

# MarketStorm



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# Your Membership Site Setup

# *Blog For Back-Links*

Search engines love blogs, and back-links posted on authority blog spaces will give you instant search engine “juice”, with very little work involved.

***When it comes to generating back-links with blogs, you need to:***

4) Rinse & Repeat

1) Find blogs that provide a ‘do follow’ (the only kind of blogs where a link back to your site will count as a “vote”.)

You can include your back-link within the website URL attached to your post as well as within your actual comment box (if permitted).

2) You explore and read the blog and then you make an insightful, useful or relevant comment to the post that is likely to be approved by the blog’s administrator.

When creating your back-link, make sure that you use anchor text to describe the website where you are directing people to.

3) Include your back-link with relevant anchor text on the blog.

To do this, you need to include a bit of HTML code to create your back-



link with anchor text as below:

```
<a href=http://yoururlhere.com>your keywords here</a>
```

You want to make sure that you include relevant keywords within your actual anchor text so that you can rank for specific keywords. One thing to keep in mind as well is that you should never use keywords that are already a part of your website title or domain name but instead, focus on including keywords that you hope to rank for but are not already optimized or included on your own site.

For example, if I were leaving a comment in order to generate a back-link to the website [www.Golf-Tips-For-Newbies.com](http://www.Golf-Tips-For-Newbies.com) the keywords included within my actual back-link would instead include alternative keywords that are relevant to my target audience, such as Golf Beginner Strategies “How To Improve Your Golf Swing”, which would direct people from the blog that I posted on to a specific post on my own website.

When searching for blogs to post your comments on (and build your back-link campaign), you should always focus on relevant blogs that carry the same or similar theme as your own website.

Since you will not only generate traffic from the increased exposure within the search engines, you will also attract attention from blog visitor’s who read your post, you want to make sure that you spend your time posting on blogs that are likely to draw in targeted visitors.





## QUICK START TIPS TO BACK-LINKS WITH BLOGS

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1) Download the free Firefox plugin available from SEO Quake and use it to locate blogs that allow back-links (dofollow):

<https://addons.mozilla.org/en-US/firefox/collection/seo-tools>

2) Create a keyword swipe file of relevant keywords and phrases relating to your niche market that you can use within your blog comments.

3) Create individual pages on your website that feature high quality content and articles that are likely to attract attention from visitors to the blogs that you post your comments on.



If you take the time to create articles that offer information on specific topics and then post a comment (and leave a link) on related blogs, you will be able to begin generating targeted traffic faster and easier than if you post on unrelated blogs OR direct people to a “money” page (salespage).

4) Focus on posting your comments on blogs that contain a higher page rank than your own site. A blog with a page rank of 3-5 will offer a higher value back-link than a low (unestablished) blog. You can determine the blog’s page rank by using the SEO Quake plugin.

5) Use the free Comment Hut software to pinpoint blogs based on keyword and customized search terms to quickly locate relevant blogs in your niche market (all of which offer do follow back-links)

<http://www.CommentHut.com>

6) The Top Commentators plugin offers frequent blog visitors with the opportunity to be showcased on every page of the blog, as a way of thanking you for your contributions. Consider including as many blogs that feature this plugin as possible and if you end up being in the top commentators listing, your website will be featured site-wide, generating a back-link from each and every page on the blog!

The easiest way to locate blogs that utilize the Top Commentator's plugin is by downloading a free trial copy of the Comment Hut software.

# AFFILIATE MARKETING'S BEGINNER

## CHOOSING PROFITABLE NICHES

The first thing you need to do is choose a niche to promote. This isn't as easy as it sounds. You can't just choose a niche - you must choose a **profitable** niche. Not every niche is going to be as profitable as you might hope.

I have chosen niches in the past that I truly expected to be profitable, yet despite my best efforts I was unable to find a single affiliate product that would convert well enough to make the effort worth the time involved. Fortunately, I have learned how to lessen my chances of choosing dud niches. Just a few simple steps can help you eliminate some of the risk of choosing these unprofitable niches.





## Brainstorming

Your first step is to make a list of niches you're interested in promoting. Just make a long list of niches you think might be profitable, or that you're just interested in promoting.

Don't worry about anything other than making a list of 10-20 niches right now. If you need help, you can always look around you for inspiration.

Here are some places to seek inspiration:

- Look around your house. Things like kitchen appliances, outdoor barbecue equipment, office supplies, audio visual equipment, and musical instruments are all niches you might spot around your house.
- Browse a bookstore – either online or offline. Try

Amazon.com or a bookstore in your local neighborhood. Browse the books or magazines.

- Take a look around news websites for hot topics. Check sites like Google Buzz for new trends.



## Checking Potential Profitability

Once you have a list of 10-20 niche ideas, it's time to start narrowing them down by checking out their potential profitability.

There are three main ways I do this:

1. I check to see if there are any magazines being published in the niche. This is sometimes,

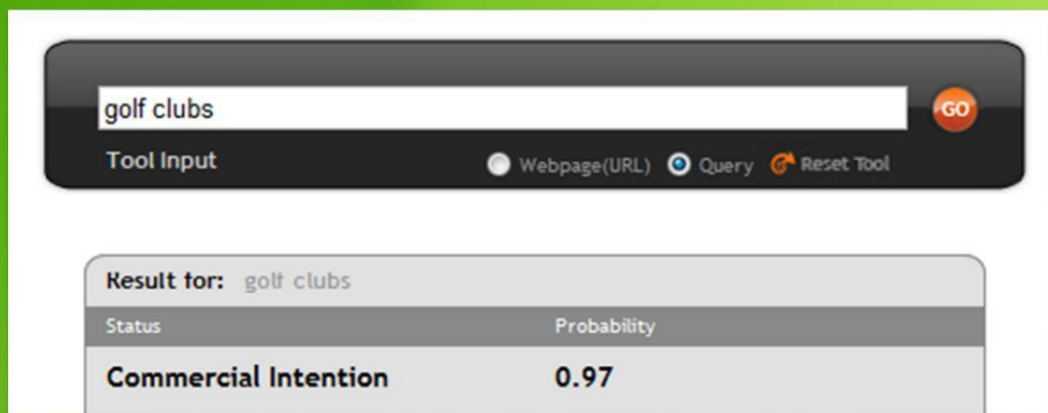
but not always an indicator that a niche might be profitable.



2. I check to see how many people are advertising on Google AdWords for the niche. People aren't likely to advertise en masse in a niche that isn't profitable, especially if the CPC is very high.

3. I check the MSN Commercial Intention tool for some of the most popular commercial websites in the niche.  
<http://adlab.msn.com/Online-Commercial-Intention/>

I really like the Commercial Intention tool. It's pretty accurate. Let's say I want to be an affiliate for golf equipment. I would enter something like "golf clubs" in the tool, select the "Query" radio button, and then click "Go".



For the phrase "golf clubs", the commercial intention is 0.97, which is almost a perfect 1.0. This means the niche is almost certainly profitable, as the vast majority of people who search for that phrase will probably be interested in buying.



**Making  
Money With  
CPA  
Opportunities**





**“Evaluate your  
target  
audience”**

You need to understand your market if you wish to do well with CPA opportunities. By knowing what types of campaigns and promotional offers your website visitors would be interested in, you are able to

effectively set up targeted campaigns that will convert.

Are your visitors interested in free magazine subscriptions? If so, what genre would they primarily be

interested in? Survey your website visitors, ask them what they are interested in and use that information to select appropriate campaigns.



## “Be Flexible”

Don't just choose one CPA campaign and stick to it, be open to exploring all of the many opportunities available. Spend time



experimenting with different lead generation tactics, create squeeze pages, and subscribe to multiple CPA opportunities so that you can thoroughly evaluate what campaigns will work best for your website.

## **“Read The Rules”**

Don't venture into CPA without first learning the strategies that have worked for seasoned marketers, and save yourself time and money by structuring a step-by-step system that will help you maximize your traffic and revenue.

Make sure that you understand the guidelines, rules and any restrictions that may be in place. Often times, CPA companies require specific information in order for you to be credited with a lead or sale. In addition, there are specific methods



of advertising that may be considered misleading, going against the terms of service of most of the established CPA companies, so always read over the guidelines and follow them.





A man and a woman in business attire are looking at a laptop screen together. The man is wearing glasses and a blue suit with a striped tie. The woman is also in a blue suit. They are both smiling and appear to be in a meeting or collaborative work environment. The background is a bright, out-of-focus window.

*Online  
Online  
Coaching  
Coaching  
Program  
Program*



## How to Start Your Own Coaching Program

So you have finally decided that you want to start your own coaching program, congratulations! You are now faced with the problem of knowing just how to go about setting up your own coaching program. There are several key elements to think about when setting up a coaching program. These include:

1. Determining the length of your program

2. Figuring out how you will deliver the program
3. Getting coaching clients
4. Pricing your program
5. Creating a curriculum

When looking at the length of your coaching program, you need to take your time into consideration. How much time can you ideally put into this each day, week and month? You



have to ensure that you have enough time for this and understand that some clients or students will require more attention than others. Delivering your program can be done in several ways as well, the following are a few suggestions that you might want to consider.

- Deliver via email lessons
- Set up a membership type site
- Use a closed Facebook group
- Phone or Skype calls
- Drip feed lessons using an autoresponder service
- Offer one on one coaching sessions
- Provide group coaching

When it comes to pricing your program you need to determine what you are worth. How much money do you want to receive for one hour of coaching? Plus ensure that this covers any additional costs such as materials or books that are required.

Really take the time and think about this step, as once you set your prices, it can be difficult or unwise to change them too often.

You will also need to outline your curriculum for your program before you go much further. This also helps you define just how long your coaching program should be.

Outline all the things that you are planning on teaching in as much detail as possible. Then ensure that you allocate enough time to each one, again remembering that different people learn at different rates.

Your next step in setting up your coaching program is to know where to get clients or students from.

Hopefully you are thinking about this because you have already been asked if you do coaching. This would mean that you have prospective students ready and waiting for you!

Remember to set your prices according to how you plan on delivering your program.

Obviously one on one coaching would be priced much higher than a group session.



## Getting Your Coaching Program Online

Do you already have a coaching program and are looking to bring it online? Or are you brand new to coaching and want to fulfill your dreams by offering online coaching? Either way this article will provide you with lots of valuable tips on how to accomplish just this.

Your first step is quite simple and that is to ensure that you set up a coaching related website or blog. If you are using your own name for

your coaching business, buy the domain for it and set up your site. If not then choose an appropriate business name and go with that one. Check with your State's requirements for setting up as a local business as well. You may need to purchase a license for this.

Now, one of the biggest obstacles with setting up an online coaching program is that of being afraid of technology! You really don't want to



let this stop you from setting up shop online. Yes there will be lots of things to learn, but once you do, you won't believe how easy everything is to run and maintain.

Technology has come a long way and this includes how we set up websites. You don't have to pay someone to design and code your website. Simply use a Wordpress site and you can have your site up and running the same day. If you are stuck for time or if this is your stumbling block then consider hiring a virtual assistant to set up your site for you.

The next problem with setting up an online coaching program is not knowing what to charge. The nice part about having an online program is that you can change your prices. When you first start advertising you can promote your program as an Early Bird or Limited Time Special offer. This gives you the flexibility of increasing your prices if necessary.

It never hurts to start with a lower price as this will definitely attract clients or students for you. You can then ask for testimonials afterwards and post these on your website.

When you do increase your prices these testimonials will help solidify your expertise and why you are worth the prices you are charging. Another problem area for potential online coaches is knowing how to market their business online. Too many businesses have promoted themselves in a tasteless fashions. This can make it seem as though you have to be spammy or too salesy to find new business clients. This is totally untrue and all you need to learn is how to write a good sales page for your program. This along with your established online presence will be how you attract new clients.

The background features a collage of various website design elements, including navigation bars, content blocks, and layout grids in different colors like red, blue, yellow, and black.

# **Poorly Structured Squeeze Page**



# WHAT IS A SQUEEZE PAGE

## *And How Do I Make One?*



One of the most important elements of a successful email marketing campaign begins with a well-constructed squeeze page.

Your squeeze page is the 'doorway' into your email marketing system and if it fails to convert visitors into subscribers, you will struggle to build your lists. Your squeeze page needs to be very clean and simple.

You want people who visit your website to be given ONE option only; to subscribe to your newsletter.

This means that you need to minimize any external links, and really emphasize your opt-in form.

You also want to limit the graphics that you use on your squeeze page, so that it loads quickly and doesn't distract your visitor from your objective; getting them on your mailing list.

In order to create an effective squeeze page that encourages visitors into subscribing to your list, consider the different types of incentives that you can offer. When it

comes to listing the benefits you need to be clear and concise.

Make sure they understand ‘what is in it for them’, and what you are offering that will assist them

(remember, solve a problem, address an issue, offer a way to save time, money, relationships, etc).



When creating

the body content for your squeeze page, consider underlining, highlighting or colorizing important information so that you can draw attention to the areas of your squeeze page that you want your website visitors to pay special attention to.

Savvy marketers feature a “bribe” on their squeeze pages that provide a special offer in exchange for a visitor subscribing to their lists.

**You could offer:**

- Free Report
- Free Ebooks
- Free Designs or Templates
- Free Graphic Packages
- Free Video Guides
- Free Tutorials
- Free Sample Chapter (from a paid product)
- Free e-Courses, Newsletter, Magazine

***Recommended:***

***Jimmy Browns Easy List Profit***

**[www.EasyListProfit.com](http://www.EasyListProfit.com)**



This a very effective method of building your list, however you need to make sure that whatever you decide to offer is directly targeted towards your niche market.

Make sure that your squeeze page looks professional with a clean template and simple layout. If you aren't familiar with HTML and editing code, you will find it easier to purchase a pre-designed squeeze page template that you can easily edit and customize to suit your needs.

**Here are a few resources worth checking out:**

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

<http://www.squeezepages.com>





*Tips for  
Setting Up a  
Membership  
Site*



One of the benefits of setting up a membership site is that it provides you with a recurring monthly income. Many marketers run successful membership sites, but before you head off to create one, there are certain things you should take into consideration.

1. Setting up a membership takes planning, it is not something that you want to suddenly advertise. When members join they want to see content available in their member's area.
2. Use a notepad or calendar and schedule out what you want to offer. Are you running a tutorial type site, a how to site or are you offering reports and articles on a certain niche or topic?





3. It is advisable to have 3 months of content ready before you launch your site. This way you aren't scrambling each month trying to get all the content ready. You will free up time so that you can concentrate on attracting members.
4. If you currently belong to a membership site, study it and see what you like and what you don't like. Can you improve yours or use some of the same things in a similar way?
5. Consider how you want to display your content. Will it be dripped fed depending upon the date someone joined? Will you just add content on a certain day each month, regardless of someone's join date? Will you remove older content or leave it on the site?
6. There is literally a ton of membership software that you



could use. This is often the hardest thing to decide upon. Take the time to research what software is available and look at the benefits and features as well as the price.

Otherwise people may want a refund.


8. As you run your membership always ask members for their input. Then be willing to change what you offer based



upon their answers. You may find your members want to have monthly webinars or a coaching type of call.

7. Decide if you want to run an introductory special. This could be a ridiculously low price for new members or you may want to run a lifetime option. If people purchase a lifetime option you should commit to having the site up and running for at least two years.

As you can see there really is a lot to think about when it comes to opening up a membership site. Consider all your options carefully and don't forget to plan and then plan some more.



**Work At  
Home Scams  
& Schemes  
To Avoid**

When it comes to finding legitimate work at home opportunities, the industry is riddled with job offers and employment options that are cleverly disguised scams and schemes, designed to steal your time and money.

So, how can you avoid being a victim of these online scams, and focus instead on viable, reputable opportunities?

Here is an overview of the work at home industry's most common scams to avoid.

### **#1: Paid Job Websites**

When it comes to using job databases and directories to find and secure home based employment, be careful not to fall victim to paying for a work at home job.

With these job membership

sites, you are required to pay a membership fee that claims to give you access to the most up to date, lucrative opportunities and offers.

Instead, you are likely to find that the majority of these positions are outdated, already filled, and in many cases available freely on external websites, work at home forums and job banks.

Instead of paying for access to an employment membership site, consider exploring the opportunities on public directories and databases such as [www.Monster.com](http://www.Monster.com) or [www.Jobvertise.com](http://www.Jobvertise.com)

### **#2: Content Sample Requests**

This is a difficult one to always avoid, because when it comes to potential employers asking for



written samples that showcase your writing style, you often need to offer a sample of your writing.

The way the scam operates is that you are asked to submit numerous samples of original content. These so called employers will then utilize this content on their own websites, giving themselves access to as much free content as they need.

They then indicate that they will let you know when they are in need of your services, only to never hear from them again.

An easy solution is to create an online portfolio that showcases a summary of the different styles of

your work, and direct potential employers to this website. If they require original content, do a quick search, conduct your due diligence to determine whether other freelancers have experienced problems with this company, and make your decision accordingly.

For the most part, companies should not require original work in order to determine whether you are able to produce high quality material, so keep that in mind.





### **#3: Data Entry Job Offers**

With data entry job opportunities, there are legitimate offers available online, however, there is also an abundance of opportunities that are anything but traditional data entry tasks.

For example, a common scam is to offer what is described as a data entry position where the employee is simply told that their duties will involve entering in customer names and email

address where they'll receive \$25 for every task completed.

When they join, they quickly discover that their job isn't so straightforward, in fact, they are required to refer and recruit new data entry members where they are paid on a commission basis.

Worse, with many of these opportunities you must market and promote the offer yourself, where you are an affiliate, not a traditional data entry job at all.

## **#4: Paid Survey Opportunities**

While there are many reputable survey companies willing to pay you for completing polls and providing feedback on products and services you currently use or are interested in, there are many survey membership websites online that require you to pay a start up fee in order to be eligible to participate in surveys.

The problem with this, is that you are merely paying for the compilation of information freely available online, meaning that the only documentation you will receive as a member is a collection of survey companies that you can easily find online with a little research.

If you are interested in participating in legitimate survey opportunities, here are a few places to help you get started:

### **American Consumer Opinion**

**Website:**

<http://www.acop.com>

### **Blarry House Research**

**Website:**

<http://www.Blarry.com>

### **CashCrate**

**Website:**

<http://www.CashCrate.com>

### **Click IQ**

**Website:**

<http://www.ClickIQ.com>