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## **All About HITS**

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# Introduction

Hello! Thank you for purchasing my program! Now the journey begins.

For those of you who have purchased the mentoring program, you can email me anytime by [clicking here](#).

I know that you are going to find this information easy to use, and most of all, profitable. I have included many resources which I use everyday - they have greatly contributed to my success. So make sure you read this e-book with a live internet connection. I recommend book-marking any resource, so you can study it later.

Since I started online the Internet has changed, it's NOT FREE anymore! In the beginning, I was successful because I had a skill of promoting websites on the search engines. My advertising budget was zero, yet I was still able to make great money. Times have changed - but I believe that TODAY the Internet has never been better for making money - if you know how.

Each chapter is explained in detail, with examples as needed. I would advise that you absorb the information first, try some of the methods - then email me as your questions arise. This way, we will be speaking the same language.

I know all the information in each chapter is valuable to your success, but the most powerful money making, traffic generating chapters are: Reciprocal Links, Profit from Pay Per Click, Opt-In Email ( The List is King ), E-zines, Additional Promotional Methods, Ideas to Dollars and Traffic Virus - but I will let you be the judge. Please read all of the chapters, as they are progressive.

Well, let's get started or restarted right now.

Sincerely,

Paul Prissick

CEO, All about Hits.

P.S. - If questions arise about billing, mentoring or **anything** I'm happy to work with you.

P.P.S. - I know that my text is not a literary work of Shakespeare. At times I'm repetitive and I have purposely tried to explain everything thoroughly in layman's terms. But I know what I'm talking about - I make real money online everyday and I hope to show you how to do the same.

## What's in & What's Out

Here are some techniques that used to work - they are now outdated and ineffective; I include the following insight on ways you should not waste your time or money.

Perhaps this is different than what you have heard - trust me I know what works. We need to be smart with our time, it's our most valuable resource.

### **Out - Submission Services:**

I'll bet you have seen this before; submit your website to 1000 search engines for \$29.95 and watch the cash roll in. DON'T waste your money. Spend the \$30.00 on dinner and you will be better off. Most of these services submit your site to useless free for all links and search directories, whose Modus Operandi is to get your email address and sell you something. If it was this easy, then everyone would have a profitable website.

### **Out - Spamming Pages/Doorway Pages:**

Search engine gurus, (misinformed ones) will tell you to try this method. You make hundreds of small independent pages, designed to flood the search engines - or by making pages on your site with hundreds of links that bridge to one URL. This used to work with some result but times have changed.

## **Out - Spamming:**

Sending unsolicited email to anyone from large purchased or self harvested lists. You get them in your email box everyday. This will get you in trouble with your ISP and is definitely not worth the headache. Later, I will show you how to make email marketing pay, the smart way.

## **Out - Link Farms:**

Linking your site to hundreds of others with unrelated content. By signing on with some services that offer to link your site at will. This practice is done to enhance a website's link popularity, in hopes of achieving a higher listing on the search engines. Done properly (I'll show you later) it is a very important part of search engine promotion.

## **Out - Free Search Engine Submissions:**

With the need for revenue, few search engines offer reliable free submissions or admission. Dealt with later, you'll see the distinct advantage of paying to be listed in the "web page results" for any search engine.

## **Out -Cloaking:**

Using stealth technology to fool the search engines into seeing one page and ranking another. You will get caught, it may be illegal and not worth the effort.

## **Out - Hidden Text:**

Hiding or stuffing many keywords onto a page, trying to disguise the text by using the same colored text as the background. This is an old, ineffective trick.

## **Out -Banner Exchanges:**

Years ago banner exchanges produced a fair result. Generally speaking, banner exchanges have fizzled out with the click through - results way less than 1%. Don't pay for banner advertising, it's not worth it but a few free services that offer exchanges can't hurt. As long as they don't jam up the navigation or distract users from your products.

## **Out -Free Web Space:**

Free website hosting. It's jammed with banners and pop-ups, which you have no control over. If you're serious about making money get a [reliable provider to host your website.](#)

## **Out -Opt-In E-mail CD's**

Buy 1,000,000 opt-in email names for \$99.00 and make big bucks. More like - buy 1,000,000 opt-in names, get 900,000 returns and lose your ISP account.

These are scams to Spam lists and over-sold email names. It's okay to purchase email addresses from legitimate companies, but it's very costly and you have to know exactly what you are doing.

## **Out - Meta Tags, Meta Keywords, Meta Description:**

I recommend, and will show you how to sensibly use these tags as part of a sound, promotional strategy. These tags used to be of utter importance and you could manipulate the search engines accordingly - not so anymore.

## **What's In:**

Described in the following chapters, I will show you what's in - which methods really work! A few of the techniques and resources are: Pay Per Click, Opt-in Email, Reciprocal Links, Pay For Admission (web page results), Rich Content, Search Engines Ready Pages, E-zines, Digital Products, and Auto-Responders to name a few.

## Set Your Site Up For Success

First of all - are people actively searching for your product or service? Do a search [here](#) for what you think are the top keywords someone will use to look for your site. You will see the number of searches done by users to the left. If the numbers are high that's great - now you have an audience - all you have to do is sell to them. If the numbers are low or non-existent, then you need to research another product or service. Don't waste your time marketing products to an audience that does not exist.

When you're confident that your product or service is desired by users - then you have to identify your market. Who are the people you're going to target? Are they singles with disposable income, families, all types? Is your market generic or does it apply to a niche? I briefly mention this now - while you are developing your marketing strategy you need to be thinking in these terms, you need to find these people!

### **How to Set up your Website...**

You will find in this publication, there are many ways to promote your website. Search engine promotion should be part of any online strategy. What follows is a proven way to set-up your website so it's search engine ready. The methods are meant to give you a starting point. As you get better at this, you can make changes as necessary. If you have a new website or one that does not have much traffic, I would follow these examples exactly. *Any of you with the most basic knowledge of HTML will be able to implement the following. If you don't know how, ask your webmaster to follow my examples.*

From a search engine prospective, you must make sure that your site has great copy. Rich text, clearly stating the theme of each page, using your keywords. Without being overly repetitive, you must write a minimum of 2 paragraphs per page describing the "specific content" for each page.

What you are trying to accomplish is "keyword weight". Keyword weight is one measure the search engines use to qualify and rank pages - weighing the keywords within your text along with many other factors.

For example - if you sell different kinds of pet's products, explain all the great things about pet products "strategically" using the top keyword pet products and its synonyms regularly. The key is to use your keywords at will without losing the quality of your copy. It's a delicate balance and you can experiment as you go. [Example](#).

Then, if your NEXT page was about "dog supplies" write 2 or 3 paragraphs about "dog supplies" using it and its synonyms regularly.

The principle to remember is to make the text for each page specific and detailed for whatever product or service is described.

**Headings & Subheadings.** Now that your copy is in order, make your headings and sub-headings keyword rich. Again, make sure they are specific to each page. [Example](#).

**Html Title Tags.** Much has been said about title tags and I will try to keep it very simple. Plug in your keywords and phrases to the following examples. It's important to remember to have a **different tag for each page** as it relates to that page.

Do not change any of the spaces, dashes or punctuation. As you get better at this you can change the words - take a more aggressive or less aggressive approach as your

traffic dictates. These examples are meant to give you a good starting point. When the search engines refresh your pages any changes will be reflected.

For example, the title tag on your main page might read;

```
<title>PETS.COM: Pets – Pet Toys, Food, Supplies, Accessories & Pet Products Online.  
</title>
```

Note that I have used the name of the company once (which is enough) and pets 3 times. Not overuse but effective.

Your next page might read:

```
<title>PETS.COM: Dogs – Dog Toys, Leashes, Collars, Accessories & Dog Products  
Online. </title>
```

And so on. By making each page different you broaden the amount of keywords and phrases your website will be found under.

**Meta Descriptions.** I would accurately describe your service using your best keywords.

```
<META name="description" content="PETS.COM – Get pet products online, pet supplies &  
accessories. Everything for your pet from A to Z! ">
```

Next page might read;

```
<META name="description" content="PETS.COM – Get dog toys online, leashes, collars,  
supplies & accessories. Everything for your pet from A to Z! ">
```

And so on.

**Meta Keywords.** Use a maximum of 20 keywords describing the specific content for each page.

```
<META name="keywords" content="pet, pets, dogs, dog, cats, cat, pet food, pet supplies, pet accessories, pet products ">
```

Next page about dogs might read

```
< META name="keywords" content="dog, dogs, canine, canines, dog food, dog supplies, dog products, leashes, collars, clothes. ">
```

And so on.

**Links.** Names the links on your pages using your keywords to increase link weight, e.g. pets supplies, dog collars etc. [Example](#)

**Naming your pages.** When designing your site, as you save the pages, name each one with your keywords, e.g. dogs.html, petsupplies.html & so on.

**Domain names.** When [reserving a domain name](#) for your company always try to include as many keywords as you can. It's another measure search engines use to rank pages. With the extended character limits and domain extensions available, you should easily be able to find a keyword rich, domain name.

Note, that if your website uses frames or is dynamically driven, many of these methods will not work. An easy fix would be to design a search engine ready site, a carbon copy of your main site, whose only purpose is to gain search engine traffic using the techniques above.

## Design & Navigation

How many times have you visited a site and lost track of where you are, what they are selling and how to contact them?

My advice is to make it simple! Clearly state the purpose of each page, make it easy to order, and be sure it's easy to contact you by email. Also, have your permanent address, phone number and/or 800 number clearly available.

Design, in my view, should be very simple and straightforward. No or little flash, difficult plug-ins - just straight html. From a search engine perspective, ordinary html is what they like. I know there are exceptions to this rule for different kinds of companies. In my view, the Internet is about relaying information in a business to consumer relationship.

I don't like frames and neither do search engines. Don't use frames when designing your site as search engines have a difficult time indexing your pages consistently.

Many of the principles I speak of won't work with frames. If you must use frames, design a "search engine ready site" using simple html to gain search engine rankings and have it link to your frames version. I know I have used frames for the All About Hits Online Guide, but these are secure pages not to be indexed by the search engines.

Dynamically driven websites, with active server pages, don't generally do well on the search engines. Some search engines will index the pages, but to gain top positions with dynamic pages is not a great plan. Some website promotion companies have

found ways around this to help clients with dynamic pages, but I still don't prefer them from a promotional perspective.

Again, a way around this is to make a carbon copy of your website under another domain name, implementing the techniques in this guide. Make another site strictly for search engine promotion - many companies use this method.

When searching for a domain name for your site, [go here](#). Be creative and look for a suitable name that matches your products and services. With all the new domain extensions and increased character limits, you will be able to find a great name.

Always use your keywords in your domain name - search engines will look at this as another measure in the ranking process.

## Search Engine Submissions

At least 95% of your search engine traffic will come from the search engines listed below. When you break it down, there are really not that many to be concerned with.

For the most part, gone are the days of free search engine submissions. They need money to survive and are looking for revenue from every source. Some still offer free submission, but it's not consistent and is unreliable - so my advice is to pay the small fee to be included. It is generally not more than a few hundred dollars.

With the pay for inclusion search engines ( not pay per click dealt with later ), I would submit as many distinct URL's as you can afford. I'll show you how to get your site search engine ready - the more pages you have listed, the easier you will be found under a multitude of keywords and phrases.

From a promotional standpoint "pay for inclusion" has some advantages:

**#1** - Your site gets added quickly and it is refreshed weekly. This means that the results are fast -within one week and no more 8 week guessing periods.

**#2** - Because your URLs are refreshed weekly with paid inclusions, you may frequently modify your site - these improvements will be reflected in your results. Free search engine submissions do not give you these options. This consistency alone is definitely worth the price.

**#3** - Instead of the search engines controlling you, now you control them.

In the past, you would submit your site to the search engines, waiting 6 to 8 weeks for results. Maybe your site would get in and maybe not - when it would be refreshed is anyone's guess. So this paid effort has cleaned up web pages results plus made site promotion more consistent and profitable!

So, how do you get your site listed on the search engines?

It's very easy, but a few simple rules apply:

**#1** - Don't use automated submission software. ONLY carefully submit your site to the search engine manually.

**#2** - Keep a text file tracking where you have submitted your site and when. When you are adding your site to the search engines simply copy and paste the URL (example, <http://www.1stclassclicks.com> ) into the submission box and press enter. Most will give you a results page to let you know if you were successful.

**#3** - When adding your site to the search engines you will see that I refer to the top level page or the top level page in each directory within your site.

For example, the top level page is the root page:

<http://www.1stclassclicks.com> OR (either one will do)

<http://www.1stclassclicks.com/index.htm>

The top level of a directory for the same site would be:

<http://www.1stclassclicks.com/hits/> OR (either one will do)

<http://www.1stclassclicks.com/hits/index.htm>.

**Important Tip.** Don't make the mistake of becoming too fanatical about your search engine rankings. Search engine traffic is a great source but it's only part of an overall

plan. Pay attention and grow your search engine traffic slowly, but surely. Read the chapter on "Judging your Success" where I fully explain. One site I work with has top rankings on all the search engines for many keywords and phrases, but most of their traffic and sales is traced back to reciprocal linking, opt-In email and their affiliate program.

Included below are what I call "Hubs". These search engines are the biggest, have the best content and will account for most of your search engine traffic. It is important to note that these Hubs produce the results for hundreds of search engines. So a listing on one, will simultaneously get you ranked on the others.

**Alta Vista** - <http://www.altavista.com>

Submit your site to Alta Vista in a number of different ways:

[Express Inclusion](#) lets you quickly add up to 500 pages to the database that powers AltaVista's search results. Weekly updates will keep your listings fresh. *I recommend the express inclusion. This is great while using my methods. You can experiment with your pages and watch your rankings accordingly.*

[Trusted Feed](#) - The highest level of service, reserved for sites that submit more than 500 pages to the AltaVista database. Trusted Feed enables submission of custom titles, keywords and abstracts, plus providing you with highly qualified traffic through weekly updates. It accepts pages that are traditionally difficult for crawlers to index, such as framed pages or pages with dynamic content.

[Basic Submit](#) - allows you to submit up to five pages, to be added to or removed from the AltaVista global database. They generally evaluate your suggestions within four to six weeks. *I don't recommend the basic submit.*

Alta Vista's new [Listing Enhancements](#) allows you to distinguish your pages in the AltaVista search results with what they call "Listing Enhancements". Control the look and feel of your results by adding logos, icons, custom taglines and text links to your URLs.

Inktomi - <http://www.inktomi.com>

In my opinion Inktomi is the largest and MOST IMPORTANT search engine database on the net. It powers the search results for many top search engines like AOL, MSN, i-Won, Hot Bot and many others. Overall, this index receives approximately 60 million queries per day!

They offer a service called "Sure List SM" search engine inclusion service that assures your Website's pages 'get in' and 'stay in' the search index - consistently - yeah!

Specifically, Inktomi assures:

**Automatic Updates** — Your sites listings are refreshed weekly to check for fresh content on your Web pages. This ensures that changes to your pages are reflected. *This is great while using my methods. You can experiment with your pages and watch your rankings accordingly.*

**Featuring Fast Placement** — Your site will be added in about 48 hours!

**Online Account Management** — Confirm your Web pages have been added to the index.

**Online Traffic Reports** — See how many searchers visited your Web pages and which search terms they used.

Costs \$39.00 for the 1st URL and \$25.00 for each additional one for one year. [Submit your site here.](#)

You can submit your site for free to Inktomi from a few main portals like <http://hotbot.lycos.com/addurl.asp> *I don't advise this as you don't have any control over the listing process and lead times.*

Lycos - <http://www.lycos.com>

Lycos is another important search engine that has undergone some recent changes. They have just introduced their own pay for inclusion program. Guaranteed inclusion in the Lycos web index within 48 hours of submission, reaching millions of monthly users. Full refresh of your site content every 48 hours. Your most recent changes are available to the millions of Lycos users, and your site search index is fresh and accurate. [Click here for more information and how to get your site listed.](#)

Google - <http://www.google.com>

Google is NOT a pay for inclusion search engine. It follows the ranking methods of the old days. However, it relies heavily on how many quality sites you are linked and linked back to. Re-read the chapter on "Reciprocal Links".

Go here to submit your site to [Google](#). It takes about 4 to 6 weeks to be added. Once your site has been added, I would re-submit your main index.htm or root page once per month. Don't worry about adding every URL, just add the top level page ( index.htm or / ). They have a good system in place to spider and crawl all your pages.

**A trick:** - each time you get a reciprocal link from another web site go to Google and submit their main URL. This method is legal, ethical and it helps you both!

They also serve the web page results for Yahoo and many other search engines, so pay careful attention to them. I should mention that Google does have some reasonably priced impression type advertising [here](#). **I have only used it once with limited success.**

Direct Hit - <http://www.directhit.com>

Direct hit uses a mix of link popularity - old fashion ranking methods and site importance to list your site. Also, your Direct Hit rankings are influenced by the actual search activity of millions of Internet users. It takes time to get listed here so be patient - up to 3 months. Only submit the top-level page of your site initially, then once per month to keep it fresh. Only a free submission section, no pay for inclusion.

Excite/Webcrawler - <http://www.excite.com>

The search results at Excite are now cleverly disguised as the "Pay per Click" rankings from Overture.com. See the chapter on "Pay Per Click".

Fast/All The Web - <http://www.alltheweb.com>

Takes up to 6 weeks to be added but it's worth submitting to. Easy to add your site [here](#). Only add your top level page and the top page from each directory within your site. Re-submit once per month to keep it fresh. Only a free submission section, no pay for inclusion.

Ask Jeeves <http://www.askjeeves.com>

No submission section, powered by Direct Hit.

Goto ( Overture ) <http://www.overture.com>

The leader in Pay for Performance search results - Pay per Click. When you set up an account with Overture.com you'll get simultaneous listings on virtually every other major search engine! Reach over 75% of all Internet users with overture. You can control your rankings from the web based interface and bid against other websites for top spots. Read the chapter Pay Per Click as I will show you how to get listed and **profit from your bids.**

Hotbot - <http://www.hotbot.com>

See Inktomi.

MSN - <http://www.msn.com>

Some results by Direct Hit. Directory portion by Looksmart see under the chapter search engine directories.

AOL - <http://www.aol.com>

See Inktomi.

Netscape <http://www.netscape.com>

See Inktomi.

## Search Engine Directories

What are search engine directories? Simply, they are search indexes that are arranged and edited by humans. Typically arranged in alphabetical order and by category. The results are static, so from a website owner's perspective, they are effective and save a lot of time.

It usually involves filling out a form and paying a fee to get listed. Every major search engine has essentially 3 ways users can find sites, web page results (what we have learned so far described in search engine submission), directories and pay per click results.

There are only a few major search engine directories you should be concerned with as below. Again, these major hubs supply the directory results for many search engines. Submit to the 3 below and you'll have your bases covered.

Remember this, regarding search engine directory submissions:

- **One:** Get it done right the first time. It's virtually impossible to change your listing once submitted!
- **Two:** Search engine directories like Yahoo and Look Smart now charge for inclusions. If submitted incorrectly, your money may NOT be refundable and your site will NOT be added.

The best thing about directory submissions is that the results are static, unlike web page results that are on the move. Done correctly, they can bring you a steady flow of

qualified traffic. No maintenance - a one-time investment. Directory listings are becoming more and more crucial to your success.

## **Yahoo**

The oldest and most respected search engine on the net. Not a search engine in typical fashion. It is a directory, organized by topic and sub-topics. To be included you have to pay (\$ 300.00/\$600.00 for adult sites).

### **How to get listed on Yahoo:**

**Choose a category.** The best way to find your specific category is to go to [Yahoo](#) and type in your best keyword phrase NO LONGER than 3 words. Then click the categories until you find the most appropriate one. You will see all the sites arranged in alphabetical order. Once you see where all your competitors are - you're at the right place! Scroll to the bottom of the page and you will see a link "suggest a site". This will take you to the express listing process form. Fill out the forms and your site will be added in one week if it's acceptable to the editors.

**Filling out the forms.** When you're filling out the express listing forms it's fairly straightforward - they will ask for a few specifics and the usual billing information. A few tips. In the site description box - make sure that you do not exceed the keyword word allotment. Yahoo editors will likely change the description you submit if you don't do it carefully, it's solely at their discretion. You'll want to include as many keywords about your site as possible without making it too obvious. If your service was about website promotion, a good description would be *"visit us for website submissions, optimization packages, consulting, and more"*.

**Important!** When submitting your site to Yahoo you must also have your permanent address, with your phone number at the bottom of your main page plus a link to your privacy policy. Sites have been turned down because they did not have this information clearly stated.

The categories are arranged alphabetically - if your domain name starts with "A" then you have a good chance of being listed at the top of the page.

**Tip** – DO NOT get a domain name like awebsitepromotion.com in hopes of a top alphabetical yahoo listing. They will list you as websitepromotion, a under w. A better choice would be avalanchepromotion.com - this will get you to the top. Finally, when a user does a search, if an appropriate match can't be found, they revert to the web page matches supplied by Google.com.

The rest of the express form is easy, billing and personal information etc. You will receive confirmation by email when you have been listed.

The top reasons sites get turned down by Yahoo - gateway to many or one single affiliate program, not unique content, hateful or illegal content, overtly unprofessional or sloppy in design.

When a user does a search on Yahoo, the results are based on websites containing the keywords in the title, description and the domain name of the website, then by which category you're in.

### **Looksmart**

[Looksmart](#) is the second largest directory that supplies the directory portion of many top search engines. Somewhat less strict than Yahoo, they say you will get your money back if they don't list you. Same submission rules apply as with Yahoo - selecting a

category, title, description, sites they will exclude plus submission tips and tricks. Pay for the express service and you will be added in 5 days.

### **Open Directory**

[A free directory edited by volunteers](#). They supply the directory portion to many of the top search engines. Same submission rules apply as with Yahoo - selecting a category, title, description, sites they will exclude, submission tips and tricks. Be really careful when selecting a category, they have so many, you must make sure you're in the right place. Takes up to 6 weeks to be added ( it's free so what can you expect ). To check if you have been added to the open directory (or any directory or search engine) just go to the main page like [dmoz](#) and type your domain name in the search box, e.g., [www.1stclassclicks.com](http://www.1stclassclicks.com)

## Reciprocal Links

The best kept secret of all! Link to other sites and increase your traffic immediately. By reciprocal linking, you can be proactive - you don't have to rely on what the search engines are doing. I know of some sites that generate great traffic from reciprocal linking - they don't even bother with the search engines.

What are reciprocal links? You contact other sites **similar to yours** but not **competing ones** requesting to swap links. For example - if your site is about pets, you could contact similar sites like pet suppliers, pet distributors, breeders, veterinarians etc. You will find an endless supply of sites to link with. When you contact other webmasters this way (not Spam) you will find them quite cooperative.

Link traffic tends to be quality, steady traffic. The Internet was built on the premise of links. When you reciprocate links with other similar sites - everybody wins! Some think that by reciprocating, you are giving way to your competition, a huge myth. As long as you don't display links of the sites that directly compete, you will win by reciprocal linking. If you are on a very tight budget, reciprocal linking is the quickest way to get quality traffic.

**To set up your program you need 3 things:**

Set up a [link page](#) from your site displaying the links of participating sites. *When dealing with other webmasters you can negotiate the placement of the links. The more prominent the placement on your site will require that they reciprocate that action.*

Ask them to [fill out a form](#) like this one to join your program. This page explains your program and displays a selection of image and text links for other webmasters to place on their site. *The link form itself can be a little tricky to install if you are new to HTML but any webmaster will be able to do it for you.*

A letter to email to other webmasters. This letter has a great conversion rate. If you don't get a response, follow up again in a week to 10 days later with your [auto-responder](#). Read the chapter "The List is King" to learn how to follow up plus the power of email marketing - the smart way!

Subject Line: Your Site, [www.theirsite.com](http://www.theirsite.com)

Dear Webmaster,

Let's swap links! My name is (your name) and I'm the CEO at (your site). We are seeking quality websites like ([www.theirsite.com](http://www.theirsite.com)) to add to our linking program. I feel that websites like yours with great content will only compliment our services so we invite you to sign up today and benefit from the FREE targeted traffic we can deliver!

With thousands of visitors each WEEK we are quickly becoming the largest and most respected destination of (name your product and or services) on the Internet. Our mandate is to provide our visitors with the most comprehensive links catering to their individual needs. If you want to get the attention of (your type of traffic) traffic, link with us today!

Check us out here: (URL of your link program). "Click Submit Site"

If you have any questions please do not hesitate to email me.

Your Name, Title

Your sites URL

Your email address.

Additionally, you can search for sites on the Internet that are, what I call, reciprocating directories. To be listed on these sites, you'll need to fill out their forms and display their links, in exchange for a listing. Look for reciprocating directories that fit your theme.

For example, look at [Singles Sites](#) a reciprocating directory for singles sites. Tip (and a big one) - start your own directory like [Singles Sites](#). I can't think of a better way to attract an audience - than by an army of reciprocating sites selling your own products! This is exactly what they have been doing for the past six years.

A very important benefit to reciprocal linking - it will increase your search engine rankings. If you have many quality sites linking back to you, your placement will increase substantially. Most search engines view sites, with many links back to them, as important sites and will rank them accordingly.

When I say quality links, I mean sites that you have contacted, that are similar to yours. I don't mean link farms or joining services that will link you to hundreds of sites, that are unrelated. Find your link partners, one by one, - by emailing each one manually.

If you have been following my techniques in this text, but still find your competition is outranking you - it's because they have more quality links, linking back to them. A fun way to check your links - go to any search engine, for example [Google](#). Type in the search box link:www.yourcompetition.com or the name of any site. The search results will give you the numbers of sites that link to them.

A sneaky tip is to find the sites that link to your competition and contact them with your linking letter. Good chance they will link to you!

A great way to find and email sites for your program is by using the registered version of [web bandit](#). You can type in any phrase or keyword - it will scour the entire Internet finding sites as you selected. Then, right from the search screen, you can email the webmasters your link letter. This is a very productive way to find and email webmasters about your reciprocal linking program. It's a good idea to click through to each site before you email them - to make sure it's a decent site with current content. But in the beginning, I would take any link you can get. You would be surprised at the traffic some sites can produce. For example, you might contact a site and find that its design and content is lacking - but maybe that site has got lucky with a number one ranking on a top search engine - this happens all the time.

## Pay Per Click Search Engines

Pay per Click search engines or PPC's are pay for performance. You only pay the search engine when a user does a search and actually clicks through to your site. Basically an auction for search engine rankings, websites bid on popular search terms, ranging in price from \$0.05 per click up to \$5.00.

Overture is the most comprehensive of the PPC's. When you set up an account and keep your website/bids in the top 3 positions ( premium positions ) you'll get a simultaneous top 3 listing on virtually every other major search engine! Estimates vary, but Overture says that you can be seen by 75% of ALL Internet users.

They have powerful affiliations with Yahoo, AOL and every other search engine mentioned in this publication. So, if you went to Overture and searched for "website promotion" the website that you found in the #1 position at Overture would be the same at AOL, Yahoo, Alta Vista, Hot Bot and so on.

Now you can purchase, on a performance basis, targeted users from the UK and Germany - very powerful stuff. One of the things I like most about PPC's is that the results are fast. I can buy a #1 position on any search engine in minutes - it's a great way to test and market a new product, if you do it the right way.

Each search engine displays Overtures listings a little differently - usually they are at the top of the page from any given search, always before the "web page matches" and sometimes called featured sites, partner sites etc.

Maintaining your bid positions can be a pain, if you have keywords that are competitive, especially if your competition is using software or an outside service. I use [ClickPatrol](#) ( see the resource section ) to manage my bids. They have a simple web based interface that will change my bids, if required, once per hour or an open connection where my bids are changed instantly.

If you have Overture assist you, they will recommend a series of keywords and phrases to bid on. If you do it yourself, you can get the [same information here](#). Type in any keyword relating to your site and you will see the number of times that users have done this search. You would be surprised at the different ways people will search for your site! One of the key elements of using PPC's is to develop a very comprehensive keyword list of at least 500 keywords/phrases, (explained below).

Bid your site to #1 in minutes and watch the cash roll in. Seems too easy - right? It is. Let's say that you fund your account with \$500.00. Each time someone does a search for one of your keywords and "actually clicks through to your site" the amount of the bid is deducted from your \$500.00. When your \$500.00 has been depleted, then you must ask yourself - what was the return on my investment, ROI?

My experience and the results of others say that front end sales, or one time purchases will cover the \$500.00 ( break even ) or perhaps make a small profit. Depending on what you sell, there will always be exceptions. In my opinion, I would count on breaking even with PPC's from first time front end sales.

You may be asking yourself how can I make money then?

**You have to know the numbers.** This where most people go wrong with pay per click, they don't know the metrics. They bid on terms and hope they make money.

They hope sales are a result of their bidding effort - very bad idea. I "hope" to win the lottery someday but it has not happened yet :)

As you will have multiple avenues of traffic, you have to know where each visitor, and more importantly, where each sale is coming from. Some experts will try to show you mathematical equations, but it's confusing and flawed. There are so many variables - these equations don't work.

You **MUST** know the numbers! If you don't you're just guessing. **DON'T** spend one dime until you have a good tracking system in place.

I have found a great company that has been a **TREMENDOUS** help to me in tracking all my e-zines ads, pay per click and regular search engine campaigns, [Hyper Tracker](#). By using this service, I have been able to precisely identify the effectiveness of EACH dollar I spend – **it's like having X-ray vision**.

**Develop a very large keyword/phrase** list to use for your bids. Make a list of at least 500 or more. Think of every possible way a user would search to find your site. Put yourself in their shoes for moment. Make **SURE** that you only bid on the most relevant search terms pertaining to your products or services. Don't try to cross-sell to an audience that you "think" might be interested. If you have over 150 bids online, especially in a competitive market, you will have to use a service like, [ClickPatrol](#). The time spent updating your bids would be prohibitive.

**A secret bidding method used by the big players!** They develop keyword lists of 1,000 or more, some up to 10,000. They are not worried about bidding to #1 or premium positions. Most cap their bids at the \$0.05 cent minimum or try to maintain in the top 10. For example, if they have 1,000 bids online, and if each listing averages one click-through per day, they would pay \$50.00 for 1000 targeted visitors!

They have figured out that bidding just a FEW keywords to the top positions would not yield a favorable return on their investment. I call this method "Spreading". By spreading, you are in control. Whereas, if you bid to the premium positions for only a FEW top keywords, your account could be depleted quickly and you could only "hope" to make a profitable ROI.

**Content specific.** Overture has become really strict as to the bidding content. In other words, the bids must match the content of the page exactly. For example, if I wanted to bid on terms all about "pay per click marketing" and my website did not have content that was specific to that term, likely I would get turned down.

I have found a new way around this, in order to bid on a wide variety of keywords and phrases. Make template pages for each "topic". If I wanted to bid on all the "pay per click" marketing terms, I would make a template page and submit a distinct URL all about pay per click. I spoke to Overture - they said that if I included text like: What is pay per click? Why is it effective? Who should use pay per click? -they would, more than likely, accept the bid. Then on this template page, I would have a link to my main website where I sell my program. Of course, your website must be in the same genre as your template pages.

It's important to remember that the text on the template page has to be useful - it cannot be all sales text. I guess this is a variation of the outdated doorway promotional method, but much cleaner and more effective. In reality, you could make 20 or 30 specific theme pages and bid many terms in relation to each one. In effect, this will greatly broaden the scope of your bids and your audience.

As I mentioned, you can develop your own keyword/phrase lists [here](#). Type in any keyword relating to your site - you will see the number of times that users have done

this search. I use [Word Tracker](#) to develop my lists - it has really helped me create huge, targeted keyword lists.

**Setting up an account is easy.** Go to [Overture](#) and click “list your site”. Then, you have option to let them set up your account or you can do it yourself. You fund the account with your credit card, and with a user/password you can change and update your bids 24 hours per day.

Once your account is online, it is very important **that you find the balance**, the amount of money you're spending on your bids as it relates to sales. In the beginning, you will not have any data so you will just have to forge ahead and watch very carefully. Once you find the balance - to where your sales are more than your bidding costs - you can re-create this scenario over and over again!

If your bidding costs are more than your sales, then you can re-adjust your bids, products prices accordingly - raising or lowering them until you find the balance. By using [Hyper Tracker](#) you will quickly find the balance.

### **More Pay Per Click Bidding Strategies...**

I'm involved with a company and we sell a product for \$299.00. We were bidding our top terms and were not even close to breaking even. Then we thought - let's keep our bidding strategy the same and change the price. NOT the purchase price but HOW the purchaser pays. We split it up just like an infomercial, 6 payments of \$49.84. It worked! We also discovered the beauty of re-occurring billings.

For simplicity, if our bids cost us \$49.84 per day and we made one sale, we are breaking even for the day - but don't forget that this same purchaser now owes us 5 more payments of \$49.84. Every online credit card merchant will allow you to do this,

it's called re-occurring billings. The additional payments are deducted from the purchaser's card on the first of each month, without any further effort. The best part is, after the first month, the re-occurring billings grow. Sales from the first month get charged, then the second month sales get charged along with the second time round from the first month and so on. Now, on the first of each month our re-occurring billings are 30k and growing - not to mention the new sales each day that keeps this in motion.

An offshoot of this method is not to split up the price, I would only split the price after \$50.00 or \$60.00. We sell another product for \$39.95 but users can, at the same time or shortly thereafter, through our [auto-respond efforts](#) subscribe to a monthly newsletter for an additional \$19.95, which to us is pure profit. No matter what you sell, I'm sure you can think of a way to sell your customers some sort of weekly or monthly subscription.

If you can break even on your bids with the "one time up front sale" then the residuals will be pure profit. It could be as simple as a newsletter, a guide or something along this line. See " [E-Books](#) ". Just offer them something of value and nobody loses!

**VERY IMPORTANT...**

If you are bidding for search engine placement **you must find a way to capture visitors' email addresses!** It makes NO SENSE to spend your money for a user to come to your site, browse and leave - this is bad business. Did you know that current studies have shown that it takes the average user 7 visits to your site before they will make a purchase? You have to take control!

If a buyer makes a purchase, it's **your obligation to keep in touch** with them through email on a regular basis, ensuring that they have not forgotten about you, and to keep

them aware of your product line. If they bought from you once, they will do it again. If you break even with your bidding costs to get the first sale, then any subsequent sales from that purchaser will be pure profit. In direct marketing, this is called an “up sale”. Most direct marketers are happy to break even or lose money to get the first sale - knowing they can sell you another product or service down the road.

Capturing email addresses and how to effectively follow up is fully explained in the chapter "[The List is King](#)" please read it, as it can make a **dramatic impact on your bidding efforts.**

## Opt-In The List is King

Most self proclaimed Internet experts will tell you, get thousands of hits each day and you will make money - **NOT TRUE**. The reason most websites fail is because they spend tons of money and time in search of hits, and the sales don't come as anticipated. Most people will not buy from you first time around. Recent studies show it takes up to 7 times for users to visit your site and have enough confidence in you to make a purchase. **Instead of being in search of hits you want people to voluntarily give you their email address, in order for you to contact them, build trust, relationships and sales. Focus on the people that visit but DON'T purchase.**

All Internet millionaires know this secret and exploit it with the secret weapon. [The secret weapon is the auto-responder!](#) Without one, you may as well give up and get a regular job. When you capture a user's email address from your website, the auto-responder **automatically** sends a message to that user and follows up at predetermined intervals.

What these messages contain is entirely up to you - free newsletter, a survey, contest, information about new products, etc. The key is frequent contact. **If you concentrate on capturing peoples email addresses instead of hits, and follow up regularly you will succeed.**

Case in point; I worked with a website, and they were getting about 3,000 unique visitors per day from search engine traffic. They were doing okay and making some

money, but they were converting less than 1% of the daily traffic into sales. 2,970 other people were viewing the website each day and were gone. The website itself was professional and the product is desired by consumers. After I told them how much money they were losing I said let's go after the 2,970 people that visit each day and don't purchase, find a way to capture their email addresses, keep in contact by way of auto-responder and send them useful information once per week. In one month sales went up over 65%!

The people that are really successful on the Internet know that they must do 3 things:

- Capture users' email addresses on an opt-in basis. If a user voluntarily gives you their email address, you have the green light to send them your information, in my opinion, until they opt-out of your list.
- They have a steady stream of new users joining their opt-in list every day from their website and other sources. The list is king - the main focus, and like money in the bank.
- They know they [must use an auto-responder](#) and master the art of the follow up. Words sell and graphics don't! Once someone joins a list of a top marketer, they will get a series of carefully worded follow ups, designed to eventually get the sale.

## 5 Ways to Capture E-mail Addresses:

#1 - The Ad Lure. This where you would run advertising in E-zines ( see [E-zines =\\$](#) ) use pay per click search engines, offline classifieds ( [see More Ways to Promote Your Website](#) ), opt-in email, ads swaps etc.

The purpose of the advertisement is to get people to reply to your auto-responder for information, not to visit your website or make a sale! The message in your FREE information should have links to your site, but leave it out of the advertisement. Boring ads and ineffective ones state - *Hey come to my website [www.aaa.com](http://www.aaa.com) and let me sell you some stuff*. For example, an advertisement I run in some E-zines:

**A Fortune Online**

I make 6 figures online. Anyone can do it.

No Experience required. FREE Information.

[allabouthits@getresponse.com](mailto:allabouthits@getresponse.com)

Again, these ads are NOT to make sales! So the ads must be short, make the reader curious enough to pick up the phone or send an email. Most advertisements are won or lost in the header - so make sure they catch the reader's eye and create a cause of action.

What you send as FREE information in your auto-responder must be of some value to the reader. It can't be the same old information you see day in and day out. You must be creative.

In addition, you could participate in discussion lists, newsgroups, clubs, chat rooms - ANYWHERE. I'll show you in the chapter "Additional Promotional Methods" a variation of the AD LURE, where you place small inexpensive classified ads **offline** (with a twist) and get them to reply to [your auto-responder](#). **No matter what you sell there is a wealth of places to use the "Ad Lure", see "[E-zines](#)."**

**#2** - From your website offer something FREE, in return for a user filling out a form giving you their email. Have a [pop up window](#) that comes up when the user enters,

exists, OR BOTH. Offer a draw for a free product, subscription, membership, trip or something along these lines. Offering something free works well, as people will generally give you authentic email addresses.

**#3** - From your website offer a FREE weekly newsletter or guide - to receive such, users must fill out a short form leaving you their email address.

**#4** - Have your site set up in such a way that when someone comes to your site, before they can enter they see a page that states *"To enter this site you kindly agree to let us send you our friendly newsletter on a bi-weekly basis all about our new products and services. You can be removed from the list at anytime but I'm sure you'll find our products and services to be the best in the business. Your email address is never bought or sold and we adhere to a strict privacy policy."* Now, the users fills out the short email request form - when they press "ok" they are automatically sent to the main page of your site. Of course, this text is just an example that can be modified to fit your situation. What this accomplishes is to qualify your visitors, not just people browsing, using up your bandwidth and of course, to capture that email address. If they won't leave you their email address, I doubt they would ever make a purchase from you.

**#5** - An offshoot of this method is to let users into your site - but BEFORE they can browse your entire catalog, products, services etc., they need to agree to the above text, leaving you their email. This method works very well, as users can view most of your site and find out all about you first - this builds confidence.

Note that pop-up windows used to obtain email addresses work! Far better than just a plain link from your site. Yes, they may be a little annoying, but they have proven to be the best method of capturing email addresses.

I use an incredible service called [Amazing Pop-Ups](#), this is the [number one pop-up resource on the Internet](#). Discover how to double your opt-in rate, explode your sales, and squeeze up to 300% more revenue out of each visitor with simple, easy code you can add to your site in just a few minutes.

## **The Follow Up's:**

When you set up your auto-responder, you will set one message for immediate delivery. When someone triggers your auto-responder, they get your first message - usually this will be what you offered for free. It could be a guide about your product or service, a free newsletter, confirmation of a free draw or subscription etc.

Your next messages should go out at intervals of 3 to 5 days to a total of 10 messages. You really have to think about what your messages contain. DON'T just include a bunch of links to your products. Of course, you need to place links to your site in the messages, but use them sparingly. Remember words sell and graphics don't - so choose your words carefully. If you need some help with [writing ad copy I found a great book](#).

You don't want people to get one message from you and opt-out of your list. Keep them interested, keep them informed, offer something of value. I'm sure you know everything about your product or service, you're the expert so offer your advice and expertise.

Remember, you are trying to build a relationship with these people - make them trust you. If you come on too strong and it's all sell, sell, sell - you will scare them away.

The Internet public is very skeptical, now more than ever, so a soft sell is best while creating an atmosphere of trust.

People won't buy from messages they don't open - your message subjects must catch the eye. Your email subject must not come across as Spam. People get so much Spam these days - you must be different. Your users are expecting your message, just make sure they can find it in their inbox!

Once you get [set up with your auto-responder](#) you can read more about how this process works. Actually it's quite simple and VERY profitable.

## **The List Itself:**

A good opt-in email list is like money in the bank. You should make every effort to grow and work it each day. Once you have your list to a decent size, you can do a special broadcast about a new product or you can do joint ventures with other websites - the possibilities are endless. Remember, this is not Spam - users have voluntarily given you their email address. They have given you the green light to contact them.

When you [get your auto-responder](#) you will find it has all the features you need with built in tracking and list management plus much more!

## E-Zines The Millionaire's Secret

Really, no hype. This is the millionaire's secret. Advertise your website in E-zines. E-zines are simply electronic magazines that other webmasters distribute to their opt-in email lists from 1,000 to 1,000,000 subscribers.

E-zine advertising is extremely effective because it's cheap and highly targeted - in my view it's the best way to spend your money. [For ANY product or service there are thousands of e-zines!](#)

**Choosing the right e-zines** is simple if you follow a few rules. Make sure you're "on topic". Don't try to cross-sell to an audience that you "think" might be willing to purchase your products. If you have a website about cats, don't advertise in e-zines about veterinarians. You won't get a true read on the effectiveness of your ads.

**Don't advertise in e-zines** that are like classifieds where your ad goes out with 20 or 30 others. Try to find ones where you can be the sole sponsor or it would be acceptable to go out with a few other advertisements.

**Beware of any e-zines** that claim to have a huge subscription list and the price to be included is minimal. Usually e-zines like this will spam your message - this will cause you trouble. It's much better to have your advertising go out to 5,000 targeted opt-in users - your return will be much higher.

I suggest that you [subscribe](#) ( for free) to every e-zine that concerns your product or service - you'll quickly see their quality. The great part is that there are so many, with new ones popping up each day - it's quite exciting.

If you are going to advertise in e-zines you need to visit the #1 resource for e-zines on the internet, it's called [The Directory of E-zines](#). Here you can find all the information you need to subscribe, advertise and place ads. This resource will save you so much time and money!

### **How can you make money from these electronic wonders?**

Well, what if I told you - place an advertisement in an e-zine for \$10.00 and if you made a profit of \$30.00, you're well on your way to becoming wealthy - would you believe me. No, I'm not crazy, this is a fact!

Really, it's simple. Find an advertisement that makes at least a 2:1 sales ratio (this is the minimum, usually my ads do 4:1) and you're going to make money. Why? Because once you find the right combination, there are literally thousands and thousands of e-zines where you can crank out the same ads. You can recreate this profitable scenario over and over again.

I know this is an over simplification, but this is the basic premise that successful Internet marketers use everyday. Even at a 2:1 ratio you are getting a 100% return on your initial investment. Once you find the right combination, this method really snowballs, as you continually re-invest the profits back into more advertisements each time.

For example: I search for e-zines about internet marketing, and I place variations of this advertisement, usually never longer than 5 lines:

### **A Fortune Online!**

I make 6 figures online. Anyone can do it!

Free Information [allabouthits@getresponse.com](mailto:allabouthits@getresponse.com)

Now, when someone replies to my advertisement via this email address (my auto-responder) they get an immediate response containing my free information and links to my site where they can make a purchase. In addition to that 1st message, they will get a series of pre-programmed replies from myself - usually 4 or 5. [PLEASE read the chapter " The List is King " where I explain in detail the POWER of the auto-responder.](#)

Sometimes I will make the advertisement longer - like the following, and include straight links to my site without the auto-responder. Here is an example of a good advertisement I received from a "solo sponsored ad" in a business e-zine:

#### **How A 23 Year Old College Kid OUTSMARTED EBAY...**

23 Year Old College Kid Marshall Donnerbauer learned a secret LOOPHOLE at EBAY to allow him to market his network marketing business.

This LOOPHOLE allowed him to build a downline that produced \$61,250 PER MONTH in sales and earned him a MONTHLY check for \$7,299.

To learn how he did this go to <http://thebox.com> .

He also has set up a FREE 21 DAY BOOT CAMP where YOU can learn how to COPY what he did. Go there now.

Of course, the above are for business type sites. For whatever you sell, you will be able to find e-zines pertaining to your product or service and adapt these advertising methods.

**Tracking your advertisements.** When I first started with e-zines I was not that successful. The reason? I did not track my ads effectively and weed out the ones that didn't produce. Tracking makes all the difference! You have to know where each visitor and sale is coming from. This can be complicated as you will have multiple avenues of traffic: e-zines, search engines, off-line advertising etc. **You MUST know the numbers! If you don't you are just guessing. DON'T spend one dime until you have a good tracking system in place.**

I have found a great company that has been a TREMENDOUS help to me in tracking all my e-zines ads, pay per click & regular search engine campaign - [Hyper Tracker](#). By using this service, I have been able to precisely identify the effectiveness of any advertisement - **it's like having X-ray vision.**

**Testing.** One other benefit to e-zines is that they are cost effective to test. In some cases, you can place an ad for \$10.00, sit back and see how it does. If it makes a profit you're onto something - now you have a starting point. You can modify it and make it even better. If it bombs you're only out \$10.00 and you can try again. When you find the right combination - this is like money in the bank - roll out the ads wherever you can, putting the profits back into more and more ads!

**Get Free E-Zine Placement.** This method has made me a lot of money! Every e-zine publisher is always looking for good content. From [The Directory of E-zines](#) I contact publishers and submit articles I have written about internet marketing. I ask

that they publish the article - when they do they allow me to include a short biography about myself and my website.

The article itself has to be interesting and it cannot plug my site or my services - the bio takes care of that. So what has happened - my article gets published in the e-zine and is distributed to their entire list for FREE. There are so many e-zines - you can do this over and over again!

You DON'T have to be an author, hey look at me. You just have to have something to say that will be of some benefit to the readers. Almost all of the articles in e-zines are from ordinary people who are not authors by trade. Many of the articles I have published have taken no more than 15 minutes to write and I get lots of free publicity.

**Ad Swaps.** If you have a website about golf, you could contact all the e-zines about golf ( there would be thousands ) and ask to do a swap. You would request that they publish an advertisement about your site in their e-zine - in return for some ad space on your website, a banner or button - whatever you can negotiate. In terms of traffic and sales, this method can be very profitable.

**Your own E-zine.** Publishing your own electronic magazine is another very lucrative enterprise. You can sell your own products, sell advertising space or use it to build your opt-in list. Virtually no overhead or expenses - the sky is the limit.

I don't think I could explain it better than [Lee Benson](#). This fellow is the "Internet Guru" of e-zine and newsletter publishing. He is famous for how he took a free email strategy that spawned \$43,169 in sales from a single, two-page email message. [Check out his site if you are thinking about your own e-zine.](#)

## Your Ideas to Dollars

Really successful internet marketers all know one thing - your own digital products mean big money! The big players have figured out this dirty little secret and are making hundreds of thousands of dollars per year. The best part is that anyone can duplicate this success.

With the fall of large Internet companies there is a underground revolution occurring - E-books! No products to ship, no overhead and most of all - this is a very lucrative business. [What are E-books?](#) Electronic books are simply digital informational products that users download and pay for access.

No matter what you sell or are going to sell on the Internet - you need to write an E-book! I have not met a person yet that does not have at least one good E-book in them, whether it be diet tips, parenting tips, legal tips, tax saving secrets, how to play golf, the secrets of dating or buying used cars, if it's informative and well presented, people will buy it. The key is that people will pay for quality information, over and over again!

If you have a website - that's a great place to begin. If your site was about golf I'm sure you could write at length: about how to play golf, where to play golf, resources on golf products etc.

I know a great deal about Internet promotion, but I'm sure you know of some topics that others would be willing to pay you for? It could be a hobby of yours or something you find interesting. I know of one guy who just about retired from his first E-book.

He wrote an informative book about buying used cars, this almost made him a million dollars!

You don't have to be an expert, a writer or an authority. You could find a popular topic that is desired by the public, research it and write about it. An easy way to get started would be to research and write a resource guide for any given topic. For example, you could write a resource guide about the "Best Places to Play Golf in California". If it was organized, informative, and well presented, people would buy it. All the information you need can be researched on the Internet. What an incredible opportunity!

The techniques I have shown you in All About Hits are all you need to promote an [electronic book on any given topic](#). If you can save people time, give them some ideas, or help them solve a problem you will succeed.

**A few ways to market your book would be:**

- A straight sell from your advertising, website, or opt-in list. Offer the book as a download. Users pay you a fee to gain access with a password. This is Internet marketing at its finest - true automation.
- Create and give away a free E-book "[Start a Traffic Virus](#)". Read this powerful chapter the ultimate lead generator.
- Give away a free E-book as a leader to your main program, products, services or affiliate opportunity.
- Contact webmasters with targeted opt-in email lists ([E-zines](#) ) and ask to do a joint venture. Ask them to advertise your E-book on a revenue share basis.

How do you compile your information and present it to the public? This is the easy part. I have tried many programs and companies but they all lacked some important features. [When I found e-book gold my profits went through the roof!](#)

Once you create your information in a html format, you can literally have your book up and running in minutes. It will look professional and you can password protect your work so it can't be copied. [No other product can compare!](#)

## A Traffic Virus=\$

Creating your own self perpetuating Traffic Virus is a marketing technique that must be implemented by every webmaster. The best method is in the form of E-books - be sure to read the explosive chapter "[E-Books](#)".

Take Hotmail for example. They built their business on the premise of a Traffic Virus. Very little advertising contributed to their success. They gave away something free - email addresses. They have millions of users and each time any one of them sends an email, it has a link at the bottom "come to Hotmail for a free email address". This is the best example of a successful traffic virus. But anyone can do the same for ANY product.

### **This method can be set up in many ways...**

Give away highly informative E-books from your [pop-up windows](#), website links, advertising, auto-responders etc. This method is two-fold - a bribe to get users for your opt-in email list - in return you give them something free. Within the E-book, it will have links back to your website - all about you, your products and services. If you use [e-book gold](#) to create your product, it cannot be copied BUT it can be redistributed in its entirety. Think, now your E-book with links back to your website, is being distributed by an army of users - the ultimate lead generator. Include this text within your E-books - ' please feel free to distribute this E-book in any way, you have my full permission to do so'.

Other webmasters are always looking for good content to build customer relations, their opt-in lists etc. Give away a series of highly informative E-books for other webmasters to post to their sites. As they are being distributed, people all over the Internet will be getting your information. Those sites are essentially advertising for you. The other webmasters win because they are getting the users email address - you win because links back to your website are embedded in the E-book.

Make your advertising pay by not going for the sale right away. It makes a lot of sense to design an E-book with the intent of giving it away to thousands of people - making it free to redistribute. If you could give your [E-book](#) away to 10,000 people - by passing it on you have started a snowball effect. It's not that difficult to give away good information. Now - links to your website are sitting on thousands of computers and your advertising dollar will come back to you with a residual effect.

**Use your E-books as a two pronged attack.** Let's say you have an E-book about Golf - you want to sell it for \$49.95. You could design a mini-ebook about golf that you give away. From your website, advertising or [pop-ups](#), the user gives you their email address in exchange for the free download. The mini-ebook is informative, plus it also promotes your main program, that you want to sell with links back to your website. This method will make it easy for you to sell your main program, while your free information is multiplying itself around the web. This will result in a lot more sales!

### **How to fail at this incredible opportunity...**

People get all excited about this idea and then give away JUNK. If you give away junk - it will not work. What is junk - re-formatted sales letters, a collection of old articles, the same old free reports etc. Many try to put E-books together with this type of information and it bombs - people have seen all this stuff before.

So, your information must be fresh, highly informative and well presented. If you are not an expert on any given topic, the BEST way is to write an informative resource guide or a tips product.

I believe a resource guide is the best way to start. If you can save people time with great resources, it will be of value. I always go by this test - "if someone would not pay for this, then I should not give it away". Plenty of good information is available from the Internet, to [write a good e-book](#), just do your research.

E-books have other benefits. Not only do they multiply themselves around the Internet automatically, they also give you credibility. This makes it much easier for you to sell them down the road. The Internet public is very skeptical - you must build trust with your clients.

### **Need a highly informative E-book fast?**

If you want to build your opt-in email list quickly, start a Traffic Virus ( with credit to you as the author ), make some money right away, some are making an extra \$100.00 to \$200.00 per day ) [\*\*Join THE OPPORTUNITY!!\*\*](#)

## Judging your Success

In terms of success on the search engines (I'm referring to web page matches not pay per click) my philosophy is traffic improvement. Is a #1 search engine ranking the best? Yes and no. Obviously, a #1 search engine ranking for your keywords and phrases is ideal but unrealistic. The search engines are changing every day in the way they index sites - so a #1 or a top 10 ranking might be here today and gone tomorrow. Instead of spending all of your time laboring in search of a #1 ranking, you can have a **MUCH HIGHER** success in terms of **TRAFFIC**, if your site is found by a multitude of different terms.

My techniques will work for you - no matter how the search engines change ranking methods. It's very important to realize that people will search for your site in so many different ways. I know this little secret - by using my methods you will have a much more rounded and comprehensive approach. Don't become fanatical about your search engine rankings. Search engines are only a part of any successful online enterprise.

You have to ask yourself - is it important for me to be #1 for a particular keyword, or is it better to look at my traffic logs and see a huge increase in new visitors? You have to get yourself to the point where you don't judge your success solely on the rankings you have in the search engines. You must pay careful attention to your statistics program - if your numbers are going up each month, then you're doing the right things. Building traffic to a site is not an overnight process. It's a step-by-step

endeavor that over time, will be successful, if you persist in using sound techniques. I know, that by using my methods you can get traffic to your site, but you must be diligent in your efforts.

## Press Releases

Often overlooked, but very effective. Any business can benefit from the potential media coverage, generated from a well-structured press release. An article or an editorial reference about your new product or announcement in a prominent publication can assist in achieving your business objectives.

A press release is the most powerful form of advertising that even money can't buy! No amount of paid advertising can substitute the value of a news segment in any publication.

We use a great program and send our own press releases, [Press Blaster](#) You'll have instant access to an electronic global distribution network - it will e-mail your press release to a targeted database of over 27,000 media organizations.

This is not just a one-time effort. Top reasons to send a new press release:

Do you need to generate traffic to your site?

Did you just launch a website?

Did you introduce a new product?

Did you enter into a collaboration?

Did you develop a new technology?

Did your company win an award?

Did your company hire a new CEO?

I think that this would also make a great business opportunity starting your own press release service. Low overhead, start-up and any business could be a potential client. [Have a look and let me know what you think.](#)

## More Ways to Promote Your Site

Print media is another way to promote your website but it's risky. Unless you have a large budget and expertise in that area, I would stay away from it.

**However, there is one exception.**

One other way I promote my program **offline** is below. This technique is very similar to the [E-zine techniques](#) **but just as powerful and can be adapted for ANY product or service.**

For example, I place this small advertisement in many cheap newspapers nationwide under the "business opportunities section". I stay away from the big daily newspapers and run my advertisements in those cheap weekly additions. When you have an ad that works you can explore the daily additions, trade magazines etc.

**A Fortune Online** - Anyone can make a fortune online! No Experience Required. Call recorded message for FREE Report 1 800 999 9999.

When someone calls the number they get a voice mail recorded message which is about 2 minutes long - all about how anyone can start a profitable online business.

Then, at the end of the recorded message, I give the people my email address ( auto-responder ) to respond for FREE information or they can write to my postal address for FREE information. The information I send, either way is the same, all about my program etc.

Now, I have a new prospect whom I have given something of value to and we can begin to cultivate a relationship [through my auto-responder](#).

A variation of this method is to offer the FREE information - but instead of the phone number insert the address of your auto responder. *A Fortune Online - Anyone can make a fortune online! No Experience Required. FREE Report*  
[zyx@getresponse.com](mailto:zyx@getresponse.com)

If this method is to work for you, it's crucial that you get your advertisement noticed! You must have your ads at the top of the classified section. How? Your advertisement must Start with "A" or your first word must start with "A". In some cases, a higher listing can be had by using !, \$, or alike before the first word in the first line. Your returns will be much higher if you advertise like this.

Another important point to remember is to track the effectiveness of your advertisements. You MUST know the numbers and be able to get rid of the ads/newspapers that are not producing. If you don't you're just guessing. DON'T spend one dime until you have a good tracking system in place.

I have found a great company that has been a TREMENDOUS help to me in tracking all my offline advertisements, [Hyper Tracker](#). By using this service, I have been able to precisely identify the effectiveness of any advertisement, **its like having X-ray vision**. No more guessing!

Remember, as I mentioned in the chapter about [e-zines](#) you must test your advertisements and find an ad that produces **at least a 2:1 ratio**. A \$20.00 ad must bring in at least \$40.00 in sales. Once you find this formula - crank your ads out everywhere you can! There are literally thousands of newspapers nationwide.

Finally, these advertisements are lures to get people to call a number or reply directly to your auto-responder. They are NOT to make sales! So, the ads must be short, make the reader curious enough to pick up the phone or send an email. Most advertisements are won or lost in the header or the first line - so make sure they catch the reader's eye and create a cause of action.

What you send as FREE information in your auto-responder or by regular mail must be of some value to the reader. It can't be the same old information you see day in and day out - you must be creative. As I explain in ["The List is King"](#) how to effectively follow up.

**Get the word out to whomever you can!** I would become a member of all the discussion lists pertaining to your products and services. Be active in them as you can speak as an expert. Search for discussion lists from any search engine, e.g. website promotion discussion lists.

**Always, always** attach a signature file with a link to your site to ANYBODY you correspond with. A signature file is a small text file that will accompany any email you send - like an electronic business card. For every email I send, I attach the following:

"All About Hits - The Roadmap to Success" Anyone can make 6 figures online if you know how! Visit us and find out more.

<http://www.1stclassclicks/>

Paul Prissick CEO

[paul@1stclassclicks.com](mailto:paul@1stclassclicks.com)

**Join every club you can find** - Yahoo clubs, ICQ.com, chat rooms, anywhere that anyone has an interest in the type of products and services you sell. Newsgroups are

another way to get interest in your site. Be careful not to spam any of the above with advertising messages. Normally, just by participating and attaching your signature file, will be enough.

**Send to a friend** is a way to get some word of mouth going. This is an easy way for any user to email the address of your site to a friend. This concept is based on the idea that most people have friends with similar interests. [Find some send to a friend code here.](#)

**Bookmarks**, always make it easy for people to bookmark your site.

**Don't forget** to have your www address on everything from business cards, letterhead to bumper stickers!

## The Virtual Check List

Hopefully by now, I have given you the basics - the ideas to move you forward. The methods contained in this text are all you need to promote any product or service online. Really successful Internet marketers are no different than yourself - they use these same methods day in and day out. You will have to think how you can customize what I have written as it relates to you.

**Of course each technique and tip is described in its own chapter from the menu above.** The Virtual Check list is simply an overview of the important points. Any of the tools or sources listed below are described in more detail in "[Resource Guide](#)".

Let me ask you a few questions..

- Do people search for your product or service online? Is your market a niche market or is it more generic? Is your marketplace over saturated, highly competitive? What is different about your products or services that you can offer?
- Is your website set up for successful search engine promotion? Do you have rich, purposeful content designed with the intention of search engine promotion?
- Have you listed your website "properly" with the search engines.
- Have you listed your website with the top search engine directories.
- Is your design and navigation - simple, informative and clean? Easy to contact you?

- Are you reciprocal linking with other similar websites?
- Are you using the power of pay per click search engine promotion?
- Are you developing your opt-in email list and using an auto-responder with frequent follow ups? Are you using effective pop-ups?
- Are you advertising in E-zines? Submitting articles? Doing ad swaps? Joint ventures with other webmasters?
- Have you written your first digital product? Selling it directly or using it to build your opt-in email list and/or start a traffic virus?
- Are you sending press releases? Are you using my offline advertising methods?
- Are you effectively tracking every visitor/sale to your site? Are you tracking each and every advertising dollar?
- Have you started your own affiliate program?
- Are you accepting credit cards and pay by check?
- Are you using the tools in the resource section?

## Revenue From Your Website

Once you get your site to a decent level of traffic, there are several ways to increase revenue.

**You can sign up to affiliate programs that will pay YOU.** [Go to CJ](#) and search for products and services like yours. You can display those sites banners, links and pop-up windows on your site. If someone clicks through those links and makes a purchase, you get paid. The idea behind this is that if a user is not interested in your products and you can't capture their email address, then at least, you have a chance to make some profit from them. It's ideal if you can find similar but not competing sites to partner with.

**Have an advertising link displayed on your site** - where other sites can find out how much you charge to display banners and text links. Again, if other sites are not competing ones, this will be the easiest money you can make.

**Sell your exit traffic.** This is the least convertible traffic but other sites will pay you for it. A good service like [Pop Up Traffic](#) will pay you each time someone exits your site.

**Start an E-Zine.** Like a newsletter but more comprehensive. This would be a free or paid publication you produce once or twice per month for your opt-in list. As your subscriptions grow you can charge other sites for advertising space. Read the chapter on [E-zines](#).

**Sell Digital Products.** By far, the best way to increase revenue for any online enterprise. No shipping, customer service - just pure profit. Read the chapter on [E-Books](#).

## Resources

Here are the tools I use everyday to run my business. Over the past 7 years I have spent close to \$10,000 to identify the resources I need to succeed online. I include only these products and services - they have contributed greatly to my success. They have my FULL endorsement.

[Web Position](#) – If you want to become an expert in website promotion, combined with my methods, get a [FREE copy](#) of **Web Position Gold**.

[Get Response](#) - If you learn one thing from my program - get an auto-responder! You can't afford not to - in "today's Internet" any business that does not have an auto-responder, will not be in business for long.

[E-Books](#) - I have used and researched many products - this is by far the best. Cash in on the E-book phenomenon with your own digital information products.

[Hyper Tracker](#) - DO NOT spend one dollar on Pay Per Click, E-zines or ANY other kind of advertising until you get [Hyper Tracker](#). Without it, you're just guessing.

[Click Patrol](#) – Monitor and track your bids from any Pay Per Click search engine. A very good user based interface which can also track your ROI from any search engine, ad campaign, or online advertising.

[The Directory of E-zines](#) - When you start advertising in E-zines, you'll need to visit the #1 resource for E-zines on the Internet where you'll find the information to subscribe, advertise & place ads. This will save you so much time and money!

[Partner with me](#) - If you want your own time tested profitable business - enhance your current income - build your opt-in email list quickly - start a Traffic Virus ( with credit to you as the author ) and make some money right away ( some are making an extra \$100.00 to \$200.00 per day ) [Join THE OPPORTUNITY!!](#)

[Press Blaster](#) – Blast your press release out to a huge network of media organizations for pennies.

[Word Tracker](#) – Become an expert at developing keyword lists to out-bid your competition. You definitely have an advantage if you use this program.

[Internet Secure](#) - Real Time credit card processing - you don't need a merchant account. Almost every online business is approved. They provide merchant status for all popular card brands - proprietary fraud detection software allows merchants to enjoy the lowest charge back rate in the industry.

[Amazing Pop-Ups](#), this is the [number one pop-up resource on the Internet](#). Discover how to double your opt-in rate, explode your sales, and squeeze up to 300% more revenue out of each visitor - using simple, easy code you can add to your site in just a few minutes.

[Pay By Check](#) – Over 50% of the people do not have credit cards! PayByCheck allows for the payment of goods and services by check over the Internet, FAX, or Telephone.

[Web Bandit](#)- Web Bandit is a fully automated, multithreaded Web spider. This 32-bit application retrieves resources from the Internet, based on filtering constraints and keyword searching - so you'll get only the results you're looking for. Web Bandit is excellent for - finding sites with which to trade links, checking out the competition, simply looking for information, and much more.

[Cj](#) – The largest affiliate network for advertisers and publishers.

[Your own E-zine or Newsletter](#). Publishing your own electronic magazine is another very lucrative enterprise. You can sell your own products, sell advertising space or use it to build your opt-in list. Virtually, no overhead or expenses - the sky is the limit. I don't think I could explain it better than [Lee Benson](#), who is the "Internet Guru" of e-zine and newsletter publishing. He is famous for how he took a free email strategy that spawned \$43,169 in sales from a single, two-page email message. [Click here to Start Now.](#)

## Mail to Millions

The difference between a website that makes \$1,000 per year and \$100,000 is fresh leads - daily. Now, I'm not talking about SPAM which is a naughty four letter word. Spam is of course unsolicited e-mail - where you obtain names from a CD, a harvester program or some other source and blast your email message to millions. DO NOT do this, it does not work, it is a big headache and your ISP will shut you down - quickly. However, I have found and I utilize a method whereby you can mail a message about your website daily to an unlimited source of fresh prospects. These come in the form of a safe-list. Safe-lists consist of people that have actually requested to be placed on any given list and to receive posts daily to their email box. List sizes vary from 500 to 10,000. These people are hungry buyers that want to know what you have to sell and you can never be accused of SPAM!

To mail to these lists it takes some work initially to set up. But once you go through the first steps it's very easy to do. I have found that anything that takes some effort usually has some positive benefits.

**First you will need to download a copy of this emailing software [here](#).** I have tested many programs, but this one is by far the best for mailing to safe-lists.

Set up the software like this, [click here](#).

Set up a new email [account at Yahoo](#), and become familiar with the filter option as you will be getting a lot of mail from other list members. For the purpose of safe-list

marketing, **do not use your regular email address**, as you will be getting so many emails to your "disposable address" you will want to get some extra storage from yahoo. 100 megs for one year is \$30.00

When you configure the emailing software **make sure** you use this new email address! **Now you must send a blank email** to each subscribe list below. Split the lists into a maximum of 100 at a time. You can easily save the lists as a text file and import them directly into the email software.

Next you will have to login to your Yahoo account and **confirm each subscription request**. You must confirm each request or you cannot mail to that list. Just hit reply and send. This must be done manually and it's the part that takes time. However, it only has to be done once and then you can mail to that list daily.

Finally remove the subscribe list from the email program and import the send list. Load your message about your website or service. Keep the ads short and make sure to include within the body of the message your full URL and contact email address. Now you can email your message to any list you have subscribed to. As a rule you can send one message per day to any given list. As the emailing software now has your send list loaded, it's a case of pressing a few buttons each day to mail to your lists.

As a precaution I always include a disclaimer just to be safe. I have mailed to millions and have never had one complaint. But to be on the safe side include at the bottom of your message:

"I'm sending you this message as we belong to the same safe-list. This message is sent within the guidelines of our common list. Should you have any questions please contact the list moderator."

[Subscribe List](#) - Must subscribe to each one before posting

[Send List](#) - For posting each day.

[6000 more lists](#). This is a zip file and you will need a free copy of

<http://www.winzip.com> to open it.

Sometimes you will find that a list gets deleted or is no longer available. Don't worry as there are thousands of good lists out there. The lists I provide are geared towards business, business opportunities, affiliate marketers/programs and online promotion. If your product or service does not fall within these then do a search at yahoogroups for your type of business and follow the same procedures. The rule to remember is to make sure your lists are on topic, if they are not you will get shut down.

Safe-lists are an extremely effective way to get fresh leads each day. Done carefully you will be amazed at this technique!

## Business Ideas

So far, you have learned a lot about promoting products and services online. Believe me, by now you know more than 99% of online marketers. You should be able to take any product or service, if it's desired by consumers, and make some money.

I have hundreds of great business ideas - the following are at the top of my list. I feel that these opportunities are the best for the following reasons: anyone can do it, low to no start up costs, no inventory and the path to profits is very quick.

Start your own directory like [Singles Sites](#). I can't think of a better way to attract an audience than by an army of reciprocating sites to sell your own products! Everything you have learned from All About Hits is all you need to start and promote one of these directories. Think about this, if you had a website about pets, what would be better than to own a huge reciprocating directory that targets pets, pets suppliers, breeders, vets etc. Your audience! From that directory you could market your own products, affiliate programs, sell advertising etc. I have started one myself about website promotion at [1st Class Clicks](#). As a purchaser of this program, if you want to submit your site I will give you prominent placement.

**All About Hits.** Join my partner opportunity and get paid! No matter what you sell, by partnering with us, you will make money. What does every website need – traffic and sales. A VERY easy program to sell, some are already making an extra \$100 to \$200 per day. Add to your current business or a stand alone enterprise. [Click to start now!](#)

**Start your own press release service.** Low overhead, start-up and any business could be a potential client. All you really need to get started is the software program & some promotional skills. [Click here to start NOW!](#)

**Internet Promotion/Consulting.** From reading my text you know more than 99% of online marketers and could pass on that expertise to others. [Click here to start NOW!](#)

**Giving away FREE Auto-Responders.** With the infrastructure already in place, sales material and a great support team, you could really make some serious money at this. By now, you know the benefits of an Auto-Responder and that to stay alive every business needs one. So, if you can show the benefits to others, you'll make money. [Click here to start NOW.](#)

**Write your own E-Book.** With the fall of large dot.com's there is an underground revolution occurring. E-books! No real products to ship and the overhead is very low. I know a great deal about promotion, but I'm sure you know of some topics that others would be willing to pay you for. Could be a hobby of yours or something you find interesting. I know of one guy who just about retired from his first E-Book. He wrote an informative book about buying used cars - this almost made him a million dollars. You could even find a popular topic, research it and write about it. Publishing E-Books is easy! I have tried many programs and companies but this one is the best. You could have your book up and running in minutes. It will look professional and you can password protect your work, so it can't be copied. With all the promotional methods I have shown you - I know you can do this! [Click here to start Now!](#)

**Your own E-zine.** Publishing your own electronic magazine is a very lucrative enterprise. You can sell your own products, sell advertising space or use it to build

your opt-in list. Virtually, no overhead or expenses - the sky is the limit. I don't think I could explain it better than [Lee Benson](#). This fellow is the "Internet Guru" of e-zine & newsletter publishing. He is famous for taking a free email strategy that spawned \$43,169 in sales from a single, two-page email message. [Click here to Start Now.](#)

## The Opportunity

I have set up [one of the hottest affiliate marketing opportunities](#) available today, the opportunity. My program sells like wildfire and now we can profit together! Whether you want to refer visitors from your current website or get an exact duplicate of my main webpage to market as your own, you will succeed. Some of my partners have used the methods in All About Hits to consistently make 5 sales per day, pure profits!!

**The affiliate program for All About Hits is set up through ClickBank.** Earn 50% of each sale, for the program that sells like wildfire!

Your affiliate link to earn commission will look like this:

<http://hop.clickbank.net/?xxxxxx/avalpro>

Just replace the xxxxxx with your own ClickBank ID. It will look like this:

<http://hop.clickbank.net/?xyz123/avalpro>

Be sure to leave the question mark in the link and everything else **exactly** as you see it.

[Click here to sign up, it's FREE!](#) If you are not yet a ClickBank member, sign up here to become one, it only takes a few seconds. *Try to make your affiliate ID as short as possible.*

### Let's get started:

All you have to do is to refer people and get them to click on your affiliate link. Let my proven marketing material do the rest. My sales material averages a 10% conversion rate. This means that one in ten people will buy the package. Refer 100 people and you

make 10 sales!! Make sure to utilize all the time tested marketing methods explained in **All About Hits** to flood your website with visitors!!

Even if you go ahead and pay for visitors like "pay per click search engines" or "online classified ads" you can still make great money. For example if you buy 1000 clicks/visitors per day at .10 you cost will be \$100.00 . If 10 people purchase the package then you make \$170.00. Less your advertising costs of \$100.00, you are still ahead by \$70.00 - which is pure profit. Keep rolling your profits back in (a secret of the big players) and soon your daily income will surely exceed your regular job - bye, bye boss!!

Thanks for joining. I know my product is great and is desired by a wide range of consumers. So spread the word and we'll profit together!!

Yours in Success,

Paul Prissick.

Remember to edit the [link in blue](#) and replace the "xyz123" in the following examples with your ClickBank ID. Whenever you use any of my material you must make sure to use your affiliate link so the sales are credited to you.

## Sales letter #1

Email Subject Line: Here is PROOF.

Dear Marketing Friends,

Last year **I made \$117,887.51** with 2 little (*unprofessional*) one page websites. The truth is...making money on the Internet is **NOT HARD** if you know **EXACTLY** what to do. I don't say this to brag - my point is that anyone can do the same!

Through my blood, sweat and tears (*and a little luck*) I stumbled upon something truly incredible...the **perfect system** to make money online.

Without any **training or previous experience** you will have the freedom to replicate my money making methods, over and over again - anytime you like. No matter what you sell or how the Internet changes. If you have not checked it out yet, **[Click Here.](#)**

I'm so confident my marketing strategies will work for you that I guarantee it! Use my methods to **[make an extra \\$1,000.000](#)** in the next 15 days, **just like Steve Bryer did...**

My new publication is called "**All About Hits - The Roadmap to Success.**" A Step-by-Step guide for making money online...a 100% bullet proof system! Voted as one of the **"TOP MONEY MAKING DOWNLOADS OF 2003."**

Once you see it, you will be amazed at how simple...yet **EFFECTIVE** it is.

I invite you to [click here](#) for more details and receive a **FREE** autoresponder - use it to supercharge your revenue dramatically!

Yours in Success,

Paul Prissick.

P.S - **I GUARANTEE, IMMEDIATELY** that I can show you how to make money using the simple methods in my new program, "All About Hits - The Roadmap to Success", or you pay **NOTHING** for it. The only way I can make an offer like this (*without going out of business*) is that it works!

P.P.S. - My techniques are time **TESTED!** Not theories or abstract ideas. I have been using these methods day in and day out for 7 years with resounding success.

## Sales letter #2

**Email Subject Line: Under the influence.**

Dear Friends,

Under the influence...of satisfied customers! People are going crazy over **All About Hits - The Roadmap to success, "One of the Top Money Making Downloads of the Year"!**

If you have not checked it out yet, [Click Here.](#)

We are getting great reviews, these are some quotes from our many satisfied clients:

*I made an extra \$923.29 in the last 3 weeks! That is my NET profit. I'm not a computer or even an Internet expert - I can't believe this is happening. This is only the beginning! I'm getting my share of cyberspace. Paul, Thanks so much. **Steve Bryer***

*As a web hosting firm the competition is fierce. To my delight our traffic has skyrocketed. **Bill Argyle, IP Eastern Services Ltd.***

*I'm making money for a change! **Ron Moulton.***

*I'm a big skeptic, sure you know that by now:) But the proof is in the results and I'm very pleased. **Wade Lavalle, CD HUT Recordings.***

Some high profile Internet executives have been saying that I'm absolutely **crazy** to reveal my entire system and sell it so reasonably!

I know that there is **no other program** where you can get this kind of value. Even my customers have been asking me - How can you offer the entire package and the free bonuses for such a ridiculously low price? The truth is...I can't afford to much longer!

Let me show you, for the price of dinner (a cheap one), how to consistently make money online...step-by-step. [Click here Now!](#)

Yours in Success,

Paul Prissick.

P.S. - This might be your last chance to get in on this incredible opportunity!

## Website ads:

Remember to edit the [link in blue](#) and replace

I made \$117, 887. 51 in the last 11 months  
with 2 little unprofessional websites!

[Click here and find out how you can too.](#)



Want to get rid of your Boss forever?  
Making money on the Internet is NOT HARD  
if you know EXACTLY what to do!

[Click here for full details.](#)



Unbelievable! I made an extra \$923.29 in the  
last 3 weeks! That is my NET profit. I'm not a  
computer or even an Internet expert  
- I can't believe this is happening.  
This is only the beginning!

[Click here for the inside story.](#)



Earn thousands per month, in PURE PROFIT.  
Do you want to learn how the Internet's  
power players, the real inner circle are getting  
rich while everybody else is just getting by or  
cashing those \$10 affiliate checks?



## All About HITS

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<a href="#">Click here for the inside story</a>	
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<p>All About Hits - The Roadmap to Success = \$\$\$.</p>	
<p>Learn from me - real world, street smart, no</p>	
<p>"B.S " online marketing techniques that</p>	

<p>work... get an "unfair advantage" over your competition!</p>	
<p><a href="#">Click Here For The Inside Story.</a></p>	



## Text Link Ads:

Remember to edit the [link in blue](#) and replace the "xyz123" in the following examples with your ClickBank ID. Whenever you use any of my material you must make sure to use your affiliate link so the sales are credited to you.

[I made \\$117, 887. 51 in the last 11 months - with 2 little unprofessional websites!](#)

[Click here to learn how you can too!!](#)

[Want to get rid of your Boss forever? Making money on the internet is NOT](#)

[HARD if you know EXACTLY what to do!!](#)

[Without any training or online experience you can make a great living online.](#)

[How to fire the Boss and start a profitable business online!!](#)

[Learn how the Internet's power players...the real inner circle are getting rich!](#)

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Say goodbye to that nagging boss forever.

Visit my website for complete details.

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I'M EARNING OVER \$100,000 A YEAR - YOU CAN TOO

Get the full details here and start today!

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Discover the SECRET to generating a 6 figure income every year. Visit my website for complete details.

<http://hop.clickbank.net/?xyz123/avalpro>

Turn your brain food into a \$300 a day income stream fast and easily. Visit my website for complete details.

<http://hop.clickbank.net/?xyz123/avalpro>

### Advanced users

For those of you that want to market my [main landing website](#) . I will provide you with an exact duplicate for you to market as your own. Due to the unfortunate actions of a few people (spamming) you must host your copy of my website with your own web space. The "purchase now" link on your copy will have your Click Bank ID, so you will get credit for each sale. Under **NO CIRCUMSTANCES** can the page be modified in anyway without my written approval. I have assigned a full time administrator to watch for violations of my licensed content and all she does is be my watchful eye!! You must agree to my terms and conditions to use this option.

To get started with this exciting opportunity:

1. If you don't already have, register a domain name. What name do you want for your business? Could be something like, 1st-class-clicks.com, roadmap-to-success, your-enterprise.com - really anything you like.
2. Register with Click Bank and get your own affiliate ID.
3. Get your own web space and I recommend these providers. You can use some of the free providers like... but I don't recommend it. But if you are really short on cash then it's an option.
4. If you don't know how and want to get started quickly I can upload your web page copy to your domain, cost is \$100.00. I remember when I first started on the Internet it took me 3 weeks to figure out how to do this, it should have taken one hour!!

So, you need to [email me](#):

- Your domain name?

- Your Click Bank ID?
- Where will your site be hosted?
- Agree to my terms and conditions?
- FTP access to your server so I can upload your copy. I will need the passwords etc.

Of course if you already know how to do this then you can skip this step.

In return, in 5 business days I will email you your FREE copy of my webpage with your affiliate ID already in place. A full working, proven business in 5 days!!

## My Images:

Use the "Right Click" on your mouse to save these images to your hard drive. Then use your affiliate link to drive traffic to my sales letters.



## Upgrades, Consultations & Advertising.

To find out more about my **consultation program** [please email me](#) .

If you have a product or service that you **do not have the time to promote online**, I can personally attend to this, [please email me](#) for a price.

If you need help **getting set up with my affiliate program** [please email me](#) .

If you would like **to join my mailing list** and learn how to SUPERCHARGE YOUR SALES! Get your FREE newsletter with hundreds of my "stealth" promotional tips and tricks. [Click Here](#).

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