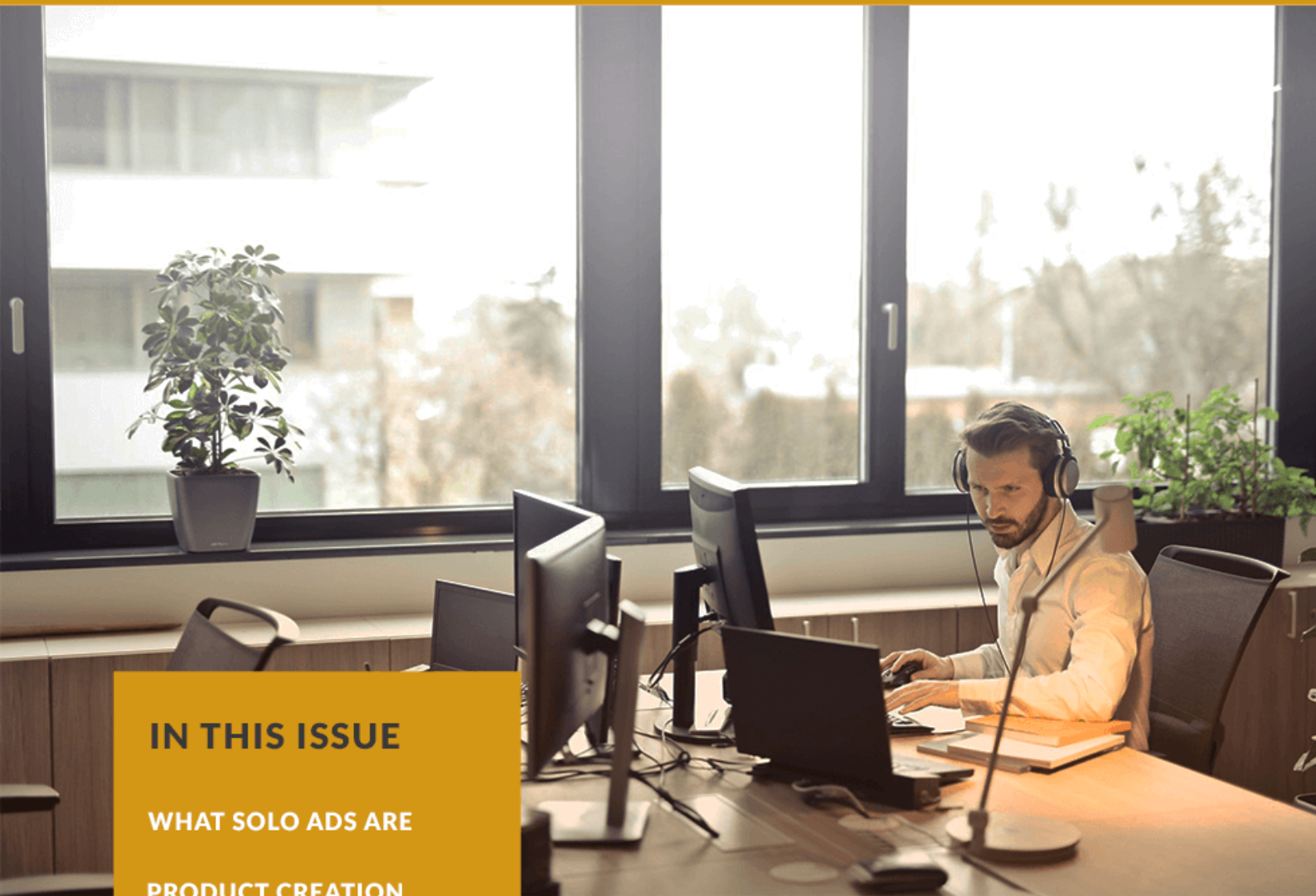


# MarketStorm



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# SOLO ADS AND LIST BUILDING

# Driving Profits via Consumer-Focused Mobile Marketing



**A recently released survey revealed that 84% of small businesses that use mobile marketing have seen an increase in business. But before you jump blindly into mobile marketing, you need to craft a strategy that will most effectively leverage your resources to increase profits.**

To know how to effectively reach your target consumers, you need to understand their wants and needs.

If you have regular customers, you can ask them what they would like to see on your mobile website, if they are interested in mobile offers and what they feel your business is lacking in terms of marketing.

Another good way to analyze your mobile marketing needs is to see how browsers of your full website navigate your site. You can use free tools such as Google Analytics to see which links are most often clicked on or try a low cost (\$9/month) service such as CrazyEgg.com. CrazyEgg creates a heat map of your site that will show

you what parts of your site people hover on and click on, even if they are not links.

Even if you only sign up for an analytics service for one month, this should give you an idea of what people are looking at on your full site – this should give you some ideas of what to include on your mobile website. If you offer discounts or disclose pricing on your website and see heavy activity there, this can be an indication that mobile coupons and offers would be greeted eagerly.

By looking at what areas of your full site generate the most action, you can refine your mobile marketing

strategy to be most efficient. For instance, restaurant websites may see a lot of action on their online menu or delivery/takeout options. Dry cleaners may see more action on their price list areas. Based on the analysis, you can design your mobile website interface to get the consumer quickly to their area of interest.

Equally as important, you can eliminate from your mobile marketing program, the portions of your full website that aren't seeing any action. This will streamline your marketing approach. As well as considering your standard website browsing activity, think about what people ask when they are in your establishment and what they want to know when they call. Your mobile web presence should be designed to provide all of the information people seek via all of your communication channels.

When you meet the needs of potential customers by giving them

## **What You're Likely to Find**

- Callers may ask your days/hours of operation
- Callers may ask about special events
- Callers may ask about discounts or promotions
- Callers may ask about your inventory/menu/services
- Callers may ask for directions or landmarks to find your establishment

Once you've accumulated all of the input, you can devise a mobile marketing strategy that will meet all these needs using an easy-to-navigate format that will get them the information they need with the least clicks and least hassle possible.

a positive mobile web experience, you greatly increase the odds of them transacting with you. And if you don't meet those needs, the results will be less in your favor. If your mobile website doesn't load correctly or rapidly, 33% of mobile web users will immediately click off of your website and look to your

competition and 57% of people will not recommend your business due to an unfavorable web experience.

So by all means, establish a mobile marketing plan for your small business, but be sure to do your pre-work rather than jumping in blindly – remember the customer is what matters!



**GRAPHICS – OUTSOURCING**

**VS**

**IN- HOUSE**



The choice between outsourcing and using in-house staff to produce graphics projects takes on many levels of relevance in terms of monetary cost, timeliness of completion and quality of the final results.

## **Monetary Cost**

In most cases, the monetary cost involved in the completion of graphics projects is the first and foremost consideration of profit-oriented organizations.

According to the Graphic Arts Guild Handbook: Pricing and Ethical Guidelines, the typical fees for external graphic designers range from \$30 to \$130 per hour for an entry-level designer and a senior art director, respectively – or a median of \$75 per billable hour.

To make the comparison fair, the cost for internal graphics artists is approximately \$40.88 per billable hour.

This figure was arrived at by getting the median salary for graphic artists at \$42,400 (as of May 2008 according to the Bureau of Labor Statistics) and then divided it by 1,037 billable hours.

Keep in mind that an average graphic designer delivers about 60% of his time on the job as billable hours and that there are 2,080 working hours in a year, which will then be deducted 352 hours for vacation, paid holidays and sick leaves on average. Or:  $(2080 - 352 \text{ hours}) * 60\% = 1037 \text{ billable hours}$ .

So, between an external graphic designer being paid at \$75/hour and an internal graphic designer paid at \$40.88 per hour, you would choose the latter option for its cost-effectiveness. This is especially true for small projects that the internal staff can handle with readily-available graphic programs.

Even if you run your own business and are considering creating graphics yourself, you can see that you could save a lot of money this way – particularly in the long run if you need graphics regularly.

## **Timeliness of Completion**

Well, of course, the monetary cost may be low for the in-house option but advocates of outsourcing assert that the timeliness of completion is

compromised for many reasons. Foremost of these reasons is that the in-house staff, or you, may already be overburdened with various graphics projects, all of which are competing for time.

With outsourcing, the external company will assign certain personnel to dedicate their time to project completion in a timely manner.

However, such an assertion is full of holes. Outsourcing companies can also be understaffed considering the number of projects that their personnel must take on.

In contrast, in-house graphic designers can dedicate most of their time to a single project instead of being spread too thinly. Thus, in-house staff members are just as likely to deliver on time especially for small to mid-sized projects.

## **Quality of Work**

As for quality of work, many people think they must outsource in order to get great graphics. But anyone who has hired a professional and gotten poor work back knows

it doesn't always go the way you think it will.

If you are willing to get graphics creation programs and spend a little time learning them, you may be the best graphic designer you could ask for. After all, you know your company, your target clientele, and your message. Thus, you may be able to generate the best graphics design work.

Obviously you need to be the one who decides which route to take, but don't count yourself out as your graphic designer just because you aren't a professional or others are pushing you to outsource.

## **Product Creation is Not Scary**

A digital product that helps its users can go on to become a blockbuster million-dollar product. However, many entrepreneurs are unsure of how to create a digital product.

They figure that coding, graphic design, assembling, UI design, testing and more takes time, effort, money, and people.



product in these days of open source and Web 2.0 is not so tough. Here's a guide on how to make a useful digital product:

## **What Is A Digital Product?**

Let's start by understanding the concept. Any product that can be downloaded or used online is a digital product. A digital product can be software, e-books, widgets, mobile/social media apps, whitepapers, reports, games, etc. Every digital product needs a specific set of skills and so the first step is to decide what you want to make.

## **Idea!**

The next step is to brainstorm how you can make this product different and useful, and for that you need to get creative. You need an idea and it is generally best to get an idea in the niche that you operate in.

You should write your idea down and create rough diagrams of how you'd like your tool to function or read. For example, if you are operating in the web design industry, then you can create an e-book that helps website

## **Manpower**

Let's assume that you do have an idea that you feel will be of great use. Now, you need people to create, design, or code the product. You can register with freelance work websites like Odesk.com or Elance.com to find writers, designers and programmers.

## **Do You Need Coding?**

Some products require coding, but your programmer does not necessarily have to code the product from scratch. Readymade codes are available for anything and everything – all they need is a little tinkering by your programmer.

So, consult your idea with the programmer and determine the language that the program will be written in. Once the language is determined, you can head to SourceForge.net, which allows users to choose and download from a library of over 10,000 pieces of open source code written in Java, C++, PHP, JavaScript, JQuery, C# and many more. You can download code for games, business apps, audio/video tools, SEO tools and more.



# Let's Hold a Firesale!

**If you've been involved in Internet business for several years, you've probably seen your fair share of firesales.**

Some companies do it before going out of business; while others do it as a part of their normal sales cycle.

If you're in a bind and need some cash fast, then holding

a firesale is probably one of your best options. Of course, if it were easy or obvious how to do this, then everyone would do it successfully; and there would be no need for a guide such as this one. But this isn't the case. Here's what I personally suggest you do to ensure that your firesale is successful:

### **Step 1: Pick a Demographic Before You Start**

Before you even begin, it's a good idea to pick a demographic to sell to. If you don't know who your target audience is before you get started, then it will be impossible for you to select the right things to sell to them; and it will also be impossible for you to pitch to them in a relatable way.

### **Step 2: Develop a Truly Attractive Firesale Package**

If you currently have a large product line, then this stage shouldn't be terribly challenging for you. All you'll have to do is select a handful of your products, bundle them together, and then sell them for a fraction of the normal cost.

On the other hand, if you don't have your own product line, then this part could be a little more challenging. You'll have to actively seek out products that offer some type of resale license, bundle them together, and then sell them at a tiny fraction of the normal combined price.



### **Step 3: Compute the Savings**

Once you've assembled a large package of goods and have selected the firesale price, spend some time to determine how much it would cost an individual buyer to assemble all of these products (with normal—not resale—licenses). You can then present this figure repeatedly in all of your advertisements.

### **Step 4: Pitch Your Firesale**

Again, if you have your own product line, website, and autoresponder list, then this step will be relatively easier. In this case, you should start by pitching your firesale to your existing customers. As an added incentive, you might offer to make it even cheaper for people on your email list.

A good place to start is by creating a salespage for your firesale. Be careful to detail exactly how much buyers will save, so that they understand exactly how good the deal is. Also, include full descriptions of every product they will have access to after buying.

If you don't feel comfortable writing copy, that's perfectly fine. You can always hire someone from Elance to write the copy for you. Alternatively, you can spend some time on copywriting forums; and look for people who are marketing their services there. These individuals are more likely to have a strong background in marketing principles and copywriting in particular (whereas those on Elance may be good writers, but not know much about marketing).



Once you have a sales letter, your next step should be to make a pitch to your email list. This will require you to write some short email copy. Here, you will just want to be brief, avoid the appearance of spam, and keep the tone of a letter.

Again, the idea is to avoid something that appears too salesy. Instead, you want to pitch it casually as an opportunity, but with a time limit and an associated sense of urgency.

On the other hand, if you don't already have a list and a line of products of your own, it's still a good idea to start by creating a sales letter; however, your approach here should probably be different.

One good way to create a firesale sales letter for products that are not your

own is to setup countdown clock on the page; and then incrementally add the items that will be part of your sale over time. For instance, on day one, you could add three pieces of software that will be included in the firesale to the page. On day two, you could add a bundle of 200 ghostwritten articles that will be included. And so on.

The goal of this exercise should be to get people in the habit of returning to your site daily, so that your firesale successfully builds anticipation until the final night, when your sale will begin. By this time, if you did a good job, hundreds of people will have seen your sale; and will be ready to buy.

As far as the actual promotional process goes, you have several options if



you don't already have a mailing list:

1. Adwords. Since your goal is to raise money fast and since the firesale will only be available for a limited window of time, Adwords is probably one of your best options when it comes to marketing.

Remember to use multiple campaigns, to carefully write your text ads, and to limit each campaign to narrowly-focused set of keywords and keyphrases.

2. Joint Ventures. Find other business owners who have large, active lists. Offer them a very high commission if they participate (i.e. on the other of 50% or 75% of each sale). This will not only help you from the sales that they bring in directly, but it will help you indirectly by raising your status by association.

3. Post on Forums. While most forums will prohibit you from directly marketing your products through a thread, most will allow you to include a signature that markets your products. You can do this in all large, relevant forums that you frequent; and when you do, make sure that you include the date of the firesale in your signature, so that forum members gain a sense of urgency.

## Summary


**A firesale can be one of the easiest ways to make money fast online; however, if you don't manage it correctly, you could find yourself spending hundreds of dollars on products without any real return to speak of.**



# MOTIVATION

HOW TO STAY MOTIVATED IN LIFE  
AND WORK





If you look at it at one point, there's nobody in the world who can motivate you into doing anything. It's basically you alone who can motivate yourself to pursue your dreams and succeed. So, how do you motivate yourself in such a way that your only option is to succeed? There are plenty ways to do this and you'll find that it's not that hard at all. Here are a couple ways on how you could spark some motivation to light up your life:

## **RID YOURSELF OF NEGATIVITY**

The most dangerous thing that you could ever come up with would be negativity. It's too damaging, stressful, and a complete waste of time. On the other hand, it's a lot easier to get think negatively than positive. Being disappointed in something can stir up a lot of negative thoughts and doubts. You should never be negative because it will only steer you away from



your goal. Other than that, negative thinking can drain the life out of you and that's not just your mental health at risk but your physical health as well.


## **TAKE CARE OF YOURSELF**

Most of the time it's easy to neglect the simple things that could motivate ourselves. Personal grooming and health can easily be overlooked which is always a big no. Before you do anything else, be sure to put your personal welfare on top of the list. It's not being greedy or anything but rather giving yourself assurance that if anything goes wrong, you could move on any time. Buy yourself a new suit, a nice looking tie, and a pair of good looking kicks. Investing in yourself never hurts and it retains motivation. Just don't overdo it though.

## **BE HAPPY!**

The most important thing of all is not the money or your career but rather the happiness that you felt from start to finish. Enjoy yourself! That's a mandatory approach that you should not overlook. Although pressure and stress may always accompany you, don't let it hinder happiness. It's the ultimate incentive that you could get in this life. Motivate yourself through happiness. However you may define it, being happy is one of the most powerful motivational techniques since the existence of man. After all, if you're living your life without happiness, you're not living life at all. Be happy, feel motivate, and enjoy the beauty of what life has to offer.





# 3 TIPS FOR STAYING MOTIVATED AT WORK

There are days that work at the office can be such a drag that by the moment you go out the office door you'd feel like you've already spent every ounce of your energy. This normally happens to anyone especially when there's a lot of deadlines to beat, your boss breathing down your neck, and a ton of paperwork. Anyway, you should not be discouraged with these things. This is quite normal so don't worry. Work is basically work, so this normally happens almost every day. However, the difference comes on how you look at things. If you look at it closer, those employees at the bottom of the

pecking order normally see work as just work. On the other hand, the CEO's and other higher-ups are somewhat visionaries that see a different side of things which make them the leaders of a company. Here are a couple of tips to check out and hopefully motivate yourself:

## IMAGINE YOUR ACCOMPLISHMENTS

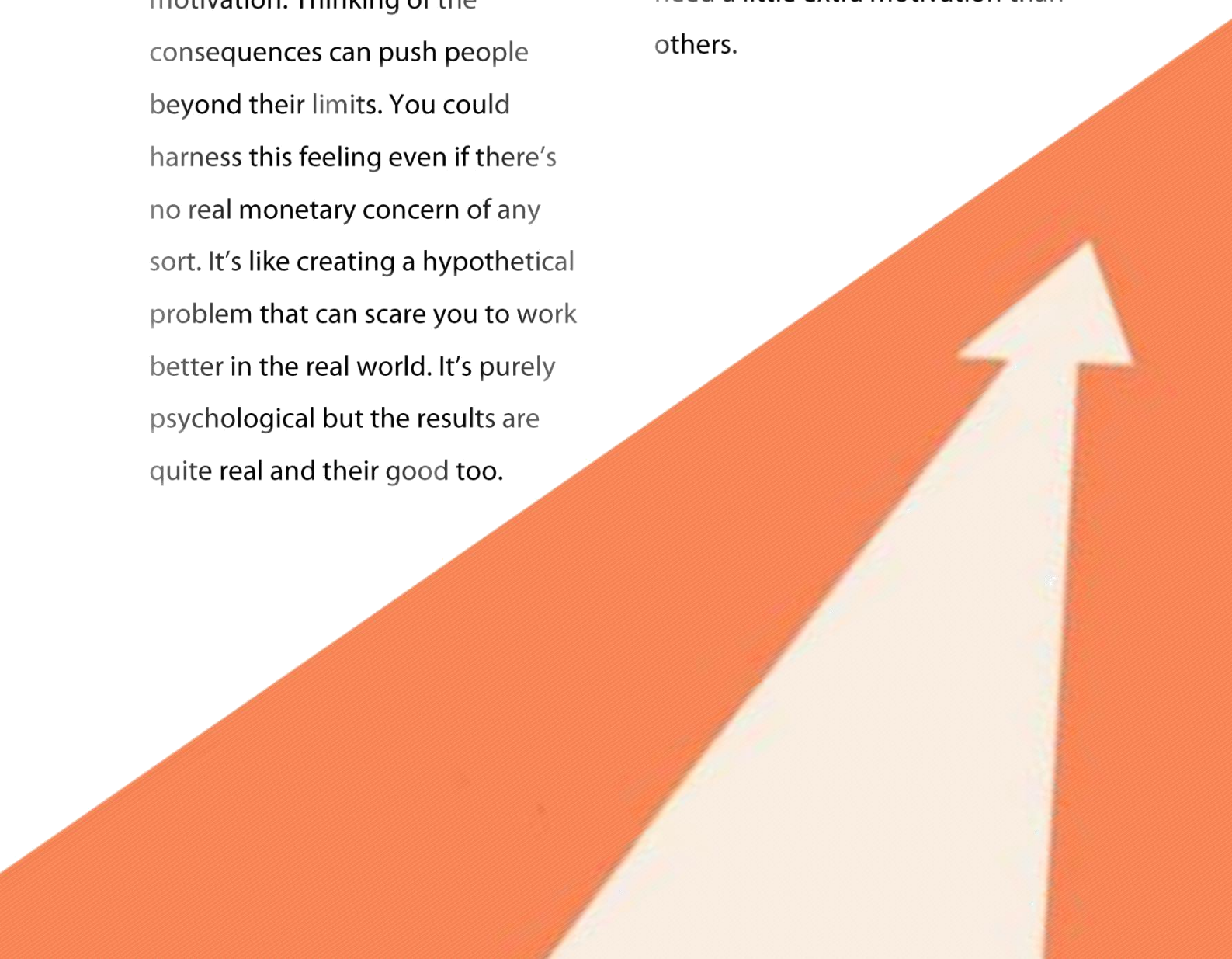
Think about that sweet moment when you've finished each task assigned to you. It's very delightful feeling that you have accomplished everything and all the burden and stress on your mind just disappears into thin air. Thinking of that feeling of finishing your tasks will surely enlighten your mood. No matter how boring or tough the task may be, knowing that there's some enlightenment waiting for you at the finish line makes you feel energized, determined, and motivated.

## SCARE YOURSELF A BIT

Yes, you read it right. Scaring yourself a bit need not be looking at out of this world zombie apocalypse type of scare but rather more realistic approaches like monetary concerns. Imagine yourself in a tight situation where bills pile up and your pay isn't due within the next fortnight. A little scare can be a good source of motivation. Thinking of the consequences can push people beyond their limits. You could harness this feeling even if there's no real monetary concern of any sort. It's like creating a hypothetical problem that can scare you to work better in the real world. It's purely psychological but the results are quite real and their good too.

## HAVE THAT "STUCK" FEELING

Have you ever imagined yourself glued to your chair? Try this one out and imagine yourself being held down, your back glued to your chair, your feet nailed to the floor, and your only option to escape is to finish your tasks and finish them well. It's a little too much for some but there are just some people who need a little extra motivation than others.





# ***PRODUCT CREATION***

In the old days, anyone who wanted their own products really had to put forth a lot of time and effort. It was either that, or they required the full time services of a programmer in order to get the applications and the branded digital merchandise that they needed.

## **Creating a Product – Or Three**

Today it is as matter of very little weight to create your own digital products. You can find wonderful ways to advertise or to bring attention to your company or products, and for the most part you can do it without having a lot of skill or “talent.” Digital products are appearing on the internet as rapidly as new stars are found in the solar system, and the people creating them are just like you.

It's far easier than you think - as well as far more enjoyable than you might have imagined - to create your own digital product. So many options exist today that only require a little know-how to produce, that your very first product may be a rousing success.

You're going to have fun if you use your imagination to dream up one or more digital products.

Best of all, you'll be using your creativity in a way that will increase your bottom line.

## **Digital Products - Easy Skill Level**

One of the easier digital products to craft for yourself will be an e-book or a short report that offers people information about something. Even if you do not write regularly, nearly anyone can create an e-book that offers their knowledge or passion to the global marketplace.

Hiring a ghost writer today is very easy if you really don't want to write your own product. In order to get what you want, create an outline of the idea or the skill that you have, lay out what makes it simple or important, and then hire someone to flesh out the writing for you.

A little tip on this type of product: try to create your product about something that you know very well and are passionate about.

It will come through clearly in the book. Even if you don't feel confident in your writing skills, try your hand at writing it yourself and then hire a proofer or editor to polish the book.

## **Software Applications - Moderate Skill Level**

Today, fortunately, you don't really need a full time programmer, nor do you have to be a skilled programmer in your own right in order to create a software product.

Companies such as Elance and Odesk exist to help you to hire a short term and low cost programming solution to get what you want.

Just because you don't program doesn't mean you can't offer your customers a software application for their iPhone or Android

In addition, if your idea is an add-on for a browser or a tool bar, there are software solutions to help you to create that application which are actually free.

You will get the application that you want and pay a small fee in order to use your own logo rather than theirs. Dreaming up new ideas is fun and interesting, and bringing them to fruition doesn't cost that much to accomplish.

## **Graphic Design**

There are also options that allow you to create your own graphics to go along with your digital product. Instead of having to hire a designer to do everything, you can get programs such as PhotoShop, and additions to it that make it easy for anyone to make graphics that look professional and go great with their product.

Crafting a digital product today can be done quite easily. It can be used to bring attention to your brand or traffic to your website without a lot of expense or stress on your part. Take some time and consider what a portion of the online market seems to be looking for and create it for them. You may find that the creation is

as enjoyable as the extra income that the product offers you.

### **Awesome Graphics without the High Price Tag**

Today's computer technology makes creating your own graphics to promote your company or business very do-able. You don't even have to hire out your work and pay a great deal of money. If you have some basic artistic skills and the right software, you will be able to develop graphics that will suit you and your company's needs.

### **Getting Your Tools Together**

So, if you want to keep your graphic needs in house and not outsource the job to expensive professionals, what steps do you need to take? One of the first steps is to get some software that will put all the tools you need at your fingertips. The right software for your company's needs will depend upon what it is that you want to accomplish.

There are free tools out there that you can use, and many people gravitate toward these, but you need to remember that you get what you pay for. You need your graphics to look amazing, otherwise people will not buy your products, no matter how good they are.

If you want comprehensive software that will allow you to do a great many things with your graphics, you should go ahead and pay for a proven program such as Photoshop. You can even get scripts and add-ons for programs like this that make graphic design even easier.

### **Take Some Time and Learn**

Ok, you have the software you have selected. How do you go about getting the best start on your business needs? First, take some time to really review all of the capabilities of the program so that you do not waste valuable time and resources making a lot of mistakes. Getting books or courses on using your new

software may feel time-consuming, but it is well worth the time you will save by doing things right the first time, as well as the awesome graphics you can start creating as soon as you know the program's basics.

### **Website and Product Creation**

Since you need to have a website dedicated to your business, it is necessary to learn how to work on your own website so that it becomes uniquely yours. Sure, you can outsource the entire project, but with some work and study, you can design your own website and save a lot of money. Not to mention potential frustration if you hire someone and they can't get your designs right.

Once you are creating products, you will also be able to design digital covers for them. These go a long way in convincing people to buy, and there are dozens of "forms" that you can give your product. Graphics that look like book covers are very popular,

along with graphics that look like CDs, software boxes, flash drives, and membership cards. Being able to whip up these graphics on your own will put you ahead of the game.

Graphics are a very important part of your business, and with the right software you can take this aspect of product creation into your own hands, helping you get your business even further along.



# What Solo Ads Are

and How You Can  
Profit with Them

Solo ad marketing is among the most popular advertising strategies in the online business world today. Many successful companies rely solely on this strategy to market their products or services.

## **What Are Solo Ads?**

A solo ad is essentially when someone is paid to recommend your product or service to his or her entire mailing list. It is sent out to subscribers of an ezine (online newsletter) as a special issue, which contains only the ad and no other content.

Large business owners who have long mailing lists can do this themselves. However, many online advertising companies have access to a larger number of mailing lists like MSN and Yahoo, who will send out the solo ad for a

price. The biggest boon of dealing with such a company is that you don't have to worry about submitting the ad yourself.

## **What are the Advantages ?**

Using solo ads has many other advantages, a few of which are mentioned here:

- If you are dealing with a successful company or ezine, you don't have to worry about creating a mailing list.
- Solo ads are quite easily accomplished for new companies who don't have much experience with online advertising. It is easy to set up and use a solo ad.
- For online business owners looking for great marketing strategies, solo ads promise positive results almost immediately.

- Using solo ads via a reputed ezine guarantees traffic that can number in the thousands to your website as most ezines have many contacts on their mailing lists.

## **Are There Disadvantages?**

- Many start up online companies don't have the funds to invest in this service. Some can be very costly, but affordable ones are available as well.
- Solo ads can sometimes fail to respond to your business positively. Most people rush in to the process without having a good ad in place first. A solo ad needs to have great content. It should also be compelling and attractive to its viewers.

## **Choosing a Good Ad**

It is important to choose the right ezine or provider for your solo ad. Ensure that the ezine is a reputable one which will provide enough visibility to your solo ad.

You will need to do a little research and take the time to determine your target market and choose an ezine that will best help you reach it. These ads aren't cheap and thus you have to make the most of the space you are paying for. But as far as advertising goes, solo ads do give you some of the best return-on-investment available.

## **Paid Traffic--Is it Cost Effective? It Can Be.**

Your website is all about the traffic. If you question that statement, consider that you can have the best and most well laid out site on the internet, but if no one sees it, what good will it do? It's not adding revenue to your business, or imparting knowledge to your visitors.

There are many elements to your website and your online business, but traffic is one ingredient you can't live without.

## How Do You Find Traffic?

At some point in time, every website owner will question the best way to get new traffic into their site. Each website requires a unique form of advertising. Every site is as different as the person who built it. Realistically, paid traffic vs. organic traffic is a matter of personal choice.

Many website owners have great methods of getting traffic that aren't going to cost them a vast amount of money. Advertising using paid methods to bring in traffic can be costly. While it does give results in most cases, there are no guarantees of traffic, no matter what kind you're using – even paid.

Unless you specifically pay someone to go directly to your website and view it, using

Adwords or any other method of paid traffic doesn't guarantee that people will click through and go there. But you can definitely tip the scales in your favor.

## Is There a Better Way?

If you really want as much of a guarantee of good targeted traffic as possible, Solo Ads will offer you one.

Using solo ads is a highly targeted method of traffic driving that does guarantee success. You get the amount of traffic that you pay for because the person selling the ad space generally promises a certain number of clicks. They run your ad until at least the promised number of visitors clicks on it.

Each visitor is targeted according to their interests, and if you buy the right ad,

each is already prequalified by having a credit card.

How Does That Help?

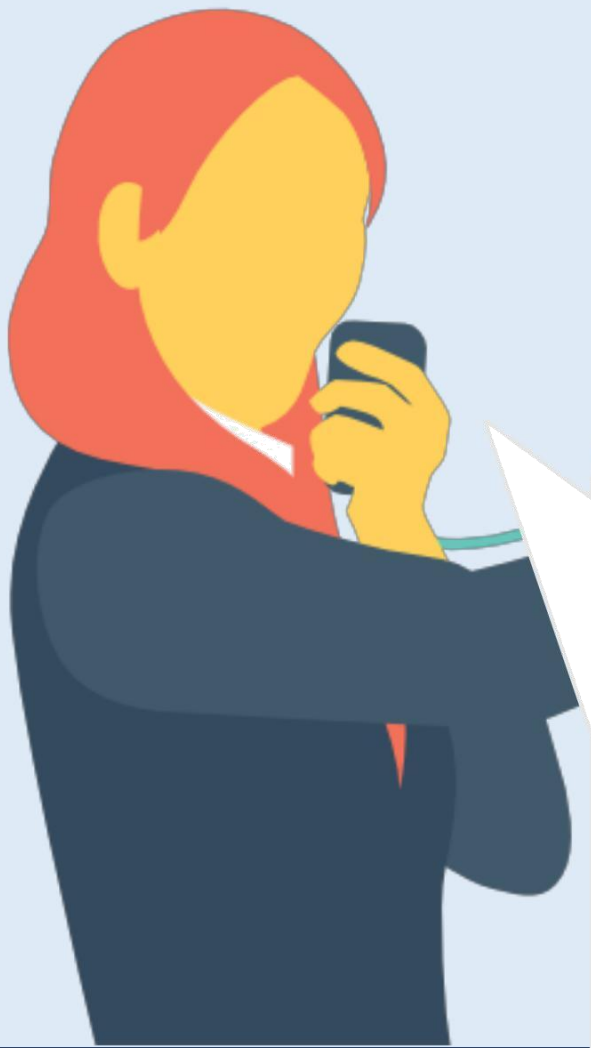
The customer who is highly relevant to your niche, and who is qualified to buy is worth their weight in gold. It means the traffic which is delivered to your website is already interested in what you have to offer, and they have already proven that they will buy.

What would this kind of traffic be worth to you? The answer is, of course, it would be worth a great deal. While delivering traffic to your website is just the beginning, it's a great beginning. It allows you the luxury of simply presenting your product in the best and most capable way that you can, and that is the only way you will begin to make sales.

## **What's the Bottom Line?**

Traffic is important. Of course you know that already, but we're just stating the obvious.

The traffic isn't the be all and end all of course, but it's definitely one of the things that make up the package. Now, it's up to you to make sure that your site is easy to navigate, that your sales pitch is viable, and that you have something to offer that is a great product at a cost-effective price.



# Winning Affiliate Contests : Using Pre- Launch Promos

If you want to win an affiliate contest, it's

important to start preparing before the product goes live. You need to jump in before most other people in order to prepare your audience. The pre-launch phase is a critical time, because it gets the hype going and gets people excited even before the price is revealed. This is important, because many people will usually scroll past the sales page to

find out the price of a product. If they think it's too expensive, they won't even bother reading the sales page.

When you start promoting a product before it's officially released, it gets people excited about the product before knowing the price. Not only that, you'll be have your list prepared for the release—watching for it— before promotions officially begin.

So what are some methods of promoting a product before the product is live?

Let's take a look at a few ideas.

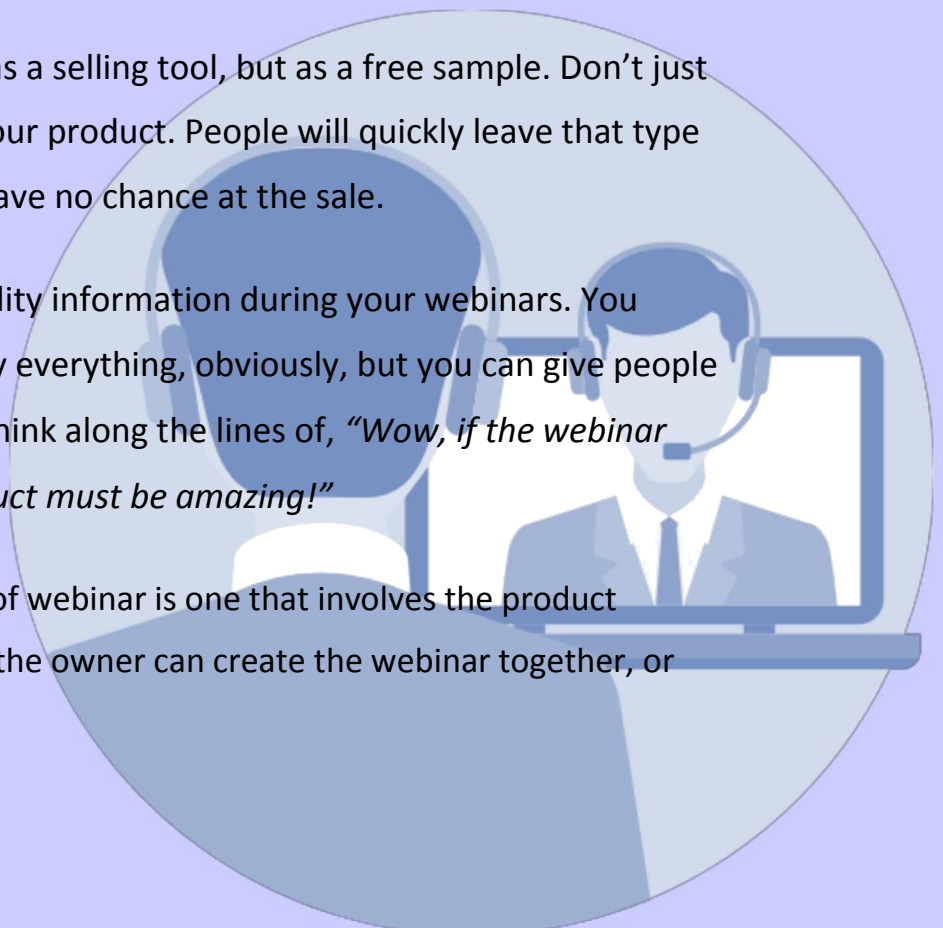
## Webinars

Webinars are considered one of the most powerful selling methods. This is because you have the opportunity to give people a taste of what the product is all about, without them having to pay for it.

Think of a webinar not as a selling tool, but as a free sample. Don't just hold a webinar to sell your product. People will quickly leave that type of webinar, and you'll have no chance at the sale.

Instead, try to offer quality information during your webinars. You won't want to give away everything, obviously, but you can give people enough to make them think along the lines of, *"Wow, if the webinar was this good, the product must be amazing!"*

The most effective type of webinar is one that involves the product creator/owner. You and the owner can create the webinar together, or



you can create it and have the owner approve it - although this may not be as effective without the person there.

People want to hear directly from the product owner, because they are the one with the information they're trying to sell. If you tried to hold one on your own, people aren't as likely to show up, as they will believe it's nothing but a sales pitch.

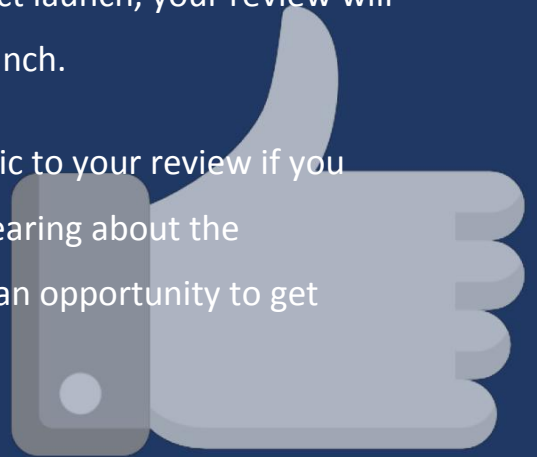
## Reviews

Yes, it is definitely possible to put up a product review before a product is released. If you have a decent source of traffic, most product owners will be happy to give you a review copy of their product so you can get a review up before the official launch.

The best way to get a review copy is to contact the product owner and let them know what you plan to do. Tell them how much traffic you have, or how many list subscribers. Tell them you want to do a review of the product before the launch as part of your pre-selling strategy.

Some product owners won't do this if they don't know you, but many will. If you can get a review copy before product launch, your review will be a great way to drum up hype before the launch.

Not only that, this gets you search engine traffic to your review if you post it on your blog. As soon as people start hearing about the product and search for information, you have an opportunity to get them onto your list.





## Hype Emails

It's important to start developing hype for the product before launch, and the best way to do this is to start mailing your list about it. If you don't already have one, building it while promoting a launch is perfect. You can create a short report or video that goes along with the product and give that away free to start building your list. Once users are on your list, you can start promoting the launch by building hype.

A good way to build hype before launch is to start posting teasers about the product. (You'll want to get the product owner's permission to do this, of course. He or she may want to see what you post before you post it.) Teasers are either excerpts from the actual content, or previews about the type of content included.

They don't always have to include actual content. Sometimes just telling people some of the things they will learn, or perhaps some of the results of beta testers, is enough.

Let's say the internet marketing product you want to promote had 50 beta testers, and 13 out of the 50 made over \$50,000, and 45 out of the 50 made at least \$5000. Those are great results! This is the kind of information people want to hear—actual results.

Sometimes there won't be beta testers, and there won't be any kind of proof from users before launch. In that case, you can publish (with permission) actual excerpts from the product, or the reason that lead the product creator to develop the product.

The more you build hype before launch, the more sales you're like to get once the product officially goes on sale.

