

**Blaz Banic's**

# **How To Succeed Online**

**"Learn exactly what you have to  
do in order to immediately start  
making money online"**



- 15 things you absolutely must do to succeed online
- 6 things every newbie should know
- Copywriting
- How to get targeted visitors to your web site
- Much, much more!

# How To Succeed Online

Copyright © 2006 by Blaz Banic

## This is a free report!

You have the right to give this report away as long as you leave it exactly as it is. This way you can:

- Add value to your products
- Easily get people to sign up for your newsletter
- Help your friends to also succeed online
- Give it to people in exchange for them telling their friends about your web site
- Give it as a gift to your existing customers and readers to pleasantly surprise them
- Give it away in exchange for information

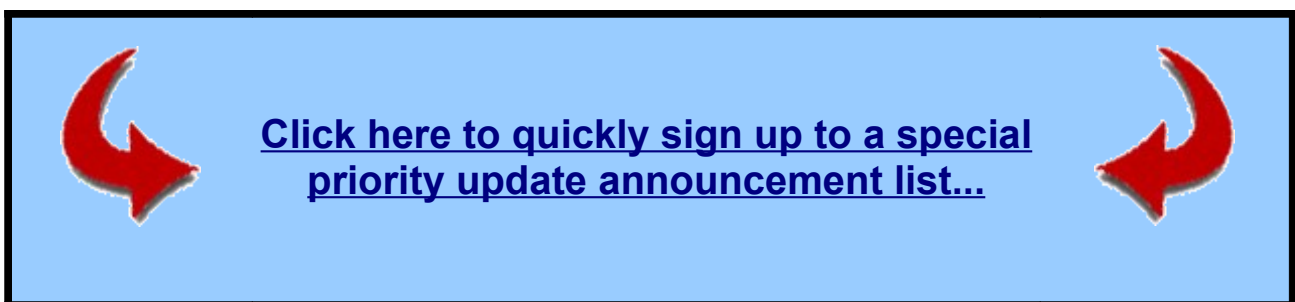
**DISCLAIMER AND/OR LEGAL NOTICES.** The information presented herein represents the views of the author as of the date of publication. This report is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information.

While every attempt has been made to verify the information provided here, the author and his affiliates cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. Promoting this report through spam is strictly prohibited.

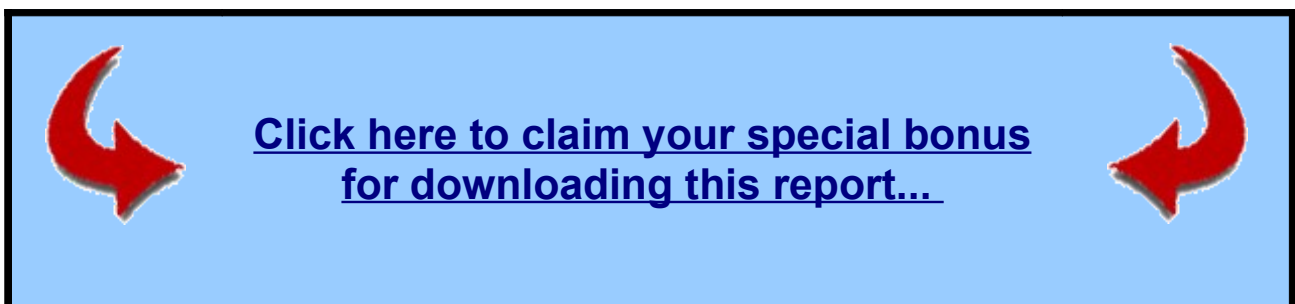
## **Free updates and an unadvertised bonus**

**W**elcome to this special report. It will be regularly updated with the freshest and best information available.

I suggest you *take a few seconds and sign up* to a special announcement list so that you'll always be the first to know when a new update is published. You'll know soon why this is a giant advantage...



And as I always LOVE to over deliver, I've arranged for a special bonus you can download from this page...



Yours in success,

Blaz Banic

## **Table of contents**

(You can click on the titles to be quickly taken where you want)

	<b>Page</b>
<b>Free updates and an unadvertised bonus.....</b>	<b>3</b>
<b>Table of contents.....</b>	<b>4</b>
<b>Introduction.....</b>	<b>5</b>
<b>15 things you absolutely must do to succeed online.....</b>	<b>6</b>
<b>Warning: six things every newbie should know.....</b>	<b>12</b>
<b>Act now and be on your way to success!.....</b>	<b>15</b>
<b>A word on copywriting.....</b>	<b>16</b>
<b>10 Motivational Triggers That Make People Buy.....</b>	<b>17</b>
<b>10 Mind Altering Words That Make People Buy.....</b>	<b>19</b>
<b>Capture your visitor's names and e-mail addresses!!!.....</b>	<b>21</b>
<b>How to get targeted visitors to your web site.....</b>	<b>24</b>
<b>Pay Per Click (PPC).....</b>	<b>24</b>
<b>Search Engine Optimization (SEO).....</b>	<b>25</b>
<b>On Page Optimization.....</b>	<b>25</b>
<b>Off Page Optimization.....</b>	<b>26</b>
<b>How To Get Indexed Quickly.....</b>	<b>27</b>
<b>Viral Marketing.....</b>	<b>28</b>
<b>Exchanging links with related web sites.....</b>	<b>29</b>
<b>Purchasing links on web sites and ads in eZines.....</b>	<b>30</b>
<b>Off-line advertising.....</b>	<b>31</b>
<b>A word on making money with Adsense.....</b>	<b>32</b>
<b>Rap up and final thoughts.....</b>	<b>34</b>
<b>APPENDIX I: Recommended tools and resources.....</b>	<b>36</b>
<b>APPENDIX II: Free rebranding rights.....</b>	<b>37</b>

## Introduction



**From:** Blaz Banic

**Date:** Apr. 14. 2006

**URL:** <http://insidemarketing.blogspot.com>

**Subject:** Hello, welcome to the Internet marketing club!

**S**o, you've decided to become an Internet marketer. Congratulations!

By downloading this ebook, you've done the first step. But most important steps are yet to follow. And obviously the next one is to actually *read the information herein* and **act on it**.

This ebook is short and to the point. It is intended as a reference more than as a linear book. I suggest you go through the table of contents and pick a subject that you feel drawn to the most. Read it. Then the next and so on. I strongly recommend that eventually you read the entire ebook as that way you'll get the whole picture of Internet marketing and will start to get your own ideas.

Every recommended book or course here has been hand picked out of many similar products. I've only selected the ones that will really powerfully increase your knowledge and be of extreme value and benefit to you -- as they have been to me. After you're done with this ebook and some of the most important resources I provide you with, you will:

- know exactly what Internet marketing is about
- learn exactly what to say (write) and do to **earn** people's trust
- **be able to convince people to buy what you recommend or sell!**
- **learn how to get GIANT affiliate checks in your mailbox every month!**
- how and why start building your own list of prospects
- learn how to rank very high on search engines and much more

Really important hints and resources will be in boxes with **this background**.

Hope you really enjoy this and soon start earning a massive income!

## 15 things you absolutely must do to succeed online

**M**illions are now turning to the Internet to make them rich, but only a »lucky« few ever make it past the first year and of those even fewer really succeed. I put lucky in quotation marks because as you should probably know by now -- luck has nothing to do with it.

Those who succeeded simply follow or devise a system that works and helps them fill their checking accounts every month. Along the way they must have done at least these 15 essential things discussed below; and it doesn't matter if they sell their own product or are affiliates selling other people's products.

Too many people just set something up and hope for the best. Well, wishful thinking doesn't make millions -- ACTION does.

In order to succeed online, you must do these things:

### **BONUS TIP**

**Learn how to sell! Yes, it's THAT important and the first thing you should do.**

**It's easier than you think. Just get a good book on it and read it. They're cheap too, so DO IT!**

**[Click here now for resource #1](#)**

**[Click here now for resource #2](#)**

### **1. Actually start doing it now.**

So many people are daydreaming about how they succeed online; imagine all the money they earn each and every week, wish they could actually do it... Well you can! Just stop thinking of doing it and do it...

now! The longer you wait the greater the chances are you'll never start.

This was a huge one for me. I kept reading all the ebooks, listening to all the courses, but in the end discovered I was looking for a silver bullet, a magic wand, a quick fix etc. I thought all I needed was one technique that will get me up there with the gurus fast. Well, the only ONE technique that really works all the time for everyone is... constantly try to improve and actually implement your learning.

## **2. Find a product or service you want to sell online.**

You must do some research on the topic that interests you. The key is to find a certain niche you can prosper in. If you are just starting out, I would strongly suggest staying away from marketing or "making money online" products or services. This is a very competitive market and unless you are a genius and have superior persuasive abilities, you won't succeed as well as you would wish.

## **3. Register a domain and create your own web site.**

This is essential for the next step and is one of the biggest mistakes people do. Without your website you can only do so much. The exception is if you want to sell things on eBay, but still, even in this case, creating your own web site will make you many more sales if you stick to these 15 rules. You can get a domain name and up to five page web site for as little as \$8,00-\$12,00! Where's the risk in that? It's very easy to create a web site nowadays. There is much web creation software out there. Even Word for Windows is capable of creating web sites.

## **4. Capture names and email addresses.**

After you've created a good looking, great content web site, you must capture your prospect's names and email addresses. You HAVE to build a database, because these people are the ones you can sell to on and on. Don't reinvent the wheel – don't try getting new prospects to your new products. Simply email the existing ones. How to get people to enter their name and email address into a form? Try giving them a gift if they do. You can very easily get no cost ebooks or other things you could give away. Be innovative. Maybe offer a short course on something.

## 5. Create a relationship with your subscribers.

This is very easy to do. By that I don't mean that the subscribers are gullible, but that you can only do the work once (write your newsletter or "mini course") and have software deliver it to any new subscribers automatically. This software is called "auto responder software".

## 6. Present yourself as an authority.

You want to come across as an authority to your subscribers. If you fail to do that, you won't be able to sell them what you want. You can do this easily by saying things like: "I've read all the books on the subject out there..." or "After years of trial and error I finally got it..." etc. But don't ever lie. Try finding a thing you really did that elevates you above others. You can easily do that simply by subscribing to various newsletters and eZines in your field. Also never brag directly! Only subtly indicate that you've been doing your homework so to speak.

**A great way I recently discovered to get a lot of links to your web site, your name associated with your business (=authority) and get a lot of search results for your name is to publish articles online.**

## 7. Start promoting products only after you've established a connection with your subscribers.

This one is tough for most people to do. You see, the temptation to send an endorsing email for an affiliate product you promote is enormous. However, never ever do it before sending at least 7 high quality newsletters or eZine issues. It's in human psychology that we feel like we know someone and feel connected to them after we've seen them or read their article 7 times. This is of course a bit different if you're promoting your own product. In this case have at least 7 newsletters ready and just put a simple line at the end of each referring them to your product. Something in the lines of "To really get good at this, visit [my web site] and get [my product]..."



**8. Create a great sales letter for anything you promote.**

Your job as an affiliate is to pre-sell the product you are promoting. A great way of doing it is through a story or a how-to article. Just show your people exactly what you do to succeed at something and point them at the “essential tools” they should use. The links are your affiliate links, of course. What works great for me is writing ebook reviews and recommending the really good ones.

Key here is to actually buy the ebook and read it. Test its usefulness and then write about it. Sometimes the ideas presented in them sound great and logical, but in reality they rarely work! Be careful not to suggest such a book. Your readers will be disappointed. Also never suggest an ebook showing how to do something and demanding of the readers to purchase additional “tools” to do it, especially if the cost of the tools exceeds the cost of the ebook. You can take your writing to the whole new level now by [clicking here](#).

**9. Get known and treat your online endeavors as a real business!.**

You must get known in order to do the next step right. Join forums and discussion boards for your topic and help people there. Really help them with all your wisdom. Pretty soon you will make a name for yourself and get known amongst others in your field. Also brand yourself, not just your company. Your name is very important. Put it out for everyone to see. And make sure you associate it with great, valuable things – don’t sell worthless things! Make as much friends online as possible. Run your web site with a business mindset, not just some “get rich quick” mindset!

Give value to people and they will thank you with loyalty. There's nothing more fulfilling than a satisfied customer.

**10. Do joint ventures.**

This is a great one. Once you get known a bit, you can start contacting the gurus with long, long lists of people to help you promote your product. They will gladly do it as they will have a lot to gain and they will

know you. You can also try this if you are not so well known, but make sure you sell an outstanding product at a very fair price.

### **11. Never cheat.**

I don't think I have to go into too much detail here. Always have your prospect's interests in mind, never your own! Of course, you want to sell things, but do it in a way that it helps your customers rather than ripping them off. Besides if you get known for cheating - and you will if you do it - you will rarely if ever get people to help you.

### **12. Educate yourself.**

Always educate yourself on the subject you're interested in and in the subject of Internet marketing. Don't ever let yourself get rusty. I recommend that you go see this web site:

<http://www.bestmarketingresource.com>

### **13. Always create new opportunities.**

Notice how this "thing to do" suggests being active rather than waiting for opportunities to happen. HINT: Every Newsletter you get is an opportunity for you to contact the (probably) super affiliate sending it and get to know him or her!

### **14. Have a success oriented mindset and never quit!**

Work on your mindset every day. Never allow negative thoughts and feelings overwhelm you. If you don't make it immediately, don't quit. The most successful people made many mistakes before they got to the top. In fact on average an adult person makes 53 mistakes before he or she really succeeds in something.

**How you position yourself in the heads of your prospects is very important. Always *pay attention* on how you perceive others and what they did that you do so.**

**That way you'll quickly learn how to influence your position with others.**

**15. Know this: People don't buy FROM you, but they buy YOU.**

This one is something every successful marketer will tell you. I learned it from Kevin Hogan, an expert in selling, a professional public speaker and an excellent therapist. The majority of these "15 things you have to do in order to succeed" is making a better connection with your prospects. Think about this. Although technically this last thing isn't something you do, it is also very important that you become aware of it.

Here it is. The fifteen things you must do to guarantee yourself success online. In the next chapter, I'll go more in-depth on what things Internet marketing newbies have to watch out for.

Take a deep breath, relax your eyes a bit, stretch and when you're ready proceed with reading. By the way... **Congratulations!** You fall into only 20% of winners that actually took time to read this. It means you are on a great way to becoming an excellent Internet marketer...

## **Warning: six things every newbie should know**

I have a friend that's just started marketing online and have noticed he's doing the exact same mistakes I was doing a few years ago as I was just starting out...

At first, people don't know it even exists. Then they come across a web site that tells them Internet marketing is "alive" and that it's easy to do... if only they buy some ebook.

After reading a hyped up sales letter, they decide to buy and to magically start making a fortune online. After a few failed attempts they get discouraged and live the business. "It is too hard, it will never work for me", is what they say to themselves...

### **...The reason they failed is very simple...**

They were falsely lead to believe that Internet marketing requires no work, no investment and is something that just happens. And if you already have a web site – boom - money starts rolling in.

The truth is a bit different and in this chapter I would like to expose the five things that any newbie to Internet marketing should know to avoid failure.

**The first thing** every newbie in the Internet marketing business should learn is how to sell. Seriously, this is one of the most important things. If you don't know how to sell, you've got nothing. Simply becoming an affiliate and putting some links up on web sites can work a little bit. But if you know how to pre-sell the product you're promoting, you'll see many sales made. This holds true even more if you're selling your own product. You have got to have a sales letter. It is the most important part of your marketing campaign. Read on to learn where you can attain such knowledge...

**The second thing** newbies usually forget was said before by other online marketers, but is so important that I would like to mention it again. The first thing anyone should do after completing the web site is to plan or schedule the promotion of it. Simply write a weekly schedule. For example:

- Monday: write and distribute an article; post on my blog (3 hours of work)
- Tuesday: write and distribute a press release (2 hours of work)
- Wednesday: post on my blog (30 minutes to an hour)
- Thursday: do research and write another sequence of my autoresponder (2-3 hours of work)
- Friday: get even more links to my site...

It's also a good thing to post to forums in your niche. But do it 30 minutes to an hour at most. Don't get lost on forums. Don't waste time. Your priority is to get your site more visitors and to build credibility for yourself.

Failing to plan promotion is practically a guaranteed way to failure or at least to prolonging the path to your success.

**The third thing** every newbie should know is: don't be afraid to spend some money. Be it on PPC, link exchanges or other advertising. Just make sure your ROI (Return On Investment) is positive. You should test your campaigns and always track everything. Invest in marketing courses and guides.

**Not all Internet marketers are liars. It's true that many lie about their income to make you buy their product, but many also DO make a giant income.**

**\$300 - \$700 a day isn't ALL that uncommon. So, proceed with caution, but believe in yourself!**

**Fourth**, newbies usually get sucked in the "how to" vacuum and begin to buy and read all the courses and then never implement what they've learned. One good course is enough to get you started. Surely you MUST educate yourself all the time, but just get one course and DO what they tell you to do. Visit <http://bestmarketingresource.com> for some of the best Internet marketing courses available today.

**The fifth thing** I would like to touch is: people will never (or rarely) buy from you if they've never heard of you. They won't buy from "The Millionaire" or from "Thunder85", but from real people they trust and have heard of before, like Mark Joyner, Michael Glaspie, and [insert your name here :) ]. This is a huge hint. Get known, build credibility and establish authority. I'll be talking about these things on [my Internet marketing blog](#) soon so you're welcome to visit it.

**The sixth and final thing** every newbie should know is: never quit! Your mistakes are a natural learning process and happen to all of us. The more mistakes you make, the closer you are to success. While it is always better to learn from other people's mistakes you should know that mistakes will happen and you should regard them as feedback rather than an excuse or proof to quit.

I realize that some of these suggestions are the same as the ones I mentioned in the previous chapter, but they are so important that I decided to write them again so they will stick with you more.

The following two chapters will show you the basics of how to write for the web so you'll get some idea and that you'll notice that there's actually a whole science to it. It's actually surprising how certain words can affect the outcome of your selling efforts. Sometimes one or two words in your headline can mean the difference from 1% conversion to 10% conversion.

Can you imagine? 10 times more money because of only two additional words... Now that you look at it from this perspective you'll obviously want to learn more, won't you. Here's the best resource for that I have found. It is worth gold and only costs about \$15! It's a real book you can go purchase at Amazon. And let me tell you – it'll bring by far the best return on investment (ROI) you can imagine. I promise you that.

Here's the link: [WEB COPY THAT SELLS by Maria Veloso](#)

## **Act now and be on your way to success!**

**O**K, now that you've got the basics down, you can start planning your own online business.

What you need now is an offer you can make. This is where it all begins. Take some time for this and brainstorm what you want to do most. Is it your own info product? Software? Service? Anything?

When you've done that, you must do some research. See if there's a market for what you want to offer and what's the competition. Please, please stay away from "Internet marketing" or "How to make money online" topics for a while. It's one of the most competitive niches and you don't really know how to do it yet, so focus on something you do know and know it well.

### **Side note:**

It is very funny to me when people create web sites on "How to make money online" and then go to forums and post questions like "*How do I get my web site indexed by Google?*" or "*My web site isn't making any money... help!*".

You can find some ideas on how to make money online in the last chapter.

Great places to do market research are Google, Yahoo!, eBay and Amazon. Make sure there are actually people searching for what you want to offer and if there's at least some competition – that means that the market is there and that people are buying things.

## A word on copywriting

**A**s mentioned before, your ability to write good copy on your web sites is essential. I've given you some great resources for learning just that in the previous chapters.

Remember: whether you sell your own product or promote affiliate products, your success depends on your ability to sell or pre-sell respectively. You can very effectively achieve this by learning how to write web copy.

It is very important to track and test many aspects of your web copy performance and source of traffic. There are many great tools for doing just that. Do a search for "tracking software" in your favorite search engine. See which one suits your needs.

But your copywriting skills don't end there. You can effectively use them in your e-mail marketing. You have to have a way to capture names and e-mail addresses, remember? Sending an email once a week to your list is a great way to help them think about you more and to bond with you so they trust you enough to buy (from) you :-).

The next two chapters will show you some of the basics of copywriting. Read them carefully.

### **Congratulations!**

**By reading this e-book down to here, you've just left behind 98.5% of your competition. Believe it or not, that many people didn't actually take time to learn something this important. Oh well, their loss :-)  
*Read on...***



## 10 Motivational Triggers That Make People Buy

**T**here are many desires people want to fulfill. If you know which they are and somehow manage to connect your business in the customer's mind to fulfilling those desires, you will most probably make a sale.

This chapter is very important and contains secrets not many people know. Even if they read or heard them before, they simply don't realize the importance of them. Pay attention to what I'm trying to communicate to you here.

It's all in making people **feel** a certain way. You can't *make* a person buy (unless you have a gun :) ). You can, through your communication, help them feel like buying your product. A buying decision is made on an unconscious – feeling based level and is later rationalized by the conscious mind to make sense of those feelings. **You can literally hypnotize people into buying.**

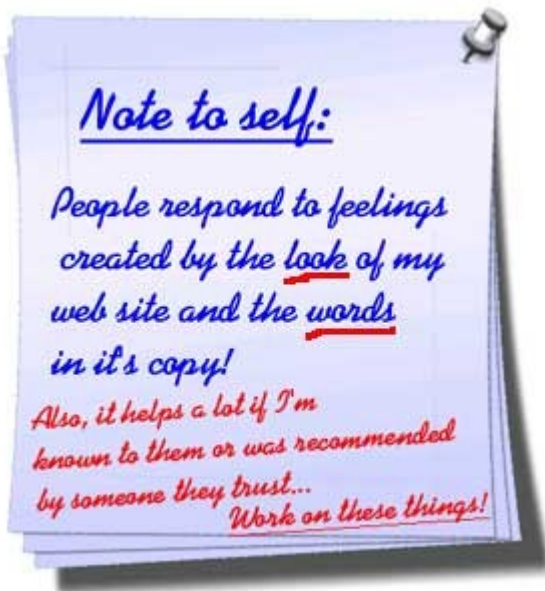
Here are ten desires you can connect your business to:

- 1.** People want to make more money. They may want to start their own business, get a higher paying job or invest in the stock market. This will **make them feel successful**. Use this and make your business seem like it will make your customers more successful.
- 2.** People want to save money. They may want to invest for the future or save for a big purchase. This will **make them feel more secure**.
- 3.** People want to save time. They may want to work less and spend time enjoying life's pleasures. This will **make them feel more relaxed**.
- 4.** People want to look better. They may want to lose weight, tone their body, or improve their facial features. This will **make them feel more attractive**.
- 5.** People want to learn something new. They may want to learn how to change their car oil or build a deck. This will **make them feel more intelligent**.

6. People want to live longer. They may want to get in shape, eat better or gain extra energy. This will **make them feel healthier**.

7. People want to be comfortable. They may want to relive aches and pains or want to sleep in a more comfortable bed. This will **make them feel relieved**.

8. People want to be loved. They may not want to be lonely anymore or want to start dating again. This will **make them feel wanted**.



9. People want to be popular. They may want to be a famous celebrity or be more popular in school. This will **make them feel praised and admired**.

10. People want to gain pleasure. They may want to satisfy their appetite or sexual desires. This will **make them feel more fulfilled**.

There's actually much, much more to subtle unconscious communication.

The examples above will certainly get you more sales, guaranteed. They were tried and tested over a long period of time and have been found to massively increase sales.

**Remember:**

**The most important part of your web copy is the headline! Make sure it's captivating.**

The next chapter will show you ten words you should use in your web copy. Remember not to overdo it though...

## 10 Mind Altering Words That Make People Buy

**P**eople instinctively respond to certain words, sentences, phrases etc. Those words trigger emotions inside their body-mind, make the text more understandable to them and make them think in a certain direction you want.

Here I'll give you ten words you should use in your ads, sales letters, reviews etc. in order to get the maximum response out of people reading them.

Here we go:

- 1.** Use the word "**fast**" in your ad. People want fast results, fast delivery, fast ordering, etc. Nowadays, we usually value our time more than our money. This is a very powerful word, but be sure to deliver.
- 2.** Use the word "**guaranteed**" in your ad. People want to be assured they are not risking their hard earned money buying your product. You know all the money back guarantees you always get when you're offered something online? They boost sales by a lot. Also what is a bit counter intuitive is that the longer the guarantee period the less refund people request :)
- 3.** Use the word "**limited**" in your ad. People want to own or receive things that are exclusive or rare because they are considered to be more valuable. It also creates a sense of urgency which is one of the keys to help people make a buying decision now.
- 4.** Use the word "**easy/simple**" in your ad. People want easy ordering, easy instructions, easy to use, easy payments, etc. This one is a "no-brainer". What do you feel more compelled to: "A simple system that will make you millions" or "A system that will make you millions"?
- 5.** Use the word "**testimonial**" in your ad. People want to see believable proof before they buy your product. It should be reputable and specific proof.
- 6.** Use the word "**discount/sale**" in your ad. People want to find

bargains. They could be rebates, one time sales, percentage offers, get one free offers, etc.

**7.** Use the word "free" in your ad. People want free incentives before they do business with you. They could be free books, accessories, services, etc. Free is a very powerful word. Use it and you'll see :)

**8.** Use the word "you/your" in your ad. People want to know that you are talking them. This'll make them feel important and attract them to read the whole ad. It makes the informing more personal.

**9.** Use the word "important" in your ad. People do not want to miss important information that could effect their life. People will stop and take notice. Important: notice how more open you are to this text now that I've used this power word :)

**10.** Use the word "new" in your ad. People want new products or services that will improve their life like new information, tastes, technology, results, etc. It is also worth to be a bit more specific, like "New for 2006!", so that the reader knows it is really new now and not something that was written as being new years ago.

You should see sales go up after implementing such words in your copy. Of course you should use them where appropriate. Don't ever try to deceive your customers. It will come hitting you back like a boomerang.

**Important:**

**Know your market before trying to sell to it! Do the necessary research. Ask yourself: "Is there a crowd of people that want to buy what I plan on selling?"**

For an excellent resource on copywriting, read ["WEB COPY THAT SELLS" by Maria Veloso!](#)

## **Capture your visitor's names and e-mail addresses!!!**

**O**ne of the most overlooked “techniques” or tactics by the new people to Internet marketing is the so called “Foot in the door technique” or more commonly known as opt-in list building.

A visitor that visits a web site almost never buys the very first time he gets there. There is a very small percentage of people that are the so called “impulse buyers”, but the vast majority will have to be reminded of your product or service at least seven (7) times before they'll make a purchase decision.

Furthermore, the people you have on your list are people you can contact immediately and tell them about stuff you're promoting. Have you ever heard a saying: “The money is in the list”? Well, it's true. If you manage to build a list of responsive people, you can make huge amounts of money online. There are some catches though...

The success rate of your email campaigns is dependent of three factors:

- The quality of your opt-ins
- The relationship you build with your members
- The quality of the products you usually promote

There's a huge difference between “freebie seeking” opt-ins and existing customers. You might want to have a separate list for the booth groups for each campaign you run. For example:

You might offer a free newsletter to anyone who subscribes to it. Then send them the newsletter every few days and if they eventually buy your product, you immediately unsubscribe them from the free newsletter and sign them in to the “customers newsletter”. These are your most valuable leads as they've already bought from you and (if you sold them a valuable thing) will obviously want to buy from you again.

After a person signs up for “more information” or a newsletter, you must make them feel welcome, comfortable and you must build and maintain trust with them. How do you do that? Simple... provide them with quality, useful and

unique information. Show them respect and how much effort you've put into whatever you've given them. Become their friend. Offer personal help, let them ask you questions and answer them. Sooner or later you will build a relationship with your list and there's nothing more valuable than that!

The best part of it all is that you can make it all 100% automatic! Create a 7 part autoresponder series. Make it's aim to bond with your subscribers. Gradually introduce yourself and give them great information.

**Remember:**

If the purpose of your autoresponder is to solely promote affiliate programs, DON'T try selling anything in at least the first three newsletters.

These are meant for bonding and building trust and credibility! I don't attempt to promote anything with the first 7 newsletters.

As far as autoresponder programs are concerned, I use [Aweber](#). I've tried some "free" ones (you still pay an initial fee), but it just didn't work well. All of the most successful people in Internet marketing I know use *Aweber*. It's only \$19.95 a month. It's a small investment and it will automate your income guaranteed. I've also seen some great names use [Getresponse](#). You choose.

Want to see a quality newsletter in action? Simply send a blank email to [online\\_success@aweber.com](mailto:online_success@aweber.com)

### **Some more advanced tactics...**

A great way to build a relationship is also to get people involved with something rather than just letting them passively read your newsletter. Here's where blogs come in handy. You could do contests – send out a question and offer a cash/product/service/exposure... reward for the best answer. Contests

are great and people love them :-)

Offer an unexpected gift to your subscribers from time to time, but not too often. Once your list expands, you can contact an affiliate program manager and ask them for a special offer for your opt-ins. This usually works. There are limitless opportunities.

Encourage your list members to refer their friends to your newsletter. This will usually happen automatically if you do a great job. It is important here not to ask them to help you or something like that. Trust me... this doesn't work. What does work is to offer some kind of a reward – but don't make it too blatant. **Example**... At the end of the third newsletter, write something like this (have a “tell a friend script” ready):

...  
...  
...

{firstname}, want a great gift? Read on...

Do you know anyone else that would be interested in this newsletter? Tell them about it and I'll instantly give you access to a \$97 blockbuster ebook "10 underground tricks to filling your wallet with \$1437.64 in cash in the next 30 days... with no more than 5 hours of work!"

Not bad for 2 minutes of your time, huh? Plus you'll be helping your friends. So, if you know some interested people, rush here (the details are on the web site):

<http://www.yourwebsite.com/refer>

Have a great week!

Sincerely,

Your name

In conclusion...

One of the best ways to get a predictable, steady stream of income is to build a responsive list of people. You can do that by setting up a quality newsletter and establishing trust, respect and authority with your subscribers.



## How to get targeted visitors to your web site

**W**e've covered a lot till now and all of the things in previous chapters have to be ready so you can start directing traffic to your web site. Be sure to have at least these three things ready:

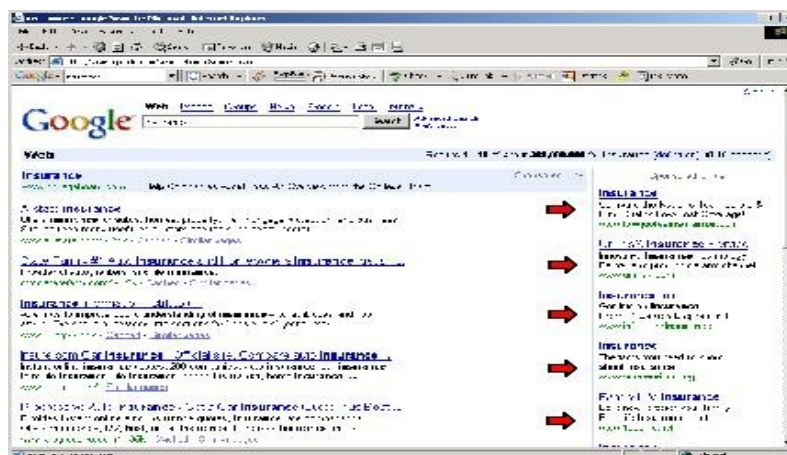
- A solid looking web site with some good content
- A way to capture names and email addresses (discussed in the previous chapter). Here I suggest you find some incentive for the people to sign up. Could be a free ebook or something else. You can deliver the bonus or link to bonus through email.
- At least the first two newsletters on your autoresponder account to automatically follow up.

OK, now let's see some great ways to get targeted traffic to your web site...

### Pay Per Click (PPC)

One of the fastest ways to get a lot of targeted traffic to your site is to use the pay per click campaigns with the popular search engines (Google, Yahoo!).

A pay per click campaign will get your ads in the special results area of a search engine when a desired keyword is entered in the search box. On a Google search engine you can see those ads on the right of the main results (see fig. 1).



**Fig. 1:** Red arrows are showing the “pay per click” campaigns for a certain keyword in Google.



The beauty of a pay per click campaign is that you can have your ads seen within 15 minutes from setting them up, they are totally targeted and you only pay if a person clicks on them. The prices vary depending on the competition and can be anywhere from \$0.02 to \$50.

**Pros:** Easy to set up, cheap (if you do some research), immediately effective, brings very targeted traffic, you only pay if someone clicks.

**Cons:** Costs money, without proper tools the research can be complicated.

If done correctly, this is one of the best ways to START promoting your site.

You can find an excellent “How to guide” for Google Adwords by [clicking here](#)

Also get a “mega-watt power” keyword research tool I just can't recommend enough by [clicking here](#)

## Search Engine Optimization

Search engine optimization (SEO) is a process of tweaking your web site in such a way that it ranks well in search engines. Your goal should be to get into at least the second page of the search results for your keywords at the beginning, and constantly work to get in the top 10 results (first page).

SEO consists of two steps:

- on page optimization
- off page optimization

The very first step, however should be your keyword research. Optimizing for the wrong keywords or for too competitive ones will get you very little results – if any! So make sure you do your keyword research thoroughly! [Click here](#) for an article on this topic.

### 1.) ON PAGE OPTIMIZATION

This is the first step you have to take. Remember that many times it's better to have your main site or “home page” optimized for your readers – a clear and easy to use navigation, good content etc. Some of the optimization processes (such as keyword density) should go to your other pages that

eventually point the readers to your main site. Those other sites (articles, blogs...) should be very search engine optimized.

Now for the optimization:

- Your domain name should have the keyword in
- Have your keywords in your <META></META> tags. Never use words that you don't include in your actual web site copy. If the word only appears in your META tags your site could be penalized by the search engines
- Make sure you have your main keyword in your <TITLE></TITLE> tags (e.g. <TITLE>Online marketing</TITLE>)
- Learn how to use cascading style sheets (CSS) and use this excellent feature so that you can make your page more easily read by search engine robots so that they will rank your web site higher and faster!
- Have your main keyword in your <H1></H1> tags
- Have your keyword in the first paragraph. Put it in bold or italic or underline (<b></b>, <i></i>, <u></u> respectively). Never do this more than once per page
- Keyword density – use your keyword about 2% of all your words in the copy. That means that in a 450 words article you should use your keyword about 9 times. Never overdo it as your page will appear spammy to the search engines
- Include your keyword in the LAST 25 words of your web site!
- Include the keyword in the “alt” tags of the <IMG> tag (e.g. <IMG src="url-of-the-image.jpg" alt="keyword">)
- Include your keyword in the “title” tag of your <A></A> tags (e.g. <A href="page-url" title="keyword">keyword</A>). Note that I also put my keyword between the A tags. This should also be done at least when pointing to your home page. It's sometimes better to use
- Make sure your links point to legitimate sites that rank well in the search engines (if they are external). Don't use too many of those.

## 2.) OFF PAGE OPTIMIZATION

Off page optimization is basically getting as many quality links back to your web site as possible. There are two kinds of linking:

- “two way” or reciprocal linking – this is when you exchange links with another website in a similar niche. This is a very effective technique and over time (if you put some work into it) you will have loads of links pointing to your site. You can create a site especially meant for links to your partner web sites. Never put more than 50 links on one web site

and try to put some meaningful text on that site too.

- “one way” links – these are much more appreciated by the search engines and give you better results. You can get these links by creating quality unique content so that others gladly link to your site (obvious), by submitting articles to article directories (those articles must include links back to your site). A third method is to create a few blogs and put links to your site on them, to comment on other people's blogs (make sure your comments are relevant!!! -- no spamming), to participate in forums and put a link to your web site in your signature, to submit your site's URL to the major web site directories and much much more.

If you just do what I suggested here you should have a fair to great success (depending on how competitive your niche is). You can find a great SEO tool here: [SEO Elite](#). I suggest you sign up for the free course as it is recognized as one of the best SEO manuals online.

## HOW TO GET INDEXED QUICKLY

There is so much debate on this topic and everyone claims to have the best answer and everyone wants to sell you their course on how they get on Google in 5 minutes and such... Don't believe them! Getting indexed in the search engines is very simple, but it rarely takes less than two days :-). The smiley is here because two days is really pretty fast!

OK, first of all, you should focus on only three major search engines:

- Google
- Yahoo! (it's really a directory, but has some search engine capabilities)
- MSN

That's it. Now for the fast inclusions... The fastest way I've ever seen my web site get included was with the [blog and ping technique](#). See the article by clicking on the link.

Search engines will include your site much, much faster if they “happen to stumble” upon it while checking some other site. If you submit your site to search engines it can take months for your site to be included. This does NOT hold true right now for MSN though.

The main thing to do is to get links pointing back to your site from other sites! The higher PR (Google's way of ranking web site's importance, i.e. How many other important sites link to it) the site has and the fastest it's updated,

the more frequent the visits from search engine's robots (software programs that "crawl the web" for content) will be.

So, do the following:

- Sign up for some related forums and put your URL in the signature field. Post some relevant posts there
- Search for related blogs and add a RELEVANT and HELPFUL comment to each. Include a link to your web site
- Submit articles to some article directories. In fact do this all the time (at least an article a week). You can also use a service for blasting your articles all over the Internet. Services like <http://thephantomwriters.com> or <http://www.articlesender.com>. There are many others, but these will do for now
- Write some related sites (obviously not in the exact same niche, but more like niches that complement each other) and ask for a link exchange
- Get your site in some online directories (just search the web, there are thousands)
- Write press releases regularly. You can do it for free or for a donation at <http://www.prweb.com>.

There's so much more to be said to this topic, but for now if you do these things you'll be ahead of most of your competition. Again, I do recommend you go take a look at [SEO Elite](#).

**Pros:** When effectively done it will bring free targeted traffic to your web site.

**Cons:** Very hard to do for the most competitive keywords, lots of work, always changing.

## Viral Marketing

Basically, viral marketing is word of mouth advertising. What makes people tell others about your product/service? It's because either:

- it is so superior
- it is so buzz worthy
- there's a reward waiting for a person that tells others

The first one is self explanatory. The second one will bring you the most traffic in the shortest amount of time. If you can create a buzz (= people

talking about your product/service) you'll soon be able to get thousands, even millions of visitors to your web site. You can achieve this with very thought of press releases (link your product/service to some current event in the news!). There's much more, but the implementations go far beyond this manual.

The third thing is rewarding people for telling others. The most known form of this is to have an affiliate program. Yes, an affiliate program is probably the best method to get many people promoting your product/service. And the best part is – you only pay them if they get you sales!

Another method is to give something of a perceived value to them for telling others (.MP3, .PDF, software, videos...).

One of my favorite methods is to create your own reports and sending them viral. Maybe create an mp3 with some great information on something you have a web site about, mention your web site's URL and upload it on a file sharing program (like Kazaa, Emule, etc.). If you don't have a program to record your mp3s, you can get one for free at <http://audacity.sourceforge.net>.

If you want to create reports exactly as this one, then you can get a free software for it here: [www.openoffice.org](http://www.openoffice.org).

Do you have a digital camera or a web cam? Then you can create some sort of instructional videos and add your web site URL in them. After that, upload them to [Google video](#). You have no idea how much of a viral effect this has if the video(s) you submit are of real value for your target market! Plus since there's not nearly as much videos online as there are web sites, your video might rank much higher for your main keywords than your web site.

**Pros:** When effectively done it will bring tons of free targeted traffic to your web site. Once the viral effect takes place there's no stopping a constant stream of people from visiting your web site!

**Cons:** No cons really, unless you have a site that converts really poorly and have a small bandwidth limit :-)

## **Exchanging links with related web sites**

I've mentioned this before in the SEO section, so I'll be very brief here. The point is to exchange links with web sites that complement what you provide and not with ones that are a direct competition (it's also not worth spending

time on these sites as you'll probably almost never get a positive answer).

Here you can offer other sites your affiliate program and vice versa. You can also simply exchange links and feed each other with targeted traffic. What you'd do here is go to the three major search engines (Google, Yahoo! And MSN) and search for keywords with related topic to your web site. Then you'd go and visit each web site and find an e-mail address. Then you simply write a mail template in the notepad software (included with all Windows) and send each site a link exchange request.

Make sure to be polite and to outline the benefits of the exchange. You can facilitate this by purchasing and using the [SEO Elite](#) software discussed above.

**Pros:** If you get links from some high traffic sites, you'll get a real boost in targeted visitors.

**Cons:** Initially can be a very long lasting and hard work involved (but by now you should know that no work equals no money!)

### **Purchasing links on web sites and ads in eZines**

Many web sites offer links to be purchased. It is very important to test each site and if you like the results, buy the links for a longer period. Remember that the simple number of visitors is NOT enough. What you should track is conversion of every source of traffic!

There are thousands of eZines (e-magazines) out there. You can easily find them through search engines. As a rule of thumb, eZines with less members tend to convert better than those with many members. It is better to buy ads in a few eZines with a few thousand members than in one eZine with tenths of thousands of members.

**Pros:** Relatively cheap if you find the right eZines. Traffic is very targeted and interested.

**Cons:** Costs money :-)

## Off-line advertising

Don't forget that the majority of people still don't use the Internet regularly. So, to reach as wide public as possible, you should also do some off-line advertising. You can try newspaper ads, magazines, radio shows, etc.

Again, it is very important to know what exactly worked and what didn't. You can ask people where they heard about you after they've purchased your product. You could also, for example, include a special 5% discount coupon number that appears only in a certain newspaper. That way you'll know for sure where that particular person read about your web site – you'll also know what newspaper ads convert the best!

**Pros:** You reach a vast pool of potential prospects that don't regularly use the Internet. Can be relatively cheap.

**Cons:** Costs money, you have to put extra effort in tracking visitors.

OK, all this is really the tip of the iceberg, but it should get you started and point you in the right direction.

As far as traffic creation is concerned, I have found that by far the best resource is the monthly print newsletter called [Trafficology](#).

I strongly suggest you go take a look at the web site and subscribe for two free months of platinum membership (obtainable from the presented link). There's absolutely no risk and if you like it (as I'm sure you will), you can keep the membership and after two months start paying monthly fees. Make sure you listen to every interview presented, especially Mike Joyner's "viral marketing tips and techniques". It will positively blow your mind.



## A word on making money with AdSense

**T**here's literally an AdSense frenzy going on in the Internet marketing community. And for a good reason. You see, monetizing your web sites with pay per click ads such as [Google AdSense program](#) (this is NOT Google Adwords) can bring you a lot of profit if you do it correctly.

Here I'll briefly explain how to do it and recommend a tool I constantly use now (as it's brand new for March 2006 and constantly updated!).

The point of AdSense driven sites is to provide some very relevant information, to have strategically placed ads on them so that people will most likely notice them and click on them, are optimized for higher paying keywords and gets traffic from free sources such as Search engines, Directories, viral marketing etc.

First what you have to do is to do some research. Find a not so competitive niche (under 10.000.000 web sites) for a higher paying keyword (at about \$4 or \$5 per click. If you can get more, even better – but competition for those tends to be much more fierce). You can do this research manually with the Google estimation tool (found in the Google AdSense program). This can take a very long time. I use a brand new tool called [Keyword elite](#). It makes the whole process a snap.

Now that you have the keyword, create a content rich site optimized for your keyword (see SEO in the previous chapter). If you absolutely don't know how to write or are just lazy :-)) then you can easily get someone else to do it for you at [www.elance.com](http://www.elance.com) . You can get ten 450 words articles on any topic for as little as \$50. You will have to go over them a bit yourself, but 99% of work will be done for you.

I've found that blogs work great as for some reason search engines rank them much higher than other web sites. I suggest you create optimized blogs as they are free and will probably rank much higher. I have a few of them ranking pretty high for my keywords and bringing me a nice income. I also suggest you get the [Blogging to the bank](#) ebook as it will teach you in detail how to work with blogs so that you can earn a lot with affiliate programs and AdSense.



The third thing is optimizing your AdSense code for your web site. The most important thing you have to do is NOT to make the ads look like ads. Let me explain...

Most people will put their ads in the banner format in the banner space (top of the web site). That is the absolutely worst place to put your ads to. The best idea is to put them on either side from your text or directly in the text itself. "Rectangles" right before the text and between the paragraphs tend to have the most clicks. You could also put a contextual picture right next to the ads. Make sure it has a border around it so you comply with the Google TOS (Terms Of Service) – read them thoroughly.

Make your ads blend in with the web site – that's key! Make them look as normal links. And by the way, text ads get clicked on much more than pictures (banner ads).

After you've made your first page repeat the process on another one and then on another...!!!

If you are a complete newbie or even if you know a lot about AdSense already, I suggest you go take a look at this amazing book: [What Google Never Told You About AdSense](#) by Joel Comm.

## Rap up and final thoughts

OK, this concludes this report. Thank you for reading it and hope you found it useful. If you choose to follow my advice here, you almost can't fail. Just remember four things:

- No work = no money (no matter what anyone else says)
- Less investment = more of your time required (and vice versa)
- Persist! Learn --> implement --> test&track --> tweak --> repeat
- And last, but not least...

### **Remember:**

**If you can learn to make \$1 a day online, there's no reason you couldn't make \$1000 a day!**

**Learn what's working for you and do more of that – scale it up.**

**-- John Reese  
(Web traffic guru)**

Don't expect immediate results and immediate success. It took me 2 years of relatively hard work and a lot of money to get to where I'm now – and still I use a lot of my resources to constantly learn and to stay current in the field of online marketing.

Nothing in this report is in it by accident. Every tool and resource has proven itself to be extremely useful and beneficial.

There are many ways you can make money with online:

- Sell your product/service (NOT as hard as many want you to believe!)
- Refer people to other sites as an affiliate
- Create content sites and put AdSense ads on it
- Create an eZine - sell memberships and ads
- Create a membership site
- Create a free forum and do some back-end sales to your members. Not to mention putting ads on the site

- Sell your stuff on eBay
- Sell your stuff on Amazon
- Create a print newsletter – you can charge a lot more and there's not really much more work and money involved!
- Brainstorm, go wild – the opportunities are endless

OK, this is the real end now. Thank you again for reading this report and hope you enjoyed it as much as I did creating it for you.

Please take a moment and write a short testimonial. I'd really love to hear from you. Tell me what you liked the most, what you didn't like, what else would you like to know more about... anything :-). Be as specific as you can be.

Use a form on this page: [Click to write me a testimonial](#).

Have a great year!

Sincerely,

*Blaz Banic*

Blaz Banic

## **APPENDIX I: Recommended tools and resources**

**H**ere I'll give you the links to all the resources in this report so that you can quickly reference back here at a later time. Be sure to check them all out.

- **[The science of influence](#)** (an excellent book on how to effectively sell and influence)
- **[Web copy that sells](#)** (another excellent book on how to write effective web sales copy)
- **[Hypnotic writing](#)** (learn how to write so that your work becomes irresistible to your readers)
- **[Best marketing resource](#)** (just that :-) May change periodically)
- **[Aweber](#)** (the best autoresponder service)
- **[Getresponse](#)** (another autoresponder service also used by some top marketers)
- **[Google Cash](#)** (a course that teaches you exactly how to use Google Adwords to advertise your and affiliate sites)
- **[Keyword elite](#)** (a must have tool for discovering keywords that bring the most money. Highly recommended)
- **[SEO Elite](#)** (a great tool for spying on your competition and getting top search engine rankings)
- **[Trafficology](#)** (print newsletter on how to get tons of targeted traffic to your web site for free or very low cost. First two issues are free)
- **[Blogging to the bank](#)** (a very nice ebook that shows you exactly how to create very profitable free blogs)
- **[What Google Never Told You About Adsense](#)** (Adsense Bible. A must read)

And some other resources I recommend:

- <http://audacity.sourceforge.net> (a free audio recording software)
- [www.openoffice.org](http://www.openoffice.org) (a free tool for easily creating .pdf files)
- [Google video](#) (a site where you can upload your video files to be included in the Google video network)
- [www.elance.com](http://www.elance.com) (a site where you can outsource things like articles, web design, web development...)
- <http://www.articlesender.com> (a site where you can blast your articles to many places on the net for free)
- <http://www.prweb.com> (a site to send your press releases out for free)
- [How to do your keyword research](#) (an article on keyword research – recommended)

## **\$\$\$ FREE REBRANDING RIGHTS \$\$\$**

**“You are about 7 minutes away from setting in motion one of the most powerful hands off traffic and profit pulling techniques there are on the net...”**

**“... Once in motion it is like an avalanche – no one can stop it. Just imagine the stampede of traffic to your web site and all those cha-ching sounds from your affiliate sales on and on and on... forever!”**

**[Click here to start -- I've done the hard part](#)  
(and best of all... it's completely free :)**

**D**ear friend,

after thinking about it for a long time, I've decided to launch this ebook as a free, self propagating viral ebook. I was going to charge \$97 for you to be able to do what you're about to...

But then I thought: “Why be like everyone else and try to SELL everything to everyone. Why not, for once, make a good deed and actually try and help people”. So I did it. I set this manual up so that every beginner can learn how to succeed online and actually start making money with it.

So, quickly follow [this link](#) and sign up. Then read the manual. If you do, you'll get a much clearer picture of Internet marketing and if you get the resources I suggest, you will very soon be writing your own reports :)

Blaz Banic