off.

Think about what would make YOU open an email. What would grab YOUR attention? Try to make the subject both interesting and captivating, with just a touch of urgency.

**Make sure your subject line isn`t misleading.** That`s such a huge turn-off to most marketers. They open a mail with a great subject line, and find that it bears absolutely NO relevance to the mail itself. Not only will they most likely delete the mail right away, but they`ll probably remember who sent it, and never open mails from that person again.

**Remember, if you`re going to use safelists** for your email marketing, get a seperate email address for all the mail you`ll get from other members. I probably have about 10 so-called "junkmail" accounts, where I get all my safelist mails. I go through my mails every day, and yes, I do delete a lot of them right away.

Sometimes though, something catches my eye, and I take a closer look. If the subject line`s are interesting, I open them ALL. I find it`s a GREAT way of keeping on top of what`s happening in the world of internet marketing.

Now, if safelists are just NOT your cup of tea, you need to work out how to create a warm market, for your own personal use.

The best way of doing this, is by building your very own contact list.
Whether you want to publish an ezine, or just create a mailing list is up to you,
but make sure you do it properly. I personally find my contacts through chat. I go
to as many chatrooms as I can find, and make sure my profile is up-to-date and
lets people know that I`m an online marketer.

That way, if people are interested in learning more about me, they`ve at least
got a starting point, and from there, it`s pretty easy to get them to allow you to
add them to your mailing list.

Don`t harvest email addresses, it`ll only end up in tears. Don`t buy mailing
lists, no matter how cheap you can get them. Most of the lists that are for sale
are made up of harvested email addresses. Harvested emails are by no means
"opt-in" and you can be pretty sure you`ll end up getting a spam complaint. It`s a
surefire way of losing your isp, webhost or even both. Pure SPAM is the biggest
no-no out there.

No matter which way you decide to go, it`s going to be hard, mostly because
of all the spam filters that are now in place. ISP`s are really cracking down on
spammers. So much so, that even legitimate emails are getting filtered out.

**I`ve gathered together a few sites** that I find very helpful when I`m writing my
ezine, and sending mails to safelists etc. It`s quite amazing to see what actually
sets spam filters off. Take some time to go through it all. Bookmark the sites. If
you`ve ever wondered if your mail is getting through, you can easily check, just
by looking for the trigger words.

**Here are a few sites/articles that show you some of the words that are
considered to be spam triggers:**

http://www.iprofitsystems.com/articles/spamfilters.html
http://www.wilsonweb.com/wmt8/spamfilter_phrases.htm
http://www.internetbasedmoms.com/ezine_killer.htm
office.microsoft.com/Assistance/9798/newfilters.aspx

This one I absolutely love. It`s real fast, gives you a quick review of your mail
onsite, and sends you an email with more information. I use it every time I send
out a "marketing" email of any kind.It`s most definitely one of the best "spam"
checkers I`ve found.
www.lyris.com/contentchecker/

Email marketing can be a lot of hard work, especially as, according to the averages, people need to see your offer AT LEAST 7 times before they "bite". Be consistent, get your mails out there, but also be responsible. The last thing on earth anybody wants, is to be accused of spam. Spam accusations can hurt both you AND the website/product/program you`re promoting.

**Don`t be afraid to add** a little "personal" touch to your emails, just don`t go totally overboard by telling people the ins and outs of your life...hehehe

And there you have it. Maybe not the easiest ways of getting free advertising, but most definitely not the hardest. Try them out, see what works, and stick with it. Remember, as with all advertising, you need to do a lot of research, homework, and testing to find out what`s right for you. Above all, enjoy what you do!

Gaining wealth isn`t ALL about money. Remember to always make time for your family and friends. They need YOU more than they need the money.

Recommended Internet Marketing Resources

As an internet marketer you will find that you need lots of resources close to hand that you can use in your marketing efforts. Our main goal is to help you avoid getting burnt with online marketing ...and to help you cut through all the hype, until you can see what`s honest and what`s not.

We have searched the web high and low to find tools, resources and products that YOU can use to help you build and promote your online business.

Free online word/character counter. Great for using when placing character limited ads.
http://a1portal.com/freetools/charcount.htm

Link Popularity checker
http://www.marketleap.com

Add headlines, funny quotes and quips etc for extra "stickiness" to your website.
http://tinyurl.com/42af5

Here's a free online generator that will help you make a privacy statement to add to your site:
http://tinyurl.com/623fa

This one gives you a colour chart WITH their codes, both hex and rgb. Can be pretty useful at times, also good for testing combined colours.
http://www.colorcombo.com

Here is an online graphics generator for creating logos and buttons.
http://www.cooltext.com

Here is an online graphics generator for creating logos and buttons.
http://www.cooltext.com

Create animated banners for free!
animationonline.com
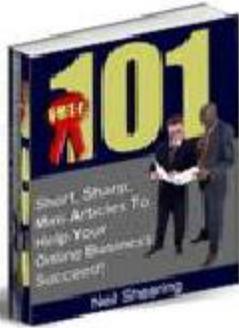
**101 Short, Sharp, Mini-Articles To Help Your Online Business Succeed**

...pass this ebook to your friends for free as a surprise gift!
...add value to your products by offering this ebook as a free bonus!
...reprint the mini-articles in your ezine... for free!
...add any of the articles to your website... free content!
http://tinyurl.com/5nlzh

Internet X-Factor

The 141 page Internet X-Factor ebook will teach you every dirty little secret you need to earn maximum profits online...while working only a few hours each week on your marketing. http://tinyurl.com/5d7o3
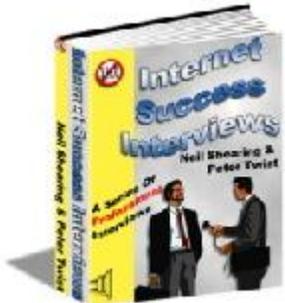
Internet Success Interviews

A Series Of Professional Interviews With Internet Marketing Heavyweights. Let The Masters Of Marketing Speak Directly To YOU Through Streaming Audio And Reveal The Money Making Machinery of The Internet!
http://tinyurl.com/4yy2c
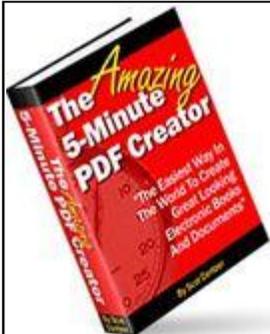
5-Minute PDF Creator

Time is the publisher's most precious resource - wasted time is money lost. That's why The 5-Minute PDF Creator includes only the how's and why's you need, and skips the filler. It takes you right to the heart of your deepest self-publishing woes. http://tinyurl.com/6mznf

Clickz.com

Great advice & opinions, by & for marketers. Clickz offers very interesting newsletters.
http://www.clickz.com

Yahoo! Groups

A great way to market yourself is to create your own yahoo group
http://groups.yahoo.com/

How I Threw $2470.06 Down The Google Adwords Toilet!

A FREE report by Neil Shearing.

FREE Report By Neil Shearing

How I Threw $2470.06 Down The Google Adwords Toilet!

...a FREE PDF report describing exactly how I spent $2470.06 on a Google Adwords Test... with details of every ad, every click and every sale!
http://tinyurl.com/5feoq

Easy Download ClickBank Protector

Do You Sell A Product Via ClickBank? Security is one factor that many budding marketers forget about. Digital Product Theft is rife, don't fall victim yourself. Find out how to protect yourself and your ClickBank commissions.
http://tinyurl.com/5uy6a

W3Schools

At W3Schools you will find all the Web building tutorials you need, from basic HTML and XHTML to advanced XML, XSL, Multimedia and WAP.
http://www.w3schools.com/

Daily Grammar

Daily Grammar is a free service of Word Place, Inc. Daily Grammar sends you e-mail messages with a grammar lesson five days of the week and a quiz on the sixth day.
http://dailygrammar.com/

AdBar Exchange

If you have a website that you can add a line of
code to, then this program is great. 3 different
ways to advertise your site, for FREE. Very cool!
http://tinyurl.com/6sfvx

Ryze.com

Tons of people networking at Ryze.
Great place to gain new contacts and friends.
Free and paid versions. Add me to your friends list if you join.
http://www.ryze.com/go/njae

Traffic Exchanges

I recommend that you read my 2 articles on Traffic Exchanges before you decide if you want to use them for your promotions. In case you decide to join some of them, here are the ones that I use:

http://tinyurl.com/4bw5x   http://tinyurl.com/4oodj   http://tinyurl.com/4l8mt

http://tinyurl.com/69qet   http://tinyurl.com/72awy   http://tinyurl.com/3so5o

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