

Carbon Copy Marketing

Internet Success Blueprint

By

Michael Filsaime

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[Click Here](#) For Updated Chapters

Bonus Package

To sign up for your Powerlists membership go here
<http://www.letsallworkathome.com/plistarp10.html>

To download the PowerLists Bonuses go here
<http://www.letsallworkathome.com/powerlistsmembers.html>

To get your two Mark Joyner' Books/reports go to the download page:
<http://www.letsallworkathome.com/carbon-copy/ccmdownload.html>

To get your website templates go to
<http://www.letsallworkathome.com/templates.zip>

Affiliate Marketing Home Page (affiliatepage.html)
Sample Sales Page (salestemplate.html)
Sample Thank You Page (thankyoutemplate.html)
Sample Affiliate Page (affiliatetemplate.html)
Plus Some of my best Pics, Gif's, JPEG's, and BMP's

**You May Give this Folder (templates.zip) Away Free
or as part of a bonus to anyone that you like!**

These are some of the best gifts I could give you. With the **Affiliate Marketing Home Page**, all you have to do is sign up as an affiliate for each program, and replace my affiliate id with yours. Start promoting your site and start making money! It is explained later in this book just how to do that!

I also included a generic sales page. This is the same format that I used for www.carbon-copy-marketing.com All you have to do is follow the format for any product or ebook that you develop.

When you make a sale you will need a **"Thank-You"** page for your customers to arrive to after a successful transaction. All you have to do is modify those to your product.

And finally, affiliate marketing is one of the keys to success online. I created a page where your customers and affiliates can go to create an affiliate link. You will have to replace signndrive with your clickbank id in the HTML of the [age using the find/replace [replace all] feature in the edit menu of your editor. But that will be explained in the videos.

Enjoy Your Bonuses!

Testimonials

If you would like to share your success, or other information, that is a direct relation to the information in this book and videos we would love to hear from you.

We will be posting all testimonials (no, only the bad ones LOL) right on the front page of the sales site.

This product will become one of the best selling e-Book/video courses in affiliate marketing history. The exposure to the sale site will be huge.

You can help other people be telling them of your great experiences with this product.

It is been proven that you can receive massive amounts of traffic to your site just by having a testimonial on a sales page when it includes your name and website.

If you would like to share your experiences send an email to me at questions@letsallworkathome.com with the

subject: Testimonial- Carbon Copy

Include your name and website URL. Keep it to about 100 words or less and just be honest. Then you just might see your name in lights.

Now let's go...Don't be shy!

Looking forward to hearing from you!

Mike Filsaime
signndrive@aol.com

P.S.

I have an open door policy and I read every one of my emails. So if you ever have a question, just send me an email. I **Will** get back to you within 24 -72 hours. Hey the car business has late hours ☺

Introduction

Hi!

First I would like to thank you for purchasing our product. You have made one of the most important financial decisions of your life. I mean that.

I am about to show you how you can make up to \$5000 per month or more online. Do you realize how important of a statement that is? If I was able to show you how to do that with investing I would be known as one of the most popular financial advisors in the world. That's right, who can show you how for \$47, you could yield \$5000 per month profit!

What you do with the money is up to you. I would recommend that you continue to use some of your profits to purchase more self improving books and information. I am always buying these types of programs and I can tell you that I always find at least one idea that I can use to improve my business. One book that I recommend is **"Think and Grow Rich"** by Napoleon Hill. If you follow the outline of success in this book you can not fail at anything you put your mind to.

Let me tell you a little bit about myself. I am 36 years old and I live on Long Island, NY. I have been in the Auto Sales industry for over 13 years. I earn a nice living as a sales manager for one of the 10 largest Toyota dealers in the country. I also manage all of the advertising and sales training for dealer group which is 26 dealers large and growing. I was able to take some of the incredibly successful marketing information that I have learned and apply it to online marketing to make a very good second income. This little "hobby" has become my passion as I am sure that it is yours or you would not be reading this.

In August of 2002 I answered an email (SPAM by the way) that said
Subject: The secrets to online profits

I opened the email because I always wanted to try to make money online by writing a **"How to"** book on **"How to save thousands on your next auto purchase."** I never did write that book by the way, maybe one day, LOL. The email was for a product called Instant Internet Empires written and developed by Frank Kern, a very successful online marketer. It taught how to get 5 money making

websites in just 29 minutes. The truth is, I never made one dime from those sites, not one red cent. But what it did teach me was how to set up a website, design the web pages, and publish them to the internet. I am very grateful for that.

There was only one problem. There was no way anyone in the internet community wanted it as I tried to sell it (it came with resale rights), because the product was watered down and over exposed. The other problem was that I didn't know how to promote the product.

I thought that all I would have to do is just buy an email software and about a million email addresses and just start Bulk Emailing. What a mistake that was. I spent \$400 on software and \$197 for a lifetime membership to an email list club and started to send out emails promoting my site. (I didn't even realize that I was spamming.) I did find out later that afternoon when my internet connection wasn't working. I called my provider and they told me that I got several SPAM complaints. They agreed to put me back on if I did not SPAM. I said OK, and they put me back on after a 2 week suspension. When I went to check out my website, that too had been shut down. Yup, same thing, SPAM complaints! I begged like a naïve little baby to get that site back up.

I came to the conclusion: SPAM really is bad and people do not like it. Oh, and one more thing, it doesn't work. It is not targeted enough. It just pisses people off. My advice to you. Do not ever SPAM. It is becoming a crime in many states and is not worth it, trust me. I will show you how to make money the ethical way where you customers will be begging to hear from you just to buy your next recommendation.

So the question became, "How do I send mass email without it being SPAM?" So I went to the search engines and I found a company at www.email2success.com which runs a safelist called BulkList. A safelist is a list of people just like you that all agree to receive your email and you agree to receive email from them. No SPAM complaints. (Side note: I have since become friends with the owner of email2success and we have been talking on the phone recently. I will talk later about the importance of networking.)

This form of email advertising opened up a whole new world to me. It got me in touch with a community of internet marketers. The only problem is they wouldn't touch what I was selling (Instant Internet Empires) with a Ten foot pole because it was now old school.

What I am about to tell you next is a little embarrassing. I responded to an email from that list that spoke about sending money to people's email address that listed in the email ad. I was to send the money using PayPal. Then I would have to add my email address to the bottom of the list and move everyone else up a level. Well that did make me like \$35 whopping dollars but little did I know that it was what is called an illegal Pyramid Scheme and Chain Letter. I know this to be true because I was notified by the Ohio State attorney general's office. I was given a warning: One more complaint and they will prosecute. Holy \$#!^, that scared the heck out of me. (In fact, if you put letsallworkathome.com in some search engines you will see that I am on a black list (LOL) for sending those emails. Even PayPal had received complaints and suspended my account. Man, how you can get in trouble with just a little bit of the information but not ALL of the right information. It took me a while to find the right way to do things. I just wanted to share that with you. I made some mistakes but I have Nothing to hide.

With "Instant Internet Empires" not selling I decided to try something else. My wife's recipe for the worlds greatest pumpkin pie and my recipe for Pasta Pecorino Marina. It was Thanksgiving time and the stuff sold like crazy.

Oh, to see the site go to www.letsallworkathome.com/recipe/ and get the recipes free at www.letsallworkathome.com/recipe/thankyou.html

They stopped selling after the holidays but I did realize something. It was a revelation to me. People will actually send money online. I can do this!

I then started to find more **safelists** to use but I needed products. I found out about affiliate marketing. I could promote other peoples products and safelists. Well, the money started to drizzle in.

Then my life changed. I stumbled across a site that said that people have to visit your site 3 to 7 times before they buy. **This is the secret to online marketing right here.** I took me 5 months to realize it!

The key is this. Get people to your site and collect there name and email address and start to build and manage your own opt-in list. That way you can start a relationship with them and keep them coming back again and again.

When I started doing this my profits exploded over night. I set up a simple little site that promoted what people in the internet marketing community wanted to hear. **"Email 5 million people each month for free."** (All the site promoted was more safelists that you could join Free or upgrade to Pro). But to find that out they had to give me their name and email address. The key to getting that information from them was using a bribe. I offered four great products if they signed up.

The site is still up and running strong at www.letsallworkathome.com/powerlists.html

Once the person signed up I would have an up sell package. It has done so well that it has become the **number two** selling email item at Clickbank. Just look www.clickbank.com

Then wether they were a Free member or a Pro member they were sent to a site www.letsallworkathome.com/powerlistfree.html which is an affiliate site of mine that makes me huge amounts of cash.

I send out a newsletter to the Free and Pro members weekly to promote different affiliate programs on that site. (I even sell advertising space on the site.)

I have even developed my own products like **"The Secret to My Success" (Discontinued)**, **"WebAudio Plus"** and this product **"Carbon-Copy-Marketing"**.

I will show you exactly how to duplicate what I have done here so that you too can have **"Carbon Copy"** results.

Are you ready?

Great, then lets get started!

P.S.

Studies have shown that some people like to find typo's and errors. They have been left in just for those people. Enjoy finding them. ☺

Quick Note:

Many of you reading this may feel that the first few chapters may be of light reading and of no information to you. I understand that. This may be the case. This book is for the **beginner** that barley knows how to use email to the **experienced online marketer** (more towards the later chapters.) If you do not see any information worth while at first, I encourage you to skip the first few chapters about setting up a domain and website.

I sometimes get email from people asking me why a promote a safelists directory. They say, "**Anyone with half a brain can find these links.**" That is not the case. Most of the ones I found were given to me in recommendations after I was working online for months.

We can never take for granted that everyone online knows what we know. New people are coming online everyday. We were all newbie's once, right!

The proof to me is that sometimes I get an email asking the silliest question and it takes me 3 to 4 emails to explain how to use an affiliate link generator or .zip or .pdf file. Plus, many people do have English as their first language.

Silly questions are just perception. What is important is what is relative to the person asking the question and the person answering the question.

So to you Guru's and soon to be Guru's that are reading this, please understand that the first few chapters are written in easy to understand layman's terms for the beginner. Because those chapters are for the beginner.

The book gets more involved as the chapters go one. The information in those chapters will blow your mind.

Thanks,

Michael Filsaime

What you need to do first.



Related Video: **Setting up Folders**

Set up a folder called **My Online Business**. You can do this by double clicking on the **My Documents folder** on your **desktop**. Then **right click** in a blank section of that folder and select **New Folder**. Then **rename** the new folder **My Online Business**. Now **right click** on that folder and select **send to desktop as shortcut**. That will place a shortcut to that folder right on your desktop.

Next you should open the folder called **My Online Business**. Now Make a new folder in this folder called **Downloads and Zips**. Do this by right clicking in the blank section of the folder and select **New Folder**. Then **rename** the folder **Downloads and Zips**. Over time you will be downloading many programs, software, and installation files. You will want to keep them all in the same place. Remember, you can watch the **video** called **Setting up folders** to help with this section.



Related Video: **Gator**

Go to www.gator.com and download gator and set up your settings. Gator is a great tool that remembers all of your user id's and passwords. No need to write them down on separate pieces of paper. Gator also fills out the form for you with the click of a button. This little tool will make your life a lot easier. Watch the related **video** called **Gator**. I would also recommend that you use the same user id and password whenever possible. It just make things easier. You will probably become a member of hundreds of different sites, if you use all different passwords you are just going to confuse yourself. Please note: **Gator does use Ad-ware** that tracks your movement on the internet. It does not give any personal info about you. See the site for details.

Important Note: Any time you make a purchase you should print the receipt page and any related email page that has your order number. Many programs you buy will give you a registration key, Unlock Code, or password. You should print these and keep a hard copy in a folder. Make a folder that you can keep in a file cabinet in your office that keeps all of the printouts as time goes on. If you ever have a problem with your hard drive, or if you upgrade your computer, you will need these documents to re-install the software or contact the vendor.

Set Up Email Accounts

You can get free email accounts at www.msn.com, www.hotmail.com, or www.yahoo.com.

You will need to set up an email account to run your business. I suggest you keep your current email address that you have to maintain contacts with your friends and family. You will want to add a footer to your emails like

Thanks,

Mike
www.letsallworkathome.com

To earn money go to
www.carbon-copy-marketing.com

You may not want this going out to your friends, relatives, and co-workers.

So set up an account for each of the following:

Business email. This account will be for you to contact other marketers. It is also the account that you will use when you make a purchase or support request for a purchase. This will become your primary email account. (If you plan on signing up for a lot of subscriptions and newsletters you may even want to have a secondary business account.) You will also use your business account for PayPal. This is the email address you will use so that people can send money to you.

Business Admin for customers. This is the email address that you will give to customers for support and questions. I use an extension of my web domain.

The address I use is questions@letsallworkathome.com. It also uses an auto responder that answers common questions by giving them a URL (universal redirect link or web address) to my [Frequently Asked Questions](#). Send a blank email to that account to see how that works. I also have the emails forward to my main business email account.

Later, when we talk about safelists, I will explain 2 additional email accounts that you will need. They will be what you need to run your safelists. You will need an **admin email account**. That account will receive about 250 emails per day. You will need a one click delete feature. Next you will need **list email account**. This one will receive about 15,000 to 25,000 emails per day. This account will definitely need a click delete option. You can not use a free email account for this. You will be able to use an email account off of your website domain. Or you can purchase one from www.yuhknow.com. We will get into that later. No need to set those up just yet.

Starting your business

You must be prepared to invest a small amount of money as you go along the way. I will give you recommendations of the software that I use. I will also try to provide you with free services that will perform the similar functions. Like every free service, the services are limited and will ask you to upgrade for full benefits.

There are some services that are mandatory such as getting a web host. Again, I can tell you where to get a free host but their will be limits. The choices you make will be up to you but I do suggest you follow my lead if you want the same results as me.

How much will you need to spend? Probably about only \$300 to \$400 dollars over the next few weeks. I hope that does not scare you. You will need tools to run your business. This is serious stuff here and you can't do a half-ass job. That will only get you half-ass results. This is not an up sell. You are not buying anything from me. I will just make suggestions such as which web host to use or what web design software to use.

I am sure you understand that if you wanted to start your own business with Mary Kay, Pampered Chef, Tupperware, home improvement, or household goods/network-marketing, you would need to buy some tools and starter packs to get you business going. This is the same case here.

Your website name



Related Video: **Website name**

The name that you pick for your website is crucial. I would recommend that you only use a .com extension. I am not a big fan of .biz, .ws, or .tv. People do not relate to those that well. We have all been conditioned to use .com. So if some one already has www.homebusiness.com and you want to go with www.homebusiness.tv you may lose your customer to another website. The customer may remember the homebusiness portion of your website but automatically assumes that you were a .com.

Try to keep your site name relevant to your service. Do not get to confusing. I have seen some crazy names like best-homebiz4-u.com or my-homebiz-success4me.com. Those names are just silly. This is not a screen-name for email. This is what you want your customers to remember. The only suggestion I will tell you is that using the hyphen (-) is ok.

Such as www.the-whole-truth.com or www.carbon-copy-marketing.com If you can get the name without the hyphen, I would suggest that however.

I recommend going to www.godaddy.com to get your website name. They can host your site too but I suggest using www.pagematic.com as your web host. So watch the video to see how to set that up. Do not purchase any of the up-sells that they offer. Just purchase your website domain name. You can buy 1year or up to 5 years. I would suggest going with just one or two.

Then choose the free **Park Domain** feature that they offer. This will allow you to park your domain there until you get your DNS number form your web host. This is simply where you tell the internet where to send your customers when they type in your URL (web address). Your DNS is a unique number like a phone number.

But www.letsallworkathome.com is easier to remember than <http://66.78.37.107/>.



Related Video: **Web host**

Your web host is very important. They need to be flexible in their services. The more flexible they are the better you will be in the future. I recommend www.pagematic.com. They offer very affordable plans. You can go with option 1. It is only \$12.50 per month and offers plenty of disk space, band with, unlimited email accounts, pop3 email, email client software to read with one click inbox delete, mail forwarding, auto-responders, site statistics, MySQL database, pearl, cgi-bin, Microsoft Front Page extensions, SMTP mail servers, apache, Linux, and windows NT, and much more. It is just the best value that I can find on the net. I have never run into a compatibility problem with this host. Plus, I can always get them on the phone when I call. Now, don't worry about all of those terms that I just rattled off. I don't even know what most of them mean. All I know is that when I have needed them as requirements with some programs that I purchased, I never had a problem.

After you sign up they will send you all of the information that you need to set up your site including your DNS number, admin id, and password. This will take about 2 to 3 business days for your DNS number to link to your website domain name through the internet. Just be patient. My connection took about a day and a half.

Other hosting companies are
www.godaddy.com
www.easycgi.com
www.lifetimewebhosting.com (great Value)
www.host4profit.com

Free Web Hosting

[Geocities](#), [Tripod](#), [Anglefire](#), [Lycos](#),
[Netfirms](#), [Freeservers](#)
[Hypermart](#), [FreeYellow](#)
[More!](#)



Related Video: **Editing software**

O.K. This is crucial. You can get free website editing software to do this at my site. Just got to the download page for carbon-copy or www.letsallworkathome.com and click on **FREE**. You will see an option for **[AOL Press](#)** and **[Microsoft FrontPage express](#)**. These are great tools that you can use to do some basic design for your website. They work just like Microsoft Word. You can also get a 30 day trial of one of the most popular web design programs around. It is called **Macromedia Dreamweaver** and it can be found at www.macromedia.com. The price of this item is costly and goes for about \$399.

My personal favorite is **[Microsoft FrontPage](#)**. It is so simple to use because it works exactly like Microsoft word. You can buy it at any office super store like Staples or Office Max or you can go to your local computer super store like Comp USA or Circuit City. It costs about \$179 but it is a must if you plan on making professional looking websites on the fly. Again, the choice you use is up to you but I recommend **FrontPage**. You can also purchase it online at www.microsoft.com

I have also included a **"Sales page"** and an **"Affiliate Home Page"** HTML templates for you as well. It is one of your bonuses. Just go to page three to download [templates.zip](#)

Watch the videos on **Website Design/Instant Sale Site/HTML** to see how to edit and design your websites and sales pages. This will teach you how to put hyperlinks on your site to link to other pages. It will also teach you a little about HTML.

**You May Give this Folder (templates.zip) Away Free
or as part of a bonus to anyone that you like!**

Making Thank You Pages



Related Videos **Thank You Pages**

A thank you page is the page that your buyer goes to after they make a successful purchase. This is a webpage that you specify to your merchant account (more on that in a later section) that explains where the buyer will go when they make a purchase. This is where they are told what will show on their billing statement and what amount. It will also have all of the instructions to download the products. Sometimes it will have a form to fill out. Other times it will have the download information right on the page. To see some examples of thank you pages you can go to www.letsallworkathome.com/powerlistsmembers.html and click on many of the product bonuses towards the bottom of the page. Most of them go to my thank you pages from when I sell them separately.

To see how these work just watch the videos.

I have also included a **“thank you page”** HTML templates for you as well. Oh your are welcome 😊. Just go to page three to download [templates.zip](#)



Related Videos: **FTP** and **Publish to Internet**

This section will explain to you how to publish your web files to the internet. That simply means that you send your HTML (web pages file) to the internet. HTML (Hypertext Markup Language) is the formatting code that makes this

Hi ,

Welcome to my webpage.

My name is Mike.

Have a Great Day!

look like this

Hi,

Welcome to my webpage.

My name is Mike.

Have a Great Day!

This is the HTML code. You don't have to know it but take a look at it! It is just a basic formatting of the text. That's all.

```
<html>
<body>
<p><b><font face="Verdana" size="4" color="#0000FF">Hi,</font></b></p>
<p><b><font face="Verdana">Welcome to my webpage.</font></b></p>
<p><b><font face="Verdana">My name is <font
color="#FF0000">Mike.</font></font></b></p>
<p><b><font face="Verdana" color="#000080">Have a Great
Day!</font></b></p>
</body>
</html>
```

You need a way to send your files from your hard drive at home to the hard drive that host's your domain on the internet. That upload Process is called FTP (file transfer protocol.)

Your files are kept in folders on your domain just like folders on your computer like My documents.

For instance, www.letsallworkathome.com is in my folder at my website called public-html. That is where every home page is stored. The file for my home page is called index.html. So if you type www.letsallworkathome.com/index.html you will get the same result. Then any time I want to create another product or sub-site I just create a new folder in my public-html folder and call it what I want. So lets say I want to sell an e-book on "Car Buying Secrets". I would make a sub folder called **carsecrets**.

Please note that your main domain is not case sensitive but all subfolders are case sensitive. That means that you can type www.LetsAllWorkAtHome.com and you will get the same results as www.letsallworkathome.com.

But if you type www.letsallworkathome.com/PowerLists.html you will get an error. You will have to type www.letsallworkathome.com/powerlists.html without the caps in the word powerlists.

So if you were to go to a folder called www.letsallworkathome.com/carsecrets the internet will look for the index.html file in the folder public-html/carsecrets and display that file. You can have a help.html page or faq.html page or a thankyou.html page in that directory. So if you were to type www.letsallworkathome.com/carsecret/faq.html you would get a file called faq.html in the carsecrets folder of your website.

You can get a Free FTP (file transfer protocol) software called **FTP 95 LE** from www.ftplanet.com/download.htm. Follow the download directions and install the software.



Watch the video called **Publish to the internet/FTP** to see how to install this.

I use the pro version of this software. It has a cleaner looking interface but performs the same functions. You may want to upgrade to this after some time but it is not mandatory.

Products to sell.

Well now you know how to get your website up. But what will you sell? Well that is a good question. If you do not have a product or service to sell than you can't make any money.

I will teach you the 4 ways that you can make money online.

Option Number 1

Sell your own product. You can write an e-book on your computer just using your word processor. Just like I was going to write "How to save thousands on your next auto purchase."

This product, "**Carbon-Copy-Marketing**" is my own e-book. I also wrote an e-book called "The Secret to My Success" which is since discontinued. I sold this like crazy to safelists readers. I was selling over 75 per month just off a pop-up off my other sales pages.

I also repackaged a video course that came with another product I purchased that gave me free resale rights. I called it Search Engine SuperStar. It also sold very well at \$24.77. This has also been discontinued.

Or you can come up with a software idea. I came up with the WebAudioPlus. It will be out soon. I saw that people were charging up to \$29.95 a month for a service to put audio on your website that I felt should be a one-time investment. So I went to a great site call www.rentacoder.com. It's like eBay for your ideas.



Related Video: **Rent-A-Coder**

You pick a category like web design, audio, video or what have you. Then you describe what you want designed and what the time frame is that you want it completed. There is no obligation if someone accepts your bid. Then coders (programmers) will bid on the project. You go with an affordable bid after seeing how they replied to your request.

I had my project completed for \$250.00. That's it! In fact, one of my good online friends created one of the most popular marketing software products which has sold thousands of copies by using this technique. The cost for his first version was so little that I nearly fell of

my chair laughing. His banners are the most popular banners in marketing all over the internet. He made so much money with this idea that he was able to produce other products with his profits and he was able to upgrade his original product to a state of the art software.

Another option is to have someone write an e-book for you. You can go to www.elance.com. It's like an internet freelance site. You describe your project and someone will write the book for you. So let's say you wanted to write a book on "How to become a dog breeder." You would just explain what you would want written and someone would offer to write the book for you on Microsoft Word and they would tell you how much it would cost and how long it would take. It would probably be about 2 weeks and \$300. Now you can build a sales page and market the product.

Related Reading:

[Mark Joyner's How I Became an Amazon #1 Best-Seller in 48 Hours](#)

You can also find some great titles **Free** in your **Free2Sell package** located at:<http://www.letsallworkathome.com/ftssite/dl.html>.

Below is all that is included in that package as a bonus with Carbon-Copy-Marketing at no charge to you! This package has some great related reading that compliments this Book. I will highlight them here for you. You should take a minute to click on the link above and download your Free2sell books and then download the titles that I highlighted. **NOTE: Some Links may be dead!**

[eBay Marketing Secrets 2002 Reseller Package](#)

[Classified Ad Secrets 2002 Reseller Package](#)

[Credit Secrets 2002 Reseller Package](#)

[Wholesale sources 2002 Reseller Package](#)

[Self-publish at the Speed of Thought](#)

[A Cheap and Easy Guide To Self-publishing eBooks](#)

[Your eBook Daily Marketing Plan](#)

[How to be a Mystery Shopper](#)

[UK-Traders UK Wholesale guide](#)

[Living off the Net](#)

[Working with ClickBank](#)

[Million Dollar emails](#)

[Professional Cover Creation Tutorial](#)

[Internet Cash Machines](#)

[E-Mail Marketing Strategies](#)

[1001 Newbie-Friendly Tips](#)

[AutoResponder Magic](#)

[eBay Marketing eCourse](#)

[The Internet Marketers Secret Guide](#)

[The Ultimate eLibrary](#)

[InterNETACTIVE](#)

[iNet Success](#)

[The eBook Cover Templates](#)

[The Cash Flow e-Business](#)

[The Complete Guide to Building Your Own Web Site](#)

[Free eZine Ad System](#)

[Pay-Per-Click Commando](#)

[Millionaire Marketing](#)

[How to write, create and sell E-book](#)

[Discover How To Write Killer Ads](#)

[61 Sales-Boosting, Stealable Articles](#)

[Shop Safely and Save](#)

[The Absolute Beginner's Guide to Starting a Web Site](#)

[Totally Free Web Resources](#)

[Practical DotCom Business](#)

[eBook Submitter](#)

[Unlimited Profits](#)

[Increase Auction Profits](#)

[7 Secrets To Unlimited Traffic](#)

[The Magic Story](#)

[Scientific Advertising](#)

[Magic Letters](#)

[How to Start Your Own Traffic Virus](#)

[101 Businesses You Can Start Online For Little or NO Money](#)

[The Best of Web Gold](#)

[eBookoMatic](#)

[On Line Stealth Marketing](#)

[The Best Of Dr Kevin Nunley](#)

[Aesop Award Submitter](#)

[Marketing Warrior's Tips](#)

[How to Write a Business Plan *](#)

[A Basic Guide to Exporting *](#)

[U.S. Constitution *](#)

[Online Business Primer](#)

[Greatest Internet Secrets](#)

[Magnetic Internet Power Marketing](#)

Related reading: [**"How to write an e-book in Seven Days."**](#)

(Not included in this purchase)

Option number 2

Buy resale rights to a product. This is some of the best advice I can give you in the book. The person spent all the time to write or develop the product and you get the rights to resell it. You get to keep all of the profits. Just make sure that you do not pay too much for a product that is just too old. Some of the products that came with this bonus have Free resale rights like the Pop-Up generator and the Fee2Sell package. They come with ready made websites for you to make some small edits and put them on your website.

You need to pay attention to some things before you buy products just for the resale rights. Does it give you resale rights or Master Resale rights. Master rights means that you can resell the item and you may offer the purchaser resale/master resale rights. If you do not have master resale rights you can sell the products but the buyer can not turn around and sell the products.

Resale rights usually have rules to protect the integrity and value of the product. Such as you can not give the item away for free. You must sell it for at least a certain amount like \$47 so that you don't compete with the creator. You may include the item as a bonus but the price of the main purchase must be at least \$47 or what have you.

The nice thing about free resale and master resale rights is that you get to keep all of the profits. You are not an affiliate of the product, although you may have an affiliate sell the product for you. I will get in to that in the next section.

Some products come with resale rights as soon as you buy them, Others will say buy the package for \$47, or for a little more, buy the package **and** resale rights for \$200. That way if you sell 5 copies you made back your money and the rest is all profit.

Here is a list of items that I have purchased over time that came with free resale rights or I purchased resale rights to. These items were included in your purchase. Resale rights are not included for you unless the item is in bold.

Instant Internet Empires (Not Included/ Discontinued)

Million Dollar Emails

Auto Responder Magic

Web Master Video Series

Free2Sell Package with over 100 e-books

Armand Morin's Pop-Up Generator

Mike Chen's Web Army Knife

Mike Chen's Biz Automater

Robert Key's PayLock- PayPal Button generator

Pure Profit Software

Web-Page-O-Matic

Instant Site Maker

I have always tried to purchase resale rights. It was one of the secrets I used to surge PowerLists to the number 2 product at Clickbank. Just click here www.clickbank.com to see.

There is only one place to go for Tons of products that offer full Resale and Master Resale rights for one low price. That can be found at: www.resale-rights-collection.com Check it out!

This is the sale site that I used to offer this software bundle:

www.letsallworkathome.com/powerlistssignup.html

I even purchased the Mark Joyner Farewell Package. That was one of my best investments. This allowed me to purchase all of MJ's source code from all of his projects when he retired from Internet Marketing.

I am not afraid to spend 15% to 20% of my online profits in any given month.

Option Number 3



Related Videos: **Affiliate Marketing**

Related Reading [Working with Clickbank](#)

Have affiliates market your product. If you develop a good product that is selling well, you purchasers may want to market the item for you. The advantage that they like is, they don't have to handle any of the transactions or customer support. It is all left up to you. They do not even need a website. They just promote an affiliate link (URL) that goes to your sale site. When the buyer makes a purchase you split the commission. You can set the amount to 20% up to 75%. It's up to you.

I have many affiliates market my products. They make over 50% of my sales. I am so happy to offer affiliates the chance to sell my products. I would rather have hundreds of people selling my products for me at 50% or even 70% then getting 100% by myself alone. I think you agree. I have some online associates that tell me that over 93% of their sales come from affiliates.

To set up an affiliate account you need to go to www.clickbank.com and sign up with an id. I have a few. They are signndrive, wbaudiogen, and carboncopy. I have a few accounts because I promote a few different products.

(Just a side note. I have not made one dime with Carbon-Copy-Marketing yet. I am writing this book now so how could I have sold it yet. WebAudio-Generator comes out the following month. It may be up by the time you read this but I just wanted you to know that all of the money I proved to you that I made came before any of these products. So you will now have some additional products to sell as an affiliate that were not even spoken about on the sales page.)

Now that you have a ClickBank id you can have people promote your product. Let's say you had a product like WebAudio-Generator. And someone wanted to be your affiliate with their id **gonepostal**. They would just advertise a link like:

<http://www.hop.clickbank.com?gonepostal/wbaudiogen>

ClickBank has the technology to add information to the buyer's hard drive called cookies that will pay the affiliate gonepostal 50% (or whatever amount you set up in your account) automatically. ClickBank

handles the credit card transaction and sends an email to the buyer, the affiliate, and the vendor (you) notifying each person of the transaction. You will receive your check from ClickBank every 2 weeks. They even handle the refunds for you too. This check will be for your own sales, for sales that your affiliate made for you, and for the sales that you made for other affiliates.

For instance when you see the following on your statement

05-02 21:17 IT60xxxx xx **\$17.98** to [smass](#) **US/MS** Customer Name

that means that at that date and time you sold a product as an affiliate. The vendor you sold the product for has an id called smass. You can click on the link while you are at ClickBank to see his sales page. The \$17.98 is your commission.

05-02 16:08 IHP3C1SK 01 **\$13.37** by [hithog](#) **US/GA** Customer Name

means that your affiliate with the id: hithog sold your product (#1) for you. He and you will split the sale of your product.

If you see

05-02 05:10 I8622ONZ 01 **\$26.75** none **US/OH** Customer Name
means that you sold your own product with no help from an affiliate.

Bonus

I have included a generic affiliate maker for your affiliates to make your affiliate links. This file is an HTML file that you can use to make an affiliate page for any one of your products. You just modify the html using **Find and Replace** where it says signndrive and replace it with ClickBank id. Then you just add a link to your sales and thank you pages that says [Affiliate Program](#) and have it link to this page. Just watch the videos to see how to do this.

You can send an email to all of your members and customers in your list explaining how they can make money with an affiliate program. You should explain ways for them to advertise. You can use the same ones that I teach you in this book.

The other way to get affiliates is by advertising on with ClickBank. At the time of this writing It costs about \$700 to get your product on the login page of ClickBank for one month. You should advertise like **Earn 70% and make \$65 per sale with this Hot Selling New Item.**

Option Number 4

Related Reading [Working with Clickbank](#)

Be an affiliate for other people's products. There are people that are earning six figures per year just doing this. You will need to build a list of customers and we will get into that in a later chapter.

There are a few different ways that you can do this. You can advertise a hoplink without even using a webpage. That can be done using Clickbank. Just go to ClickBank and click on promote products. Then you can click on different categories. The products are listed in order of most sales by vendors and their affiliates. The refund rate is also taken into account. They will also list the percentage (ex: 60%) that the vendor pays you. This is a great way to get acclimated with some popular products.

If you would like to promote some of my most popular products you can go to www.letsallworkathome.com and click on **Affiliates**. That will allow you to promote:

PowerLists
Carbon-Copy-Marketing
WebAudioPlus – Coming Soon!

The other way that you can earn money is by promoting safelists and advertising services. This is a list of some of the ones that I promote:

UMS SLS (Pays Residual Monthly)
I-Post-Ad (Pays Residual Monthly)
BulkList (email2success)
Businessworld List (Pays Residual Monthly)
Herculist (Pays Residual Monthly)
101-Website Traffic
100 Deep
Yuh-Know (Pays Residual Monthly)

The nice thing about some of those is that they pay a residual income monthly. You get one sign up and you get paid every month (about \$12.95) every time the customer renews monthly.

You should also promote an affiliate home page. I have one at called PowerLists.

It is located at www.letsallworkathome.com/powerlistsfree.html I have included this webpage as with your purchase. (I was going to charge \$500 for this page as an up-sell to this package but I decide that I went into this to help people, not just make money on them.)

You can get your **Affiliate Home Page** by going to page 3 of this book.

Watch the videos to see how to make this work for you. All you have to do is change all of the ClickBank links that say signndrive to your ClickBank id. Then you can sign up as a affiliate for the other products that are not ClickBank and just replace my affiliate URL with yours when you sign up for it.

That page also has a great ClickBank affiliate search engine from 1stPromotion.com. I recommend that you sign with them. Check out what that site has to offer. It is responsible for about 15% of my income every month. I get sales of products that I never even heard of.

Then you can change the storefront id form signndrive to your 1stPromotion id. If you chose not to go with this option you can always just remove the 1stpromotion frame, or I will get the sales, that is OK with me too, really☺. You have now idea what a value this page is. I have had people beg me to make a site like this for them. I have charged some people \$200 just for the permission to use source code and they thanked me up and down. It's yours for Free.

This page makes a great affiliate marketing website for you to bring your customers back to again and again because it has great products to promote. That can make you a lot of money. I will explain the power of using a Free and Pro Membership site like this in later chapters. You see, I will not even promote separate products. I will just advertise to promote traffic to this site and to promote my new products. I will explain later. First, we still have to discuss advertising.

Advertising

This is one of the most important chapters in this book. Probably second to building an Opt-In list. You need to advertise to get people to your site. The Guru's and experts will tell you to stay away from safelists. I think that they forgot that they have lists of thousands of opt-in customers that they can send email to. You have none. And you must never send SPAM or UCE (Unsolicited Commercial [bulk] Email.)

I will talk about safelists soon. I have found them to be very effective and there are some secrets to them that I will tell you. But first I want to address all of the types of advertising that there are.

There are several ways to advertise your website. They are:

Search Engines

Pay-Per-Click Search Engines

Safelists

Pro Safelists (Very effective)

Free Safelists (Some what effective)

Using A Safelist Submitter enhances Free Safelists

Top Sponsor Ads

Ezines (Electronic Magazines or Newsletters)

FFA (Free-For-All, not very effective and not recommended.)

Banner Advertising

ClickBank

Affiliate Promotion

Viral Marketing

Networking

Search Engines.

This is the most effective yet most difficult way of advertising your site. The best thing about it is that it is the most targeted traffic that you can get. The person using the search engine is hot for the item right at that time. They are putting in your keywords looking for your site. Could you ask for a better prospect. There are several search engines but the most popular are Yahoo, Google, AOL, MSN, InfoSeek, Lycos, HotBot, Excite, FindWhat, among others.

The down side is that you are competing with millions of other websites for the same keywords. You are likely to be lost in the thousands of pages. You need to get a top ten listing to be a player. Even if you are on page 2 your chances of getting a click are less the 1%. Based on my experiments with Pay-Per-Click (I will explain that

soon) I have noticed that in the number one spot I get 20% of the clicks per impression (Link Displayed.) When your site description falls to the number 2 slot the clicks per impression goes to about 15% and less than 5% for the number 3 slot.

So you can see how important it is to get the highest rating possible as close to number one as you can. No I am not going to B.S. you. This is not possible for you to get to number one ranking right away. I don't know that you ever will. Even the pro's and gurus are happy with just top-ten listing. I do not care what anyone tells you, it is difficult.

A number one ranking is based on your alexa.com traffic rating, how many sites link to yours (which is zero if you are new), the ranking of the sites that link to you and vice-versa, and of course of little but important relevance is the keywords (the relevant words like "make money from home") that are on your site and in your meta-tags (key words that you put in the Header section of your HTML webpage. These words are not shown to the reader because they are not in the Body of the HTML). Search Engines look for keywords in your Meta-Tags for relevance to the searchers keywords that they type in the search box.

So you need to start link swapping your site link with other sites. You can do that by going to www.linkpartners.com. It will help over time as your site rankings go up with www.alexacom.com.

I even gave away free products just to get people to get my links on their sites. I still do. I call it a partner program with PowerLists. I created a banner that has a link for them to use their affiliate link and it starts with my website domain. (See page 49 for an example.)

If you go to www.letsallworkathome.com/powerlistsaffiliatelink.html you can see an example of that banner generator.

I also suggest that you put a link partner page on your site to get you links all over the internet. For an example of that, click on [Link Partners](#) at <http://www.letsallworkathome.com/powerlistfree.html>

Related Reading. [Under Oath](#) – The Whole Truth About Internet Marketing
By Stephen Pierce
Great Book on how to get your site rank in the Top-Ten on Google using smart-page technology.

To create smart-pages check out
[SmartPage Generator](#) and [SmartPage Pro](#)

Pay-Per-Click Search Engines



Related Videos: **Pay-Per Click Google** and **Pay-Per-Click Overture**

Related Reading: [Pay-Per-Click Commando](#)

(A little out dated but good concepts Goto.com is now overture.com)

Related Freeware: [PC Bid Browser](#)

WOW! This is one of the hottest ways and probably the most untapped goldmine to advertising that you can find on the internet. A lot of people do not know about this and the ones that do don't know how to use it effectively. You need to watch the videos to understand this better.

The way this works is that you bid against other marketers for the top spots on the search engines under sponsored links. This is how Yahoo and Google make there money providing a free service to you.

Lets say you want to be number one for the term "Make Money Online". You would check the current price for that bid and you can out bid that person. If their price is 1.40 per click you can bid \$1.45 and you will instantly be on the top position. To see how this works just go to Yahoo.com and put "Make Money Online" in the search box and click search. You will see sponsored links on that page. If you click on that you will charge that persons account \$1.40 for the click.

Do you see the power of this. You can get laser targeted traffic to your site in minutes. Now be careful. Those clicks can add up fast. For instance, if that search term is used 30,000 times per month that is 1000 times per day. If your click rate is 10% of impressions that means that you will get 100 clicks per day. That would cost you 100 x \$1.45 or 145 dollars per day!!! Now if you have a great sales page like "Carbon-Copy-Marketing" and you can make \$97 per sale. All you would have to do is sell 2% (or 2 out of those 100 per day) and you would make a profit. If you have better success you can do even better.

The sites that do this service are located at www.overture.com and they use a bid system. You must pay upfront with them and they deduct your clicks right out of your account. They are also very, very finicky about the ads that you post. You will have to learn. But they scrutinize very heavily. For instance, if you use the word Safelist Submitter because you want to advertise a Safelist Directory, they will

actually look at the site to see if it has a safelist submitter on the site for sale. If not, they will reject that keyword. You also must put the word affiliate in your ad or they will not accept it. Even if you are the vendor, if the product can sell by or with an affiliate you must end the ad with the term "Affiliate." Just like I will in this sentence. Affiliate. Also, if you have more than one pop-up they will reject the ad. And one more thing with overture is that they review your ads before they go live. This can take between 3 hours and up to 3 days.

The other one that I like is Google's Adwords. You can find it at www.adwords.com. To see what Google's ads look like go to www.google.com and put in the same search term "Make Money Online". They put the ads on the right side of the page in the little green boxes. They work well but not as well as the ones from overture. But they do show more ads per page which is good if you do not want to be number one. But they don't let you put as much text.

What I like better about this is they just charge you once per month on your credit card. They also let you set a daily limit like \$25 dollars per day.

This is the key right here. If you set your limit to \$25 why be in the number one spot. You see the number one spot may be \$2.50. The keyword may display 2300 times per day. That means that you get kicked out for the day after just 10 clicks. That could be around 11 am and you only got 10 clicks. Why not see where you go if you drop down to just 25 cents per click. You may drop to an average position of 7th place. But you may still get clicked on 100 times for the day. That would still cost you \$25 dollars for the day but you got 100 people looking at your page. If you have a conversion rate of 5% that would pay you 5 x \$97 (or whatever your price is.) Now you made over \$450 for just a \$25 investment. The other way would take you 2 days or \$50 just to make one sale. That would be \$97 - \$50 = only \$47 profit as opposed to \$970 - \$50 or \$940 profit.

You should read that paragraph again. That is what so many newbie's and even some veterans miss and that is why they get out of the Pay-Per-Click advertising. All they are concerned about is being number one. They get so competitive and get into bid wars (this is similar to what happens to people on eBay. They pay more for a product than they feel it is worth just because their competitive nature takes over and they let it get personal.) Remember, don't be concerned about being number one unless you have an unlimited ad budget. I am sure you are like me and that is not the case. What you want to

concentrate on is how to get the most clicks out of your daily budget. If you are not maximizing your daily budget you need to increase your bid amount.

You should also monitor your ROI (return on investment.) If you are making a profit then you should **Increase Your Budget. DO Not Increase your Bid Amount.** Remember you want to maximize your dollar. If you are maxed out for the day at \$25 by 3PM, increasing your bid amount will not get you more business, it will **Cost** you business. You need to increase your daily budget.

So one way to make more money is by **lowering** your bid amount and raising your budget.

If you are **not reaching your daily limit** and you are still making a profit that is when you raise your bid amount. The other option when you are not reaching your daily limit is to **add more keywords.**

I have just given you one of my best secrets. **This one of my most informative parts of this course.** If this does not make sense to you then you need to read this again. I suggest reading this 3 to 4 times so that it makes 100% perfect sense to you. So many people fail at Pay-Per-Click because they just do not understand this.

I like the Adwords tool so much that I don't even use Overture any more because they do not have that daily budget feature.

I do use Overture's free **Search Term Suggestion Tool.** OR you can use [PC Bid Browser](#) (recommended) this is a great product.

I use it to tell me what the most popular search terms are based on the keywords that I feel are relevant to my website or affiliate program. (Remember, you can use this site to promote affiliate products too.) It also tells me how many times the term is searched for each month, how many times I could expect a click, and the average price per click.

That way if it is searched 15,000 times per month then I will get 15,000 impressions (showings of my ad.) If I get 5% click thru that would be 750 clicks per month x the average price per click of 50 cents means that I would spend about \$325 per month or \$11 per day.

Now I use their ROI tool to calculate my profit margin. I put the price of my item, let's say \$19. What my sales per click would be. Let's say

5% (5% x 750 impressions per month.) That would be about 37 sales for the month x \$19 = \$703 gross. \$703 (gross) - \$325 (cost to advertise) = a profit for the month of \$372. That is very good. Now if my sales per click were only 2% then I would be losing about \$40 per month with that campaign.

Try to keep your keywords extremely targeted. For instance, if you are selling a book on dog grooming you would definitely want to use that term. It may only get 15,000 searches but it is targeted. Do not use the term dogs. That may get 1,000,000 searches per month. They could be looking for dog medicine or dog clothing. This will bring you too many unwanted clicks and that will eat up your account. Plus the more the term is displayed (1,000,000 is a lot) the higher the cost for the term in most cases. So you would be paying maybe \$2.75 for a term that is not even targeted. That is just a waste. Try to stay very relative and targeted to your website.

To use the search term too to load up with great key words to paste into google's Adwords go to overture.com. The Log-in. The click on "Add Listing." Then put in your search term. Put a check mark next to the ones that come up in the box and then they will go to the box on the right side of the page. Then all you have to do is select all/copy/paste those terms into Adwords and your all set. It is all shown in my videos.

I recommend you watch the videos and try to master this form of advertising. It is a great, sometimes expensive, yet highly profitable way to get laser targeted traffic to you site.

Also, try to familiarize you self with the tools at this site. They are just wonderful. I can spend a day at this site.

<http://www.content.overture.com/d/USm/adcenter/tools/index.jhtml>

Safelist Advertising



Related Videos: **Safelists**

I love safelists. Many experts will tell you that you can't make money with them. I disagree. I have never seen a better community of internet marketers. Most of them are newbies. They use safelists because they tried to send SPAM and got into a lot of trouble. They went to the search engines on how to send email without SPAM. They were then introduced to the world of safelists.

What is a safelist. It is a server based email program that allows you to send email to everyone on the list using their server. Everyone on the list including you have agreed to receive email from each other.

You can never be accused of SPAM.

Lets say you wanted to clean chimneys and you started to post signs on local telephone poles. Wow, your business started to take off. Then the phone company sends you a fine for using their poles (SPAM). Then your business dies. Then you see an ad that says I own all of the poles on my parking lot, you may post your ads on my pole for free once every 7 days. If you want to post every day you must pay me \$xx one time or (every month.) That is what a safelist is. The only thing is that every person that reads your ad gets to put an ad on that pole.

You see, people that join safelists don't want to read your ad, they just want to post their ad, but when they are posting their ad or checking to see that it went out they see your ad. They click, read, and buy. That's how it works. You must note that it is not possible for any one to read every email in their safelist inbox. So it is not like real email in that sense. You read every email subject in your regular inbox. But safelist inboxes are deleted usually with one click. But many do get read. But it's not like you are emailing to your own opt-in list.

Lets say that you are checking to see if your ad went out and you saw an ad that read:

Subject: Get 10,000 visitors to your site in 3 days- Guaranteed

You might click on it. Now you see. You are just trying to sell your product and you see someone else's ad and you buy. That is how your

ad gets read too. The more safelists that you join, the more ads you can get out. The drawback, Posting the ads is somewhat tedious. You need to send them every day. No big deal, It takes me about 10 minutes per day to send mine.

The biggest problem is that you will get 10,000 to 30,000 emails in your inbox per day. You should use an email box out of your domain but you must clean it out daily or they will bounce and the safelists will suspend your account. Plus, it does take up megabyte space on your server.

I recommend getting a safelist mailbox. The best one that I know of is called [Yuh-Know](#). They are compatible with every safelist and they never bounce. (Bouncing emails will get you kick off the list.)

Types of Safelists: Free and PRO

There are two types of safelists. Many are **Free**. They will allow you to post your ads usually once per week. You will be asked to go **Pro** for a one time fee or a monthly fee so that you may post **Every Day**. That is what it means to be PRO. Some Free safelists allow you to post every 3 days or even every 1 or 2.

When a safelist host is new they will usually give away Free Pro accounts in an effort to grow the list. The larger the list the more they can charge. These are great to join because when they go Pay for Pro you are grandfathered in.

Most have a Free to post weekly with an upgrade to go Pro (to post daily) at the following rates:

Under 200	Free to go Pro
200 to 500	\$5 one time
500 to 1000	\$10 one time
1000 to 5000	\$15 one time
5000 to 10,000	\$19 one time
10,000 to 20,000	\$10 per month
20,000 to 30,000	\$10-15 per month
30,000+	\$19+ per month

Never pay a monthly rate unless the safelist has over 15,000 members. You should not pay \$10 to join some guy that say in 343 member safelist will have 25,000 members in 1 month. You are getting scammed.

If you are looking for great directory of Free safelists you can look at your safelists directory ebook that came with this ebook. You can find it at <http://www.letsallworkathome.com/powerlistsmembers.html>. Just click on Bonus Software! There are other great links for safelists there too!

Now believe it or not, I actually prefer Paid safelists like the ones listed in the PowerLists. There is a reason to that madness. People of free safelists or freebie seekers.

They just keep joining all of the millions (and there are a lot) of safelists and realize that they never have to pay to have a large list. Did you catch that **"never have to pay."** Well if they are never looking to pay to upgrade, they are never going to **BUY** anything from you. This could be because they are cheap freebie seekers are they are just financially challenged. That is OK, I am not trying to pick on any one here. I am just trying to make a point.

The complete opposite holds true. The people that are willing to join all of these Pro safelists are spenders who are not afraid to (you guessed it) spend money on your product! It's just logical. They are the people with money and some are buyers (I myself am a sucker.) They are impulse buyers that just buy up everything they see and get in trouble with their spouse. Well that's the kind of person that I want to target and be affiliated with, don't you agree?

So my advice to you is to join good quality affordable Pro safelists! The only 2 ways that I promote my business (besides my affiliates, this method is responsible for over 90% of my business.) is using the Power Safelists at PowerLists and the best safelists submitter called [SMASS](#) (Safelist Magic Auto Safelist Submitter.)

The Powerlists.

These are located at www.letsallworkathome.com/powerlistsmembers.html.

I recommend the you join everyone where it says join them now. It will cost you about \$150 to join them but it will let you send about 400,000 emails per day. This is a must to succeed. If you can't join them all right away then you should join some now (Start with BulkList it is the best value on the page. It is just one a one time payment,) and then join one every week or every other week. They are very profitable to me and I would not have them on my page if I didn't use them. Also, you can use this page to post your ads. The post links are right there when the page loads. No need to add them to your favorites. Those are the only ones I use. That's it.

Now for the [SMASS](#). (Safelist Magic Auto Safelist Submitter.)

Just [Click Here](#) to purchase that today. This is the biggest key to your success in advertising right here. It will automatically join you to over 300 free safelists an 15 minutes. Then all you do as load you ad just one time. Then you just click "**Post Ads**" once per day and it will blast your ads to hundreds of thousands of email boxes in the background (SPAM free). You can watch them go out. It's all automatic. **This is just the best tool I have ever used.** I have a testimonial on their website. My business would just not be the same without this incredible product. **This is a required purchase.** The product comes with videos that shows you how to use it. You will love this. It is a GEM!

How to Advertise with Safelists

I am about to reveal to you some of my biggest secrets to advertising with safelists. Some people will call it controversial.

The first thing that I will tell you to do is to rotate you subject lines. As they go out to people, many people belong to the same safelists that you do. So they are posting to all their lists while your are posting to yours. You will see their ad in your inbox 10 times on one page. If you don't like his/her subject line you won't open the email no matter how many times you read it. But if you rotate your subject lines with different safelists then they may see a subject line that they like.

Here is the controversial part. I use the word "**Validation**" in my subject line. Many people will tell you that it is in violation of the safelists Terms of service. But I check with all the hosts and they said it was O.K. as long as I didn't use the term "**Validation Link.**" Now you are probably asking "Mike, what is the big secret to this?" Well here it is, plain and simple. Many people on safelists are safelist junkies. What that means is that they are joining a safelist all the time. After you join a safelist you have to validate your account. The safelist host wants to make sure that you did not use a bogus email address so then send a email to your account that you have to open and click one the link to validate you account. The Subject line they send looks like this: **Subject: Validation Link (Powerlists Safelist)**

Safelist junkies get trained to look for those. Even when they are not looking for it they still get locked on it. Kind of like this. I am going to tell you something. Don't think of **Michael Jackson. Don't think of his glove, and don't think of him grabbing in privates and standing on his tip-toes yelling hee-hee!** You see, even when you try not to think of it your mind has been so conditioned that you can't get it out of your head even if you try. It is the same thing with the word Validation. Just a note Safelister.com has told me that I can't use it. So I use the word confirmation, they said it was O.K.

The other reason why this works so great Is that when us safelist junkies join a lot of lists at one time sometimes we miss the validation because they don't come for hours in some cases. So what we do is we filter/sort our inbox looking for the search word "**Validation**". That way my ads show up while they are looking for validation links. Oh, it's just works so good 😊

When I started using this technique my responses soared. This is a secret that I did not want to give a way in this book but this is a tell all. I suggest you try it. This is how you can use it.

Validation for Carbon-Copy starts here.
Validation for The Secret to My Success- Mass Email
Validation for your WebAudio-Generator

These little secrets will double your money even if this is the only thing you get out of this book.

I look at so many bad subject lines I just know they never get opened. So say things like Check out this hot new product. Oh how lame. It will never get opened. Don't make crazy claims like earn \$50,000 in just 3 weeks. Yeah right, that's why your still using safelists.

Now, for the ad. Simple! Make it short and sweet. Let the webpage do the selling not the email. This works best.

The Secret to My Success is at
www.letsallworkathome.com/carcon-copy

That's it. Do not go into this long email that they have to read in ugly text. Then they have to read it all over again when they get to the webpage. The longer your email, the more likely they will NOT click on your webpage link. It just gets lost in that email.

The last rule. Try never to promote more than one ad in an email. Keep your reader focused. Send out rotating ads if you have to but don't put ten ads in one mailer. The more ads the less likely they are to click on any one. It's called information over load. The more steps you give a person and the more choices they have the less likely you are to make a sale.

Some people have ads that look this:

For the best MLM
www.aassddffgg.com

For great safelist go to
www.safelistgreat.com

For Free advertising go to
www.freeads.com

Join these pro safelists
www.prosafe.com

Great Affiliate program
www.affiliateprog.com

They are just to confusing. Ever see a dog when they have Two bones. They just go back and forth with confusion rather than just eating one bone at a time. They are more concerned about the other bone that they don't have. Same thing with the reader. Something in their mind says, "Don't buy yet, you still have to go back to read the other 9 items in the email." I think you get my point.

Finally, the last thing I would like to talk about is what time of the day to send out your ads. I have done some tests and it seems the best time to send out ads is around 12:01 am. This is because you can only send once per day and the safelists reset at 12:00 am so everyone is watching the clock to send their ads and then go to bed. Your ads get read when others send their ads. Check to see if they went out and that is when they read your ad.

The second best time I found is around 5 PM. That is when people get home from work and they jump right on their machines. This is not to be taken as crucial being that you are dealing with a global time zone and your 5PM is someone else's 2PM. But that is where I have the most success

Experiment with the things that I mentioned here. It will help you to be a better marketer.

Related reading: [**Safelist Secrets Revealed**](#)

(Not included in this purchase)

Top Sponsor Ads

The Following is a Top Sponsor ad that I pulled right out of my inbox two minutes ago. Below the third line of asterisk's (***) is the regular ad that is sent by the sender.

Learn How to make \$400 in 22minutes Daily! THIS IS ABOUT MONEY
THIS IS REAL!! Imagine: Clients send you \$500 and you keep \$400
as your Profit. NO MONTHLY FEES!NO ANNUAL FEES! I simply cannot
find a thing wrong with this program! mailto:Name Deleted

The Above is a Paid Top Sponsor Ad

Hello

I'll show you how to fill your ENTIRE down line with
one of the HIGHEST PAYING programs on the web - all
in just 1 week! What does that mean for you?

How about \$77,000

Follow the instructions below to fill your
ENTIRE down line and make \$77,000
EVERY month and a lifetime of luxury!

The nice thing about Top Sponsor ads is that they are the 1st thing that someone reads when they open an email. Regardless of the subject line, when the person opens this email they read your ad first. Now, like anything from pop-ups to TV commercials we get oblivious to them and just tune them out.

But I have such good success with them that I send out a campaign per week. The 2 I like the best are from mbpadvertising.com and BusinessWorldList.com. You need to sign up for the latter first to use their service.

MBP cost about \$10 for 100,000 impressions. That \$100 for 1 million (I feel like Dr. Evil) emails impressions. That not 1million (pinky in the corner of my mouth) sends, that 1 million opened emails. That is one of the best values on the net. It takes about 1 month to get your 200,000 impressions. This is a steal and a must for any internet marketer. I perform a lot a market test with this and it still holds to be one of my best bang for the buck! I suggest you try it for \$10 Bucks

Business world List is so huge that they can get out 1,000,000 sends in just three days for your top sponsor ad. It is costly. The Smart-ad package costs about \$125 after tax for this. The campaign takes about one week to kick in but when it does you will have three days of massive traffic. Remember, this is 1 million sends, not impressions. Sends may or may not get opened. Probably on 1% get opened and opposed to impressions which is 100%. (Impression does not mean that they click the link to your site. I just means that they read the email.)

So 1% of 1 million is 10,000 impressions in 3 days. That is good. Your click rate should be about 5%. That's 500 hits to your website. With a 5% sales closing ratio that would be 25 sales. Multiply that times the price of your product and you should be sitting pretty.

That is about the success that I have with it. Use BWL if you want fast traffic. It will make you money. Use MBP for value and longevity!

They should both be part of your advertising budget!

You need to keep your ads very short, crisp, and to the point with as much hype as you can. Here is one of mine:

PowerLists gets you In touch with 5 million unique emails user's each month! There is not a more effective way to get your ads out to more people. Guaranteed! FREE to Join! Join PowerLists Now!
Click Here: <http://www.letsallworkathome.com/powerlists.html>

Ezines

Related Reading [The Free Ezine Ad System](#) (Many Out dated Links)

I have not advertised much with Ezines. That doesn't mean that they are not good. In fact many people will tell you that this is the way to go. It is costly so you need to be able to track your ads. Perhaps one day I will look into it. I am just being honest with you. I have never tried it so I can not call myself a expert here.

Ezines are electronic magazines that go out to subscribers just like People Magazine. Usually you purchase a 4 line ad. 3 lines of text and one line that is your affiliate link. They are put into the middle of the newsletter/magazine (Ezine) just like a classified ad in a regular magazine.

Here is a list that I received off of an affiliate marketing page that I belong to. Experiment with them and let me know how you do. I would love to update this book with you input!

On the following page is a list of Ezines and other advertising sources that you can use. Good Luck!

Xtreme Marketing Tips

<http://www.ezinehits.com/ad-rates.htm>

Guaranteed Money Ezine

<http://www.guaranteedmoney.tv>

Cash From Home

<http://www.cashfromhome.com>

The Guru Marketer

<http://www.thegurumarketer.com/newsletters/order.html>

The Marketer's Resource Weekly

<http://www.goldbar.net/advert.html>

Get Massive Hits Newsletter (GMHN)

<http://www.gmhnewsletter.com>

Work At Home News

<http://www.workathomenews.com/advertising.html>

Super Promo

<http://www.superpromo.com/optadorder.html>

Pro Biz Tips

<http://www.ProBizNews.com/advertising.html>

Unimax Power Pak

<http://www.unimaxmarketing.com/powerpak.html>

Nova News

<http://nova-news.com/advertise.html>

Admistress Advertising

<http://www.flashyads.com/advertise.html> (Highly Recommended)

Net Income Site

<http://www.netincomesite.com/Ezineadrates/ezineadrates.htm>

Rim Digest

<http://www.rimdigest.com/ads.html>

Avenues 2 Success

<http://topliving.com/marketing/fmailing.htm>

Web Stars 2000

<http://www.webstars2000.com/ads.html>

SCOOP Ezine

<http://www.emailpromotions.net> If interested, send an email to webmaster@emailpromotions.net

Netpreneur's Notebook
<http://www.buildyourhomebiz.com/adrates.html>

[Web Head News](#)

[Ultimate Traffic System](#)

Other Great Places to Place Solo Ads

[75,000 advertising package](#)

[Tele Quest Link Advertising Page](#)

[Village of Tidbits](#)

[Safe Solo Ads](#)

[Ten Fold Income](#)

The Successful Marketing Ezine
[Click Here to Visit the Website](#)

Smart-list Solo Ads
[Click Here to Visit the Website](#)

Ad Home Base
[Click Here to Visit the Website](#)

Promote Links News
[Click Here to Visit the Website](#)

Treasure Chest Gold Ezine
[Click Here to Visit the Website](#)

Wealth Connection Marketing Ezine
[Click Here to Visit the Website](#)

Advantages Ezine
[Click Here to Visit the Website](#)

The Marketing and Success Achievement Ezine -
[Click Here to Visit the Website](#)

Advice Daily Smart Ezine
<http://www.promotiontools.net/advertise.html>

Killerad
<http://www.killerad.com/advertise.html>

Promotetech's Marketing News
<http://www.promotetech.com/advertisers.htm>

CAMMNET

<http://www.cammnet.com>

The BizBarrel Newsletter

<http://bizbarrel.netfirms.com/adrates.html>

The Vital Marketing Tools Ezine

<http://www.vitaltools.com>

BizSiteBiz Ezine

<http://www.bizsitebiz.com/bizsitead.html>

Building Wealth News Ezine

http://www.the-power-to-get-wealth.com/ezine_advertising.htm

Mega Riches

<http://www.megariches.com/advertising1.htm>

Answers

<http://www.advertisingtips.net/optin.htm>

Submit-Mart Ezine

<http://submitmart.com/p684.htm>

RJFENT Solos Ezine

<http://www.websitesmore.com/index.taf?page=65>

FREE Business Classifieds Newsletter

<http://www.emailexchange.org/adrates.html>

The Business Lighthouse Ezine

<http://www.businesslighthouse.com/adpackages.htm>

Pathways-to-Success Ezine

<http://www.ezine-marketing.com/advertise.html>

The Millennia Web Magazine

<http://www.themillennia.com/order.html>

A+E Publishing

<http://www.aepublishing.com>

Online Exchange

<http://www.marketingtrendz.com/advertising.htm>

e4u Newsletter

<http://hop.clickbank.net/hop.cgi?signdrive/lambchop>

Business Stand

<http://hop.clickbank.net/hop.cgi?signdrive/business>

Premier Opt In

<http://www.premieroptin.com/>

FFA (Free-For-All, not very effective and not recommended.)

This form of advertising is very weak. I do not recommend it. It is just a bunch of freebie seekers that just want to post their ad and get out. I have never once heard of any success story (or even one sale) from this form of free advertising. The only thing that it benefits is the owner of the site gets to build a nice list of email addresses from people that want to post. If you must see an example of this site you can go to <http://www.planetxmail.com/links.php>

Just because this form of advertising is poor. It still has a place in this book. That way I can tell you what to stay away from.

Scams

While we are on that subject! Remember. If it sounds too good to be true it probably is. Stay away from any and that says post to 50,000 lists with no validations. There is not one list that has no validations so how did this guy find 50,000. **SCAM**

Never join any program that you have no way of verifying that your emails are going out. (Because they are not).

Stay away from anything that says 50K Ezine Blaster. That too is a **SCAM**

Stay away from anyone that says you can post your ad every hour. There is no safelist that allows this there for it is a **SCAM!!!**

Guaranteed hits packages are also scams. They just have the electronic browser opener applications that just keep opening up your page to set your counters off. A human never sees your page. I did a test by sending them to a site that said nothing else other than [Click Here](#) and I did not get one hit to the linking page. **SCAM**

Remember, if it sounds too good to be true, it is! I have been a sucker too many times. No need for you to get raked in.

The links at my affiliate site are only companies and products that I use and have had great success with. I have tried some crap and the people will never get a link on my page. You have my promise!

Banner Advertising

Banners were the way to go years ago. Now they have gone the way of the sky writing. (to you youngsters, that’s when plains used to fly across the sky and make messages for advertisers. Then the went to carrying banners behind bi-planes. Did that ever make you go out and buy something.)

Now don’t get me wrong. There are some places to put banners. Try to see if you can give away you products to your free members if they put you banners on their sites. It will increase your site ranking because it counts as a link. To see an example of how I do this go to <http://www.letsallworkathome.com/powerlistfree.html> and click on: [4 Ways to Upgrade to Pro Free](#) It says:

Option #3 - Place Our Banner On Your Website

This is only for a **limited time**. This offer is to get our site rankings up with the search engines by having links to our sites with other quality sites. If you do not have a rating of 500,000 or less at Alexa.com you probably will not be able to qualify. Also, free sites like the ones at Anglefire or Tripod do not qualify. We accept about 30% of requests but we still encourage you to inquire.

[Click Here](#)

This offer will end within the next week or so.

If you need to know a great place to get a **Free quality banner** made you can go to. www.addesigner.com They have some of the most popular banners seen all over the net. And they are free. If you want to know why they do it. Probably be cause they build a huge opt-in list!

The other place I used my banners and had some, but mostly moderate success was with **MPB** www.mbpadvertising.com/banner.html

There prices are very reasonable:

# OF DISPLAYS	PRICING	PAYMENT OPTIONS
2000	\$10.00	> Credit Card > PayPal > Egold > Stormpay >
4000	\$20.00	> Credit Card > PayPal > Egold > Stormpay >
6000	\$30.00	> Credit Card > PayPal > Egold > Stormpay >
8000	\$40.00	> Credit Card > PayPal > Egold > Stormpay >
10000	\$50.00	> Credit Card > PayPal > Egold > Stormpay >

One other note on advertising banners. There is a great company called www.bannersgomlm.com. At BannersGoMLM.com, not only do you get a full **ONE to ONE exchange** on visitors to your own site, you'll also get **10% of all impressions** generated by anyone who joins the BannersGoMLM.com banner exchange "through" you. And anyone who joins through them, and so on, FIVE FULL LEVELS deep!

This is a great example of **"Viral marketing."** That is something I will discuss in a later chapter on page 63!

Plus, "targeting" your ad only to sites that *make sense* is also FREE! You can even exclude your "competitors' ads" from appearing on your site! And YOU decide where to place the BannersGoMLM.com banner on your pages! And, since a new window pops up when someone clicks a banner hosted on your site, you never lose a single visitor!

They also include a Free banner generator too.

To see what a BannersGoMLM banner looks like you can go to my website at www.letsallworkathome.com. I suggest you check them out and put them into place.

ClickBank Advertising

Affiliate Promotion (See Page 25)

Just wanted to supplement page 25 with using ClickBank to advertise. You can get an ad at the Log In page for about \$700 (at the time of this writing.) and on the Go Shopping/Promote Products page for about \$1500 per month.

They get over thousands of hits to their site per day. You can contact them at sales@clickbank.com to advertise with them. I do it when I launch new products and it works great. But you don't want to be there for sales necessarily, you want to be there to get affiliates. That's where affiliates go Dailey.

I also recommend luring them in using a high commission like 60-70 percent. Let them know up front how long your plan on keeping it at that level. It is a great way of getting an army of people to promote your product!

I recommend that you use this site to get affiliates as well as make sales. You can also contact the people at sales@1stpromotion.com to advertise with them as well. That is a great affiliate and sales site.

One last thing. Don't just get affiliates. **Sign them up** using your list software first. That will not only help you build your list but you know who your affiliates are. That way when you have a new product come out you can notify them to sell it for you. Otherwise you are just promoting to customers. This is very crucial to your future.

See list building in the next few chapters (page 53) to see how to build a massive opt-in list!

Setting up merchant accounts



Related Video: **Merchant Accounts**

I will only get into Three different ways to take credit cards over the internet. You can have your own merchant account but then you will have to set up the pages to work with the account. Way to complicated. The Three accounts that are popular are:

www.2checkout.com

www.clickbank.com

www.paypal.com

I only use the last Two. I prefer PayPal. No 1099. Instant payment. Low fees. You get your money in transferred in to your checking account electronically in just 2-3 days. It is sent to your email address and they accept credit cards and checks from all over the world. Drawback. Very difficult to use with an affiliate program. The do not have one built in like ClickBank.

The other one I use tremendously is ClickBank. They have a very good secure server. The pages are encrypted and can't be cracked to find out your thank you page without paying. The have a great affiliate program that makes it easy to have affiliates promote your product. Drawback. Expensive fees, paid every 2 weeks but by the time the check clears it can almost be a month form the first sale. And the biggest problem is all anyone has to do is put their own ClickBank id in the browser and use their commission as a rebate. This is stealing from you or the affiliate that worked hard to get them to your site. But there is no way around it. It's just part of the business. You can use the affiliate link cloaker that was included with your powerlists membership as a bonus at

www.letsallworkathome.com/powerlistsmembers.html

This tool can do a lot to help stop hijacking of your commissions.

Watch the related videos **Merchant Account** to see how to put these on your sales pages to have an instant merchant account.

Building a Massive Opt-in List



Related Video: **AutoResponse Plus**

Related Product: **AutoResponse Plus** (\$97 per year or \$179 Lifetime)
No Monthly fees. Very Powerful. The Pro's Choice. I recommend highly!

Here are some other programs but I only can truly recommend the one above based on by own experience. Why gamble. Just look at the related video. Also, you can go to the site to see a demo.

Other Life Time Choices

[Master E-responder V1](#)

Other popular responder's with **monthly fees.**

[getresponse](#) [AWeber](#) [BambooBizOnline](#) [MyEmailManager](#)

[ReplyPro](#) [Royal-Responder](#) [The Newbie Club](#) [ProAutoResponder](#)

Companies that offer a **free** autoresponder service (Limited Features.)

[getresponse](#) [ReplyPro](#) [Royal-Responder](#) [The Newbie Club](#)

Read closely! This is the **most important chapter** of this book!

I didn't get it for months. Some people don't get it for years. And other's never get it. The "it" comes with a lot of money.

It finally hit me, and when it did it came down like a ton of bricks.

I read a web site that said:

"It takes a buyer an average 3 to 7 visits to your site before they buy!"

I said huh? Can that be true. YES! The reason is called surfing. Think about it. You never sit down at your computer with the intention of buying something. It usually happens when you are surfing. I bet 90% of the things I purchased was from surfing. And usually after I bookmarked the page.

The reason is that I sat down to do the hundreds of things that are on my to-do list. Spending money wasn't one of them! How many times did you want to go back to a site but you couldn't remember it. Shame

on you? No! Shame on the seller. He should have had a way to get your email address when you went to his site. That way he could remind you to come back.

Almost 70% of my sales from my PowerLists Product comes from my AutoResponder software. I am not talking about other programs that I sell. That's additional income. I will get to that. I am talking about the main product that I sell.

You see, I offer a 1/2 price special 2 days later to all people that didn't buy. Free members are automatically drop from the autoresponder when they upgrade so they never get those embarrassing emails showing that they could have purchased the product cheaper. They are then added to another autoresponder for paid members.

I even offer a 70% off 1 month later. These sales make up almost 70% of the total product sales. That's several thousands of dollars per month that I would not have if it were not for this. With out this system those customers would be gone forever.

But that is not even the most powerful part of the equation. What is the most import thing to remember is that you are establishing a relationship with your list.

I would rather collect 10 names and emails then get one \$19 sale. I kid you not. Your list is your holy grail. It is your cash cow. The only way to make serious money is by building a relationship with your list and members.

You see when someone opts-in they agree to receive email form you forever (until they opt-out.) If you can build a massive list of target customers you can send mass email to your members and never be accused of spamming. Your Autoresponder software records all of their info like name and IP address to protect you.

People ask me all the time how I promote so many products. It is simple. I do not send out ads to promote products. I never will. What I am about to tell you is the real **Secret to My Success.**

I went on a campaign to collect emails address and names for an opt-in list. I stopped promoting products on the initial email ad (front end). I only promote products on the back end (Follow up emails)

Ahhhh, now you see. It is simple. Get their email and name **just one time** and **you own them for life.**

So how do you get their name and email. Very simple. Your software will give you a way to put the form on your website. It is in the video.

The second thing that you need to do is advertise the page. You can use the advertising techniques that are in this book.

Then you need to **BRIBE** them. You need to offer them something of **value**, and I mean real value. Not some spit up and regurgitated product that everyone has or doesn't need like "Million Dollar Emails". What you give away should be of great value. Be careful not to give away anything that you do not have rights to or that violates the resale rights guidelines of minimum price offer. Even though you have resale rights doesn't always mean that you can give it away. You might have to sell it at a minimum. You can give away our website templates for free if you like. It is located here:

www.letsallworkathome.com/templates.zip

The free item must be **Tied-in** to your **Target market**. I gave away a safelist directory ebook because the people were targeted from emails that I sent out to safelists. Mark Joyner calls this **Target, Tie-in and Collect!** I can not give away free tooth brushes at this site and expect to get the same response. If I was a dentist it would make perfect sense. And a dentist would not give away a safelist directory either.

Keep the page simple and to the point. Do not try to sell anything on this page. **K.I.S.S.** Keep – It – Simple – and Stupid. Put a lot of hype on the page offering a free membership with a bonus.

Lets look at a study of **PowerLists**. This is how I got over 3,000 members in just my first 2 months!

First is the Email Capturing website. This is where I do a massive advertising campaign to get people to the site. It is at <http://www.letsallworkathome.com/powerlists.html>

Notice how simple the page is. I promise a free membership to email 5 Million people SPAM free. It is simple. I just give them a membership to a page that is a safelist directory with free to join massive safelists. More on that later.

After they sign up (or on page unload by pop up) They are brought to my up-sell page. I call it going PRO. It offers the same safelist directory and affiliate page except it gives tons of great software bundled together that I have acquired resale rights to. The site is at: <http://www.letsallworkathome.com/powerlistsignup.html>

If they chose to pass on the offer then they go to the Free Membership Page. <http://www.letsallworkathome.com/powerlistfree.html> (This is the same page that I gave you in your templates.zip) This site is a homepage for internet marketers. It is also a great safelist directory that pays me income upon PRO signups. I make about \$700 per month just from these signups. Many Pay Residual Income. It is also a page where I can offer every affiliate program that I have.

If they purchase the PRO Package they are brought to a similar page with all of the Bonus Software. This link was included in your purchase of this book. It is at: <http://www.letsallworkathome.com/powerlistsmembers.html>

Let's assume they do not buy today. I have offers that do a couple of things.

The **1st message** is a welcome letter. It goes out right away and starts a Viral Campaign. I will explain that later. Here is The message:

Hi {FIRSTNAME},

I want to give this to you!
Free Copy of IP2IP Messenger!

Click below to get a Free IP2IP Messenger
<http://www.letsallworkathome.com/freeip2ip.html>
(Unadvertised Bonus!)

OK....Now!!!

My name is Mike, and I want to thank you for joining PowerLists!

PowerLists Free is now set up to be a Homepage for internet marketers. Make Sure that you Bookmark the page when you get to the site.

Your HomePage site for PowerLists is at
<http://www.letsallworkathome.com/powerlistfree.html>

For a great opportunity Check out our PowerLists affiliate program at
<http://www.letsallworkathome.com/powerlistsaffiliate.html>

Thanks,

Mike
www.letsallworkathome.com

Notice the unadvertised Bonus. That is used to start a Viral Marketing campaign. Which I will explain later on page 64.

Message# 2: This is a follow up for half price that goes out in 2 days. It does very Well. It is time sensitive to the reader. I get many people asking if I could increase the deadline. Of course, I never really pull the sight sown at midnight!

Online Special- 50% Off! 2 Days Only- Open quickly!

Hi {FIRSTNAME},

2 days ago you signed up for PowerLists! Thanks Again.

If you were thinking about upgrading to Pro Now is the time!
We are offering a 48 Hour Special
Upgrade to PowerLists Pro
for half the normal Price!

This is 2 day special so act now.
Go to
<http://www.letsallworkathome.com/powerlistsspecial.html>

Check it out fast! This offer will not last!

You can get in on all of those great Products!
Yes you get to upgrade to pro for just 15 bucks!

Thanks for you time,

Mike
www.letsallworkathome.com

Message# 3: 4th day! This is to tell people that They Can Make Money with my product with an affiliate program.

PowerLists Affiliate Update!

Hi {FIRSTNAME},

Just wanted to let you know some facts.

PowerLists is now one of the fastest growing products on ClickBank!

You want proof! Go to
www.clickbank.com

Click On Promote Products
-then
Click on: Computing & Internet
-then Click on: Email Services

We are listed #2!
We are Listed #13 in the whole Category of Computing and Internet!

Thanks in part to our Affiliates!

50% of \$29.95 means big bucks for you!
Many Vendors pay only 25% to 30%

To promote the hottest ClickBank item with the most generous payout click on the link below:

To sign-up as an affiliate Click
<http://www.letsallworkathome.com/powerlistsaffiliate.html>

Current Affiliates Click
<http://www.letsallworkathome.com/powerlistsaffiliatelink.html>

You just can't find a better product to promote on a safelist! Trust ME!

Now lets all go earn some money!!!!

Thanks for your time and effort!

Mike
PowerLists

And the from there I send out about 40 follow up messages called the item of the week. I promote my affiliate products from there. It is all set up for me in my autoresponder system.

Example weekly Message:

Online Item#27-PowerList Item of the Week!

Hi {FIRSTNAME},

This is our item of the week!

SMASS
Safelist-Magic Auto Safelist Submitter!

"Automatically Blast Your Email Advertisements safely and legally to Millions of Targeted Prospects using amazing "set and forget technology!"

I use this product to generate 50% of my sales.
In fact you will see my testimonial on their website.
This product alone generates over 15 sales per day for me!
You are not marketing a product effectively unless you use this!

Check it out Here!
<http://hop.clickbank.net/?signndrive/smass>

Last Weeks Item! #26
IP2IP Software!
<http://www.letsallworkathome.com/ip>

Thanks,

Mike
www.letsallworkathome.com

Now every now and then I get a product that comes along that I want to get out right away so I simply do a broadcast to all of my members.

That's it! That is how I earn over \$5000 per month, every month.

#1

Mass email campaign to one site to collect email address and first names to start to build a member list.

#2.

Offer an up sell when you capture the name. Remember the focus is to sell them on giving you their name. You can always worry about the up sell later. Once you get their email you can send to them over and over again.

#3

Start a **Viral Marketing Campaign** right away. See the related chapter on page 64.

#4

Keep them coming back to your affiliate site so that they want to bookmark it. This site is a cash cow! You will sell products that you never heard of before.

#5

Show them how they can make money as an affiliate for you.

#6

Follow up with specials on your offer from time to time.

#7

Set up an automated weekly pre-made autoresponder that sends out a newsletter of your hottest products.

#8

Broadcast to your list some new programs that come along and new products that you develop. Maintain a personal relationship. Let them know that you are a real person.

That is how it gets done!

Here are some other important notes:

When you collect a name you should put a message like this:

NOTE: Do not use your List address. We send you updates from time to time for FREE product upgrades. If you use your list email address you will never get the notice! Please include you Main (Admin) email address above! Also: Please **turn off your SPAM guard** or you will not receive your software. You need to accept mail from questions@letsallworkathome.com to get your products. Vacation responding emails will be deleted and will not get your membership activated.

Privacy Policy: We Completely Respect Your Privacy! We will never rent, share, give, or sell your name or email address to anyone else... ever! Your e-mail address is not made available to anyone -- period. Your complete confidentiality is guaranteed. By joining you will not receive a bunch of unwanted junk e-mail!

Many people like to use a bogus email address or their safelists email address. The message above will help to get their main email address. That is the only one you want. It also stops them from using a free email account like yahoo where they have their vacation response setup. The way that works is it responds with a message like:

"I am away on vacation, I will read this when I get back!"

That is bogus. They just used that email address to subscribe to get your bonus but they never check the email. The account is set on vacation for eternity.

Also it is important to tell them to **turn their SPAM guard filters off** for your email address and your domain. Your emails will never get through and many people today are using these SPAM filters up front.

And finally, it is important to gain their trust. You need to explain how their information will be kept private. Just read my privacy policy above. You should put that on all of your forms!

Now it is very important to establish a good relationship with your list. Here are some rules.

- Do not bombard them with 2 to 3 emails a day or even more than twice per week. I recommend once per week.
- Always make it appear that you are sending out the letter to the reader and not a Dear Members type of email.
- Always include the persons FIRSTNAME in the email.
- Don't always appear to be selling. Tell a little story and use the phrase related reading or related links.
- Offer your list members quality information. Don't just send them an email ad for every single new program that comes out.
- Only offer products that you see as quality. Never offer something that you wouldn't buy just because it makes you money.
- Don't use the word Free in the subject or in the email. It will get picked up by spam filters and your email will not get through.
- If you need to use the word free use fr~ee. It will not get picked up by the filters.
- Always give them a way to opt-out in the email.
- Make sure you always collect their name. No one will ever think that you are spamming them when they see their name in the email.
- Always put a This is not spam label in your email. I use the following:

This message is not spam. You signed up
at our site www.letsallworkathome.com
and your name is Mike. To
be removed click on the unsubscribe link.

If you wish to cancel your subscription, simply click once on the link below.

[Click here to unsubscribe](#)

[Powered by AutoResponse Plus](#)

If you do not follow these rules you will get a lot of canceled subscriptions. That breaks my heart when someone opts-out.

Try to see what pattern is developing when they opt-out. If you have many people drop out after one particular broadcast (mass mailing to your entire list or a filtered list) go back and see what you put in that email letter that upset so many people. This is important. You work hard to get the names and you do not want to lose them. Once the

opt-out you can never send them an email again. That would be considered SPAM.

You should also see what email from your pre made autoresponders that is causing a higher than normal opt-out. Get rid of that email or change it fast!

Here are some other things to consider from spam filters! Understand these rules before sending out email.

SPAM: ----- Start SpamAssassin results -----

SPAM: This mail is probably spam. The original message has been altered

SPAM: so you can recognize or block similar unwanted mail in future.

SPAM: See <http://spamassassin.org/tag/> for more details.

SPAM:

SPAM: Content analysis details: **(6.8 hits, 5 required)**

SPAM: Hit! (1.0 point) From: ends in numbers **Don't Uses Dates!**

SPAM: Hit! (-0.5 points) BODY: Contains 'Dear Somebody' **That is good!**

SPAM: Hit! (2.1 points) BODY: Talks about opting in

SPAM: Hit! (1.5 points) BODY: Claims "This is not spam"

SPAM: Hit! (1.4 points) BODY: Claims you can be removed from the list

SPAM: Hit! (0.4 points) BODY: Claims to be legitimate email

SPAM: Hit! (0.5 points) Subject has an exclamation mark

SPAM: Hit! (0.4 points) Subject has lots of exclamation marks

SPAM: Hit! (0.2 points) BODY: Contains at least 3 dollar signs in a row

SPAM: Hit! (0.2 points) BODY: ends in numbers

SPAM: ----- End of SpamAssassin results -----

But be sure to watch the videos to get more insight on the power of an autoresponder and managing you list.

Viral Marketing

This was a term that I first started hearing but did not understand the concept until just a few months ago. It is one of the most effective ways to get traffic to your site. It works on multi-level technology. You know, you tell 2 friends and they tell 2 friends and so on and so on!

It's called Viral Marketing because it works like a virus. A virus starts out small and then infects every cell that it touches. Each sell becomes just like the host cell and duplicates the effect. The result of the growth is exponentially fast. That is where you get the expression: **"Spreading like a Virus."**

This is how it works

3 people tell 3 people =

$9 \times 3 =$

$27 \times 3 =$

$81 \times 3 =$

$243 \times 3 =$

$729 \times 3 =$

$2187 \times 3 =$

$6561 \times 3 =$

$19683 \times 3 =$

59,049 Members in just 10 days if this worked perfectly.

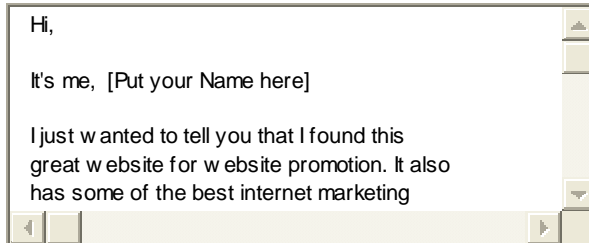
If you did it with a 5 people matrix it would be almost 10 million names by the time it reached the 10th level. Now, not every one gets 5 that gets 5. But it does start a chain reaction or traffic virus.

The thing that every virus needs however is a catalyst. That is like the yeast in sour dough bread. It needs a jump start to get started and then it takes off from there. That can be started by sending out an email to your list or using networking with your joint venture partners. I will explain that later on page 68.

I use a type of viral marketing in my first letter to my subscribers. This is ingenious because it works on an automated cycle. That is key. I offer an unadvertised bonus of a very popular software. They can get it free at <http://www.letsallworkathome.com/freeip2ip.html> Go to the site now!

Step 1.

Copy the text in this box and paste into an email message.

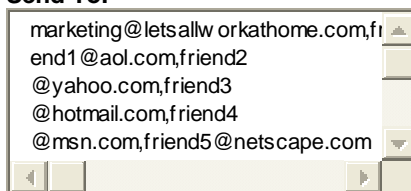


Step 2.

Forward this email to marketing@letsallworkathome.com as well as 5 of your online friends. That way we can verify that you actually sent it to 5 friends. (You may send it to more than 5 friends.)

Your send to box should look like this example:

Send To:



Step 3.

Use the subject line:

This site made me think of You- Check it out!

Step 4.

Replace the [Put your Name here] spots at the top and bottom of the email with your **first name**.

Step 5.

You Must Follow These Rules!

- Put your name at the top and bottom of the email.
- Your recipients must be someone that is into Internet Marketing
- You must know the person by first name.
- You must have sent an email to them or have received one from them in the past or, you have made a purchase from them or they have made a purchase from you in the past.
- You can not send this letter to anyone you do not know! That would be SPAM and SPAM is bad. We are just trying to do the right thing here, not the wrong thing.

Step 6.

Send your email to your friends.

We will send you the software right after we verify!

You see how it works:

In order to get the software they have to send out an email to 5 of their online friends that are in to internet marketing. They must send it to me and them in one email. I tell them that it is to verify that they really sent me the names. I really don't care though. When they send to marketing@letsallworkathome.com it accomplishes **2 things**.

First, it **forwards** me the email to my normal email address so I can see that its working. I get many of these a day. It Works!

Second, it is an **autoresponder** from my website domain that sends them the software and other links in an instant email. **It is completely automated** and extremely **viral!**

When I started this I got tons of additional signups. It is still going strong to this day. It is now responsible for about **15%** of my subscriptions. That is huge! I recommend you start a campaign just like this. The free product **must be of value** for it to work!

I like this idea so much that I am starting a viral marketing website. Here are some excellent websites that will promote your site for free using viral marketing. Why do they do it free? Well lets see. What have you learned from this course. Hey! Good Student. They do it to **build a huge opt-in member list** and offer an up sell at time of signing. It's all starting to kick in now right!

One of the most successful marketer's to do this recently was Mike Chen. My estimate is that he saw his monthly income grow 10 to 15 time per month as well as growing one of the largest list on the internet virtually over night. He received over 5 million hits or so to his site in just the first week that he launched is campaign. That is huge. He did it by following the rules of Viral Marketing and applying it to some source code that he received from the **Mark Joyner Farewell Package**.

Its called FlyInAds.com I suggest you look at it right now. No need for me to explain it when its all on the site. It at www.flyinads.com He also as a site called www.screenblaze.com that works the same way by giving you credits with you screensaver! Update: He just sold this site and is now set for life. Way to go Mike!

BannersGoMLM.com is another free site that uses Viral Marketing.

Networking, Joint Venturing and Branding

Welcome to the final chapter of this book. I felt that this was an important part of the course.

Networking is about building relationships. Relationships with people that you make on the way up the ladder, the people below you and the people at the top.

What I mean by that is the people below you, are your customers. They look up to you. Even though you maybe sitting in your PJ's at home they have the perception that you are running a company. You must always act professional but that doesn't mean that you should not be personal. In fact I encourage it. Always respond with "Hi FIRSTNAME,". Talk about your day. Use emoticons like :)☺ : (☹ and LOL which means laugh-out-loud. Or use (wink), (hee-hee) or (chuckle) when you say something funny. Always ask them to keep in touch. Say things like have a good weekend or holiday, or even good night. I think you get my point.

Now, when you talk with the big boys (by that I mean the guys like Mark Joyner, Armand Morin, Terry Dean, Jonathan Mizel, Joe Vitale, Mike Rasmussen, Tom Dahne, Mike Filsaime oh... you caught that.) try to get as personal as possible and always try to leave an impression. I try to always leave the last word.

If you have to, say things like "Remember me, I'm the guy that couldn't get my affiliate link right for 3 weeks (LOL), but thanks again for your help. You are a real Pro. But the reason why I am writing today is..... Oh and by the way, keep me on the top of your list when your new product comes out. I just love your stuff. PS How do I go about giving a testimonial for your product."

Now I know that this is a royal ass kissing but don't say it unless you mean it. But you would be surprised at far it can get you. Try to drop them a line one day just to say Hi!

When they respond always make a note of their email address and store it in your contacts. You will want that in the future! Do not pester them unless you have something of relevance to say.

These guys/gals remember when they were coming up and many of them are great everyday people and would like to return the favor.

Other ways of networking can mean going to Internet Marketing Seminars. This is a great way to network and put a face to people and they can put one to you. Look and act as professional as you can but always be yourself. Carry business cards with your website and personal photo on you (This is a form of branding that I will discuss later on page 69).

Get involved one on one with people. See if any one is interested in sharing ideas for a product or site. Partnerships can be a real good thing. Maybe you have the money to back something but you don't have the time. Maybe you can design a website but you cant program source code or vice versa.

The reason why you want to make contacts with these people brings me to my next step here.

Joint Venturing

Remember, these top people have huge, responsive opt-in lists. If you can come up with a great product, service, or ebook that has value and marketability they will want to get on board.

This is what you should do along your days and nights. Every time you come across a website of a guru take a note at the contact email address. Then put it in a Microsoft Excel file called Joint Venture.xls

Also, if you see other marketers on their site as a testimonial, take note of their name and go to their site and **get their contact email address**. Put it in that Joint Venture.xls file. For instance, go to www.joekumar.com. Oh my gosh! **That place is a JV gold Mine**. You start with one guy, go to that persons website. Then that person has more testimonials, and so on and so on.

It did it for this book. I am going to contact each one and let them know that I have the hottest new product to ever come down the pike. I will let them know that I need help, but they don't really care about that!

This is something that I learned long ago. Every one's favorite radio station is **WIFM** (what's in-it for me.) (Chuckle)

So I will offer them 50% commission. I will tell them that I will not change that until at least 60 days so they need to hurry. I will also let them know to act fast because I have notified other JV's and the word

is all ready starting to spread like **Wild Fire**. If they wait to long people will snatch it up from another JV partner as many people belong to several lists. By creating this urgency they realize that it is in their best interest to sign up ASAP an get the ball rolling without hesitation.

The last thing that I will do is let them have the product for free. Why not? They need to evaluate it before they put their blessing on it. This is an absolute must!

Then I will tell them to evaluate it quickly. I have Ten spots for testimonials for the Guru's on my site. They can advertise their website just like it is on Joe Kumar's page.

I will tell them that the product will be the next biggest selling eBook of the year and that I expect the website to be a mover and shaker on alexa.com and they should be a part of it while its hot.

You see this is called **conditioning** their mind. There is no reality... only what we perceive. They will perceive my success and **it will become a reality.**

That leads me to my final point on **Branding**. Branding means "**quality association by name, photo, website.**" In the real world all I have to say is "**king of pop**"... you say Michael Jackson. You want a soft drink you say **Coke** but it's a cola. You want to clean your ear you say **Q-tip** but it is a cotton swab. **Band-Aid**, no adhesive bandage. **Jell-O**, no gelatin. **Windex**, no glass cleaner. **Lysol**, no disinfectant spray. **Xerox Copy**, no photo copy. What these companies have done is branded their product so well that their brand name is now associated with the product. That is incredible.

Don't be fooled by the power of branding. Intel did such a good job that when a better cheaper processor came out people said, "Oh, its not Intel...no I want Intel, charge me more." Right?

So how do you brand yourself. Well look at Mark Joyner. He is the Tiger Woods of Internet Marketing. Says Who. One guy made a testimonial and he put it on all of his site. Now so does everyone else when they talk about him. And why shouldn't he. He is branding himself. He is getting you to perceive that he is the top authority. Then you see him as credible and buy without question.

By putting testimonials on his websites of other “branded” guru’s you buy with even more confidence. Your refund rate will be less because people feel that if the product is no good for them, it must be them the customer, everyone else loves it. They don’t want to admit to the Guru (authority) that they can’t understand the program or the product is no good. You can condition your reader ahead of time by saying that out of thousands sold only two people have asked for a refund. One was because the spouse called to cancel. They feel that they must be doing something wrong if they want to cancel.

The way to brand yourself is to be self proclaimed at first. Call your product the best thing since sliced bread (be more creative than that.) Hype yourself and your sales page, but never lie. Use your full name and add audio to your site. Put a photo of yourself on your site. Have it taken professionally on a white background. Look confident, proud and have a warm smile but don’t grin. It’s called smiling with your eyes.

Have that photo ready and when you use a testimonial offer the photo and make sure you include you full name and website. Always ask the person you purchased the product from how you can give a testimonial. This is marketing! Solicit testimonials. People like to juice them up. It’s just human nature. Put them on your website. Especially when they call you a god!

Finally, when you do make it big. **Never believe your own press.** Stay grounded and don’t forget where you came from. If people helped you along the way, make sure you return the favor. But never put your name on something you don’t believe in.

Thank you so much for your interest in this product. I truly wish you great success. When you get there let me know. Just remember, nothing happens until you take action. Don’t be afraid, be a success story. Nothing would make me happier than knowing I made a difference. Keep in touch! My personal email is signndrive@aol.com. (Hey I’m a car guy ☺)

See You at the top!

Mike Filsaime
www.letsallworkathome.com

P.S. I you loved this product, send me your testimonial, I would Love to hear from you. I will be putting them up on the sales page.

Make Money with this Product!

If you want to earn great money while you are setting up you carbon copy sites, you can market this program. This program will pay you 50% Commission of \$47. That's \$23.50. You can use all of the advertising techniques in this book to promote it. Safelist, pay-per-click, you name it.

This product is selling like crazy. I came back to add this page. The sale site is converting one of the highest percentages in the industry. There is no other product that you can sell that pays higher and sells better than this on all of the internet marketing community. Do delay.

Get started by going to:

www.letsallworkathome.com/carbon-copy/carbon-affilaite.html

to sign up right now!

Now go get'em!