

# MarketStorm

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## **MONETIZING YOUR LIST**

**SEARCH ENGINE  
OPTIMIZATION**

**PROFESSIONAL  
AUTORESPONDER  
ACCOUNT**

**MONETIZE YOUR LIST**

**MARKET PSYCHOLOGY**

**EMERGENCY CASH WITH  
FREELANCING**

**CREATING INFORMATIVE  
PRODUCTS**

**BRANDING AND FACEBOOK  
ADS SUCCESS**

# Branding and Facebook Ad Success

**Are you one of those entrepreneurs who is focusing on branding their business or company?**

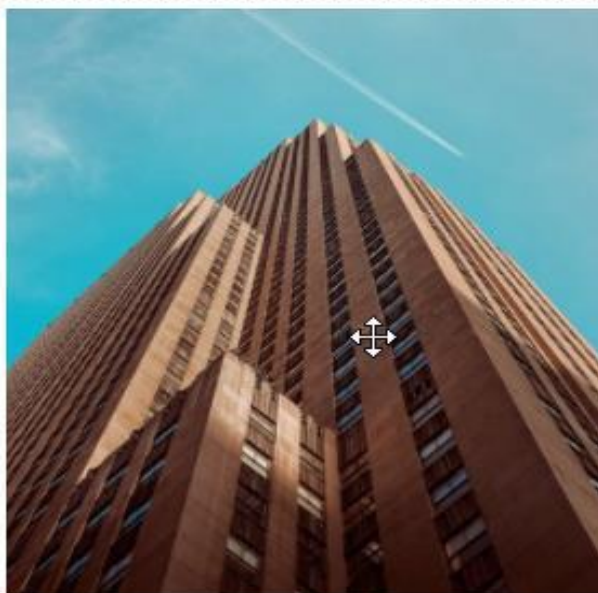
If your answer is "yes", you may want to link your Facebook ad to your Facebook page.

What's that? Don't have one? Well, let's have a look at Facebook pages... and then you can tell me why not. Okay?

A Facebook page provides "a customizable presence for an organization, product, or public personality to join the conversation with Facebook users", according to Facebook. Its main focus is the "stream of content" provided by page administrators.

In other words, create a page for your company or yourself, providing real-time feedback, updates, screen shots and photos. Then give it a strong voice (yours), endowing the page with a definite, deliberate personality - one which you want aligned to your company mission and values. Chances are you will find you've created a powerful connection with your visitors. The content on your page and the feedback from real readers may help convince them to then click on your sales page link or the link to your main site, once your ad appears and people see that yours is a lively, positive page.





# Charm Potential Customers Into Regular Visits

Another thing a page can do is charm potential customers into regular visits - particularly if they know you are going to:

- Provide them with an "insider" peek into your company's heart
- Give them inside information
- Provide them with the latest news about your product or company
- Give them a "reward"; perhaps a special discount link, a game against other fans, or the chance to enter a contest or draw (run the latter two events by Facebook first!)

Regular users are your biggest asset - and a sure sign that you're doing things right.



## *Beware of "Selling"*

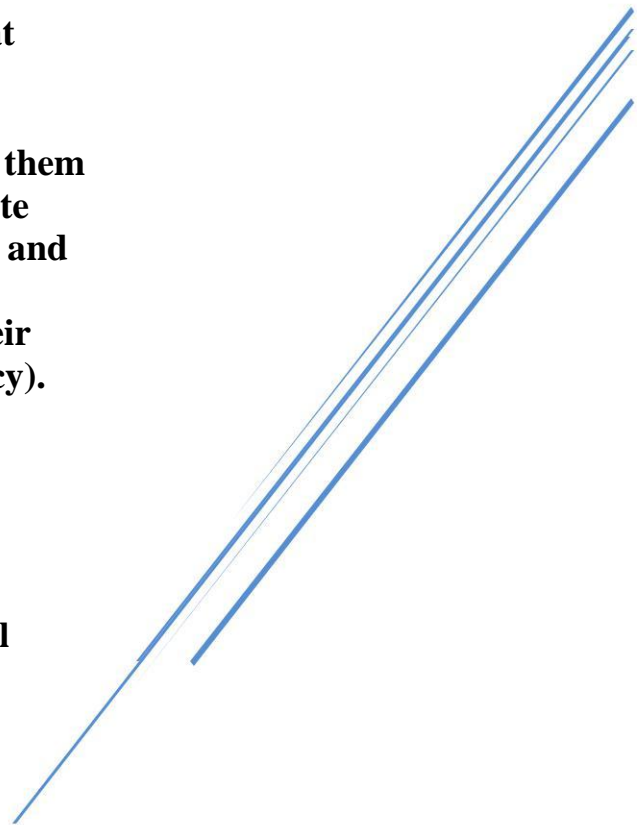


**One thing that is key to creating a successful, strong Facebook page: be honest and up-front with your readers. Avoid anything that even faintly resembles hype or a sales pitch.**

**This should be the place they go that makes them feel as if you've let them slip into your private lunchroom, chatting with them like a friend and sharing things you wouldn't share with outsiders. (your posts will also appear in their news feed, adding to the feeling of immediacy).**

**On top of this, facebook has provided some great features to enhance your readers' experience on your page: options such as...**

- multi-media functional wall (you can control what content you allow your fans to post)
- the ability to publish or not publish your posts to your fans' news feed
- status update option



# Check Your Stats

But perhaps its most exciting option is allowing you the ability to check your stats on viewer engagement. You'll be able to see stats on comments and news feed use. (This is provided through their Facebook Insights platform.)

Go visit your competitors' Facebook pages (and especially the professionally-produced pages of Big Guns like Nike and Coca-Cola) and see what features and elements you like... and what you don't like.

Facebook pages allow you a flexible range of applications you can choose to add... or not. These include:

The only real drawback? Once you've created your page name, it can't be changed or edited.

(Everything else on the page can be adjusted). So make sure you take your time, picking exactly the right name, and putting it in the best category for your ad campaign. (The category also is permanent.)

- Videos
- Photos
- Events
- Reviews

And if these don't meet your needs, check out the Facebook Applications Directory to uncover further apps that can help enhance your new Facebook page.

# INFORMATIVE PRODUCTS

## *Creating High Quality Informative Products To Minimize Costs*

When it comes to making money online, one of the easiest ways to penetrate some of the most profitable niche markets, while minimizing costs is by creating a high quality information product.

*Information products come in various formats, including:*

- ✓ Ebooks
- ✓ Reports
- ✓ Video Tutorials
- ✓ Courses
- ✓ Multi-media Presentations and Training

Depending on your niche market, and the current demand for specific products, you will want to consider multiple formats for your product, in order to cater to your target audience and maximize sales.



## ***The Advantages Of Creating Information Products***

Unlike traditional business, when it comes to selling information products, you have the advantage of lowering costs as well as limiting your workload.

For example, with information products you never have to worry about inventory, as your digital product will always be available for instant purchase. In addition, you don't have to worry about shipping costs, packaging, or setting up a physical business location as your website serves as your main storefront.

There are many other benefits to building your online business on the backbone of information products, including the fact that you can



develop your first product yourself, minimizing costs associated with outsourcing, or hiring employees. In fact, you can create your first information product within just a few

days, and develop a sales process to accept payment and automatically deliver your product each time a sale is made.

## ***Choosing Your Products Focus & Topic***

The first step in developing an information product is in choosing the topic and overall focus. To do this successfully, you will want to evaluate your niche market and determine what is currently selling and how you can take a different approach to deliver increased value to your customer base.

When it comes to market evaluation, the easiest way to test the viability of an information product is to browse through info product marketplaces, and investigate what types of products are in demand, and selling successfully.

The largest digital marketplace online is found at <http://www.ClickBank.com> where you can instantly search for existing products that are relevant to your niche market. Then, take your research a step further, by reviewing the different products as well as the merchant's sales page to identify whether they are catering to a specific segment of your niche, and how you can improve upon existing material.

It's important to have a USP (Unique Selling Proposition) when creating information products so that you can produce a quality product that is different from what is already on the



market.

The best selling information products always offer distinct value, such as by presenting information in a new way,

taking a new route or angle, or in improving the comprehensibility of existing products and offering clarity in areas where potential customers may struggle.

## ***Choosing Your Information Products Format***

As I mentioned in the introduction segment of this report, the format of your digital product will depend on your markets demand and overall preference.

You will want to survey existing products to determine the methods of distribution they are using, so that you can include those delivery options with your own offer.

Consider including:

PDF formats, readable on every operating system

- Audio Files
- Transcripts

- Video Tutorials
- Companion Handbooks
- Reports

Not only will you be able to increase the perceived value of your information products by offering multiple format options, but you will reach out to your entire customer base, by catering to different preferences.

# Emergency Cash With Freelancing



These days, it seems like everyone needs more cash. Unemployment is skyrocketing in the United States, the economy is poor, and finding a job in this market is nearly impossible unless you have an absolutely stellar résumé.

Fortunately, there is one way to make quick money that all you need is a computer, an internet connection, and a decent grasp of website or graphics design, programming,

or the English language. You should also be able to manage your time, work efficiently, and work without a boss looking over your shoulder.

I'm talking, of course, about freelancing. As a freelancer, you don't have to spend any money to make money. Finding work is pretty simple unless you're expecting to get paid \$50+ per hour. And most people have some skills that can translate into cash.

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# *FREELANCE WRITING*

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The easiest way to make cash as a freelancer for most people is through writing. You'll need to have a pretty decent grasp of the English language, including the proper use of spelling, punctuation, and grammar. It doesn't have to be perfect, but it needs to be passable.

Freelance writers typically make about \$3 to \$10 per article for web



content. You could make more writing for print publications, but

those are significantly harder to get work with.

I know \$3 doesn't sound like a lot of money, but with practice you could easily churn out 3-5 articles per hour, which would earn you a minimum of \$9 to \$15 per hour. That's not bad considering you can do it from home, you don't have to fill out a job application or sit through an interview, and it's about as easy as it gets as far as making some quick cash. Plus, as you earn a reputation, build a portfolio of sample writing, and get some testimonials, you can raise the price you charge for your writing. You could easily be earning \$7 to \$10 per article in no time. That would mean you would be making \$35 to \$50 per hour. That's definitely not bad!

I'll show you some places to find work later, but for now let me tell you about

a site that will pay you for articles. You can get some quick cash writing articles for Associated Content (<http://www.associatedcontent.com>) if you're in the United States. Unfortunately they don't currently

accept writers outside the U.S., but if you're American they'll pay you a few dollars for every article you write, and they will accept most articles if they're on a good topic and well-written.

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## *Freelance Website or Graphics Design*

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If you are a website or graphics designer, or if you're able to hire someone to do the work for you, then



you can make pretty good money

doing designs for people.

You can get paid anywhere from \$10 for an advertising banner up to a few hundred dollars for a complex website design. If you're really good, you can get higher prices than normal,

especially once you get some testimonials!

You'll need to be able to show some samples of your work, so you'll need a website where you can showcase it.

You can send potential clients there to see your work, check out your prices, and contact you if they want to hire you.

You can also make some quick cash by creating websites for local businesses. Visit some of the local businesses in your area and talk to the owners. Ask them if they have a website, and if so,

ask them how well it's performing for them.

Even if they have a website already, they might be willing to pay you to

make some changes, do some SEO work, or set up an email list for them so they can keep in touch with their customers.

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## *Freelance Programming*

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If you have any programming skills, there is a huge demand for quality programmers. It can be incredibly



difficult to find an honest, reliable freelance programmer who will complete a job on time, do quality work, and won't run off with your

money, so there's plenty of room for you to step in and get work.

Good programmers can get paid by the hour or by the job. It's probably better for you personally to charge by the hour in case you run across a picky client who wants endless changes, but some people may want a firm quote based on the job.

Programming is very skilled work, so you can make a bit more for it than for writing or design. Just be aware that you will be competing with freelancers from around the world, and some of them may have less living expenses than you do.



# *Market Psychology*

**“Do you attach much importance to why people buy? Have you sat down and thought about what makes you want to purchase a certain product?”**

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# What Makes People Buy?

**Most people haven't thought about this at all. Yet if you run any type of business you really should learn the basics behind the psychology of what makes someone buy a particular product.**

**We are not talking about tricking people into doing something. But strategically placing knowledge in such a way that the person decides that they really do want to purchase this item.**

**To do this effectively you need to begin with creating quality content.**

**Whether this is a giveaway book, an instructional video, or advertising material. It all needs to be highly informative and be the best quality that you can produce.**

**If you take the time to learn the basic principles behind why people make a purchase you can take your business and your income to new levels. By targeting the correct information to the right individuals you help them make an informed decision. One that will normally go in your favor.**



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**You have most likely experienced this yourself. Say for example you wanted to purchase a new laptop. You have been thinking about it for a while, so the idea is already in your head. Then along comes a fantastic, targeted advertising campaign that makes you take note. Of course you are going to look into this product in more depth. You had the idea but had not taken action yet. This campaign provided you with the steps to help you take action. The outcome is you made a purchase.**

**Now for you as the marketer, you want to be the person who delivers this material to the right people. Are you starting to understand how this will increase your sales and profit margins?**

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**The basics of psychology include using subtle things such as social proof, attracting loyal customers by giving them something for free first.**



**Another way to get people to buy your products is by setting yourself up as an authority figure. People are more tempted to by products or services that are written or produced by a so called "expert".**

**When you apply certain tactics and principles to your advertising material and your sales pages you may be surprised at how your business flourishes. This all begins with learning how to produce quality content first, backed up by a quality sales pitch.**



# *Monetize Your List*





While it's very important to provide your list with fresh, useful and free content, resources and information, you are in the business of email marketing so that you can build a profitable business and you need to get into the habit of monetizing your list right from the start.

Here are a few ways to quickly monetize your lists:

## 1) Affiliate Products

You can promote third party products to your list, where you will earn a commission each time one of your subscribers purchases the product using your referral link.

*To begin, visit  
<http://www.ClickBank.com>  
or  
<http://www.PayDotCom.com>  
and review products relating  
to your market from within  
their marketplace.*

*With these two resources  
alone, you will have an  
unlimited number of  
products available to  
promote, covering dozens of  
niche markets.*

## 2) Sell Advertising Space

There are many benefits of offering ad space within your newsletter including the fact that you can set your own price structure based on the number of subscribers you currently have the exposure that you are able to offer to potential advertisers and sponsors, increasing your prices as your list grows.

You can also consider solo mailings at a higher price once your list has grown enough to make it worth their while.

With offering ad space within your newsletter, you are in full control of the types of advertisements that you accept, so if you currently have your own product line, you could avoid promoting competing products.

In order to set up a successful advertising program, you will need to be able to provide detailed statistics

and demographics regarding your subscriber base.

I recommend building your list to at least 1,000 subscribers prior to offering advertising space so that you are able to offer greater value to potential advertisers who are looking to maximize exposure for their products and services.

### ***Advertising Tip:***

*When it comes to locating potential advertisers, you can sign up for a free account at <http://www.Text-Ad-Links.com> or <http://www.Adbrite.com> where you will be able to create advertising offers that feature your pricing, statistics and overall website or list theme.*

### 3) Sell Private Label Content

Private label material is pre-created content that is available for resale, either with “transferable’ rights (where you are allowed to transfer the right to sell the product to your customers) or with personal rights where only you are allowed to sell or distribute it.

What you want to do is purchase high quality reports, articles, ebooks and other material that is of high quality and relevant to your list.

Then, spend some time re-packaging the content so that it’s an improved version of the original, and customized so that it showcases your personal style and brand.

You should also focus on purchasing private label content developed by writers who are offering only a limited number of licenses, which will

dramatically increase the value of the material and minimize the amount of competition who are offering the same content.

Regardless of where you purchase private label material, you should always spend time going over the material, tweaking and improving it and increasing the quality of the information whenever possible.

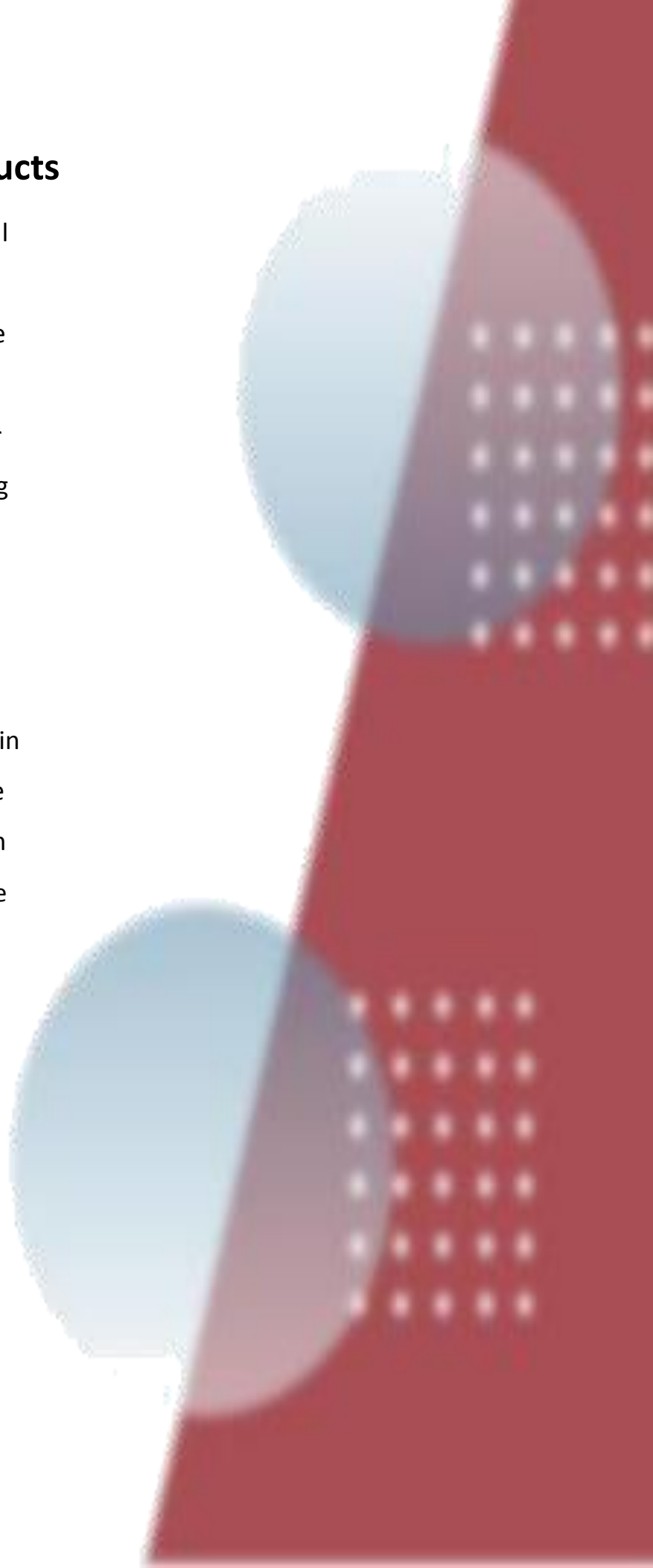
This doesn’t have to be a time consuming process, and if you have purchased quality content you can easily re-package it just by editing the title, adding in a foreword, revising chapter titles, and adding in an introduction and conclusion page.

## 4) Create Your Own Products

With direct access to potential customers, you already know the types of products or services they are interested in, so the next logical step is to create your very own product or service catering to your existing subscriber base.

Consider surveying your subscribers to determine what types of products or services they would be interested in and create a secondary squeeze page so that subscribers can choose to join your new newsletter to receive information on when your product is ready to launch.

This will help you determine the overall demand for specific products prior to creating them.



# Professional Autoresponder Account



One of the most important steps you'll ever take as an email marketer is in choosing to power your mailing lists by establishing an account with a professional professional autoresponder provider.

With autoresponder services like [www.GetResponse.com](http://www.GetResponse.com) and [www.Aweber.com](http://www.Aweber.com), you are able to set up an unlimited number of mailing lists, each one featuring customized code that serves as your opt-in box.

By segmenting your lists, you will be able to tailor your emails so that they directly directly communicate with targeted groups of subscribers who are interested in specific information or topics.



**There are many different reasons why setting up a professional autoresponder account is important, including:**

### **Safeguards Your Mailing Lists And Helps You Effectively Manage Your Leads**



Professional autoresponder providers offer frequent back-ups of your database, in the event it becomes corrupted or inaccessible.

This is extremely important, because the last thing you would want to do is spend the time

and energy developing a massive list of subscribers, only to lose it all.

Your autoresponder service provider will also handle all requests to unsubscribe, helps you comply with CanSpam regulations and provides you with the ability to write as many newsletter messages as you wish, and set up the dates and times when you want them to be published.

## Guarantees High Deliverability & Performance

By setting up your mailing list with an experience autoresponder service team, you can rest assured that your emails will make it to their destination.

It's their job to maximize deliverability rates and help you connect to your subscriber base quickly and easily.



**Provides Important Data & Statistics To Help You Better**

**Communicate With Your Subscriber Base**



If you are interested in maximizing your open rate and overall response rates, you need to utilize the different features available within your autoresponder account including your average open rate, opt-out rate, response rate and whether any complaints have been sent in regarding your recent mailing.

Keeping a pulse on your subscriber base and how well they response to your broadcasts will help you improve your mailings and tailor your campaigns so that they directly communicate with those who have subscribed to your lists.

**IMPORTANT NOTE:** It is difficult to switch autoresponder providers once you have established a mailing list as your subscribers will have to re-subscribe to your new list in order to continue receiving your broadcasts.

Keep this in mind when you begin building your lists and choose to create an account with a reputable autoresponder company right from the start.



# Search Engine Optimization

S E O







## **Title & Header Tags:**

A title tag should include a description of what your website is about, rather than just including your website's URL, you should always incorporate your primary keyword phrase into the title tags of each webpage you own.

Example: Instead of just calling your index page "Your Domain Name", include your primary keyword.

The title tag can be found in the head area of your HTML document. It is placed between title tags and appears within the search engine results for your listing.

Header Tags also play an important part in search engine optimization, because by using head tags within your website's content, you are able to highlight important text on your website, ensuring that search engine spiders pay special attention to the text contained within these head tags.

<html>

<head>

<title>

<style>

## **Create A Sitemap:**

You can create a sitemap very easily by using free services such as: <http://www.XML-Sitemaps.com>

Start by entering in your main website's URL, selecting the change frequency to update daily. Then, save your XML file and upload to your website's root (`http_docs` or `public_html`)

You will want to update your sitemap each time you add new pages to your website, so that it is kept up to date and so search engine spiders are instructed to re-visit your website to index the new pages as they are published.

Finally, create a free Google Webmaster account at: <http://www.google.com/webmasters/sitemaps/siteoverview> and add

your sitemap's URL so that you are able to instantly update it, at any time as well as monitor traffic stats for your entire website.

## **Keyword Proximity:**

When it comes to developing your content so that you are optimizing your website for the search engines, you should pay attention to keyword proximity, prominence as well as the order of the content itself.

The prominence of your keyword is based on the first instance of where it appears within your content. A keyword phrase that is used at the end of your content will be considered less relevant than a keyword phrase that appears in the first portion of your content or article.



## **Anchor Text:**

Anchor text is also exceptionally important in search engine optimization. With anchor text, you are describing a link, whether it is internal (one page linking to another) or external (where you link to an outside website).

Example: A regular link would look like this: [www.your-website-url.com](http://www.your-website-url.com) but an anchor text based link would look like this: Your Keyword Phrase

Anchor text is important because it allows you to rank for specific keywords, rather than just for your main website's URL.