

MarketStorm

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TIPS TO TRAFFIC



Expert Interviews For

Build authority traffic by
interviewing someone in
authority

These expert interview scenarios can successfully achieve some percentage of exposure on products, individuals, services and many more.

Basically being a series of digitally maneuvered media files that can be done either in the audio or video format, these tools are fast gaining popularity especially for those in the media savvy world.

These presentations are designed to keep the interest of the viewers in the form of a following as the material is released episodically and downloaded through web syndications.

As most internet marketers are looking for viable tools



to add to the enhancement of their business forays the expert interview tool can be useful because of its easy accessibility.

Also the freedom element is certainly a welcome change from other more restrictive tools. Being able to design and feature material that is both flamboyant and unorthodox creates the interest from viewers and others alike. Being a good and accessible tool for promotions and education is also the basis for its popularity.

Exposure is probably the foremost reason this method is chosen and it is effective in being able to achieve this without the need for expert engagement.

While some may consider the expert interview as an inappropriate tool to be used for marketing purposes there are also those that attest to its functionality and effectiveness.

From a sincerity point of view the expert interview tool has the more personal reaching element that can be noted as quite engaging and this of course is a very important feature when trying to use it in the business sense. Also this tool allows for the direct and immediate reaction on the part of the individual privy to the expert interview style.

The Benefits Of Expert Interview

Exploring the possible benefits to using the expert interview as a tool for business revenue enhancement is certainly



worth the effort. Besides being fairly simple to use this tool has the capability of engaging the potential customer quite effectively.

Benefiting from the free download feature is probably the most attractive incentive for making use of this tool. There are no restriction tagged to the download nor are there any pre requirements that need to be met before being able to access the expert interview material.

Another benefit would be that there is no restriction as to the schedules for accessing and using or viewing the expert interview segments.

This is ideal for those busy concentrating on other more pressing matters or simply not interested in viewing the feeds at the moment they are launched.

Being able to design and have creative control over the expert interview content is definitely another benefit when it comes to freedom of ideas and promotional features within the segment.

Making the content outrageously interesting or simply plainly intellectual gives the individual a sense of control and achievement. Should the expert interview be well received and consequently when the services of the individual are sought after revenue can be earned.

If designed well it has another benefit of being used as a great promotional marketing tool and also as a good educational tool. Because of its comparatively cheaper creation costs the expert interview can be used fairly widely and also be able to reach a

wider audience base than the more conventional methods can.

The audio and video feature is also another benefit when it comes to reaching the younger audience. Proven to being more effective in engaging the attention of the younger audience the expert interview has been able to benefit its users consistently and successfully.

How To Use Expert Interview



Correctly

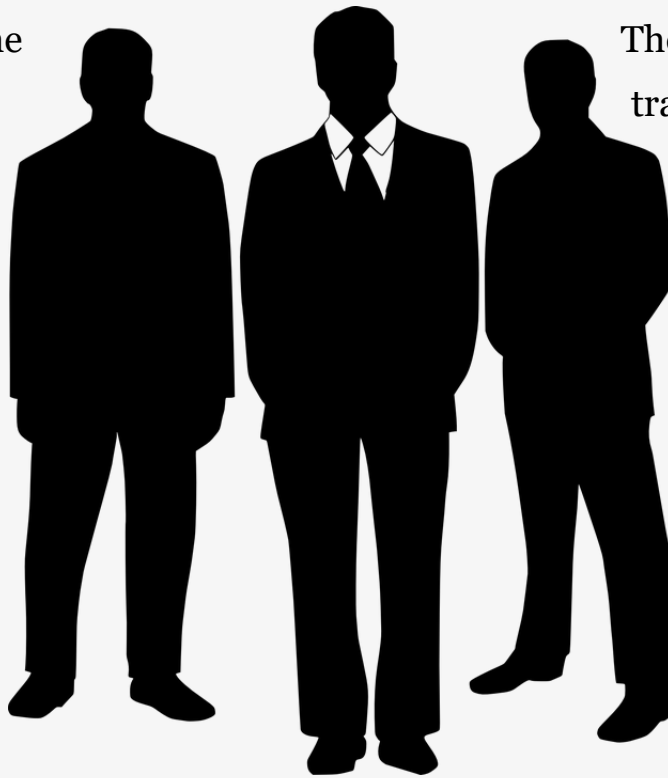
Using the expert interview tool for enhancing the business possibilities effectively the individual must be

aware that reaching the customer at different varying levels is the goal.

Filling the customer funnel, path or interest basically consists of three major parts which are pre purchase, purchase and post purchase. Thus choosing the expert interview tool would effectively be able to address all three aspects adequately.

The effectiveness of any marketing campaign is to stay away from any tool that claims to cater to and suit everyone's needs in one package. However expert interview can actually make this claim without any adverse repercussions.

The sincerity and integrity of the style and content can be designed to suit or cater to any section of different target audiences effectively and quickly.



The perceived transparency and authenticity of the expert interview tool further contributes to the effectiveness of reaching the target audience and perhaps maybe even those who are not directly interested or connected to the content, product, or service.

The expert interview tool can be effectively used when information exchanged has the opportunity to be challenged and the possible rebuttals are immediately available for anyone to view. This is also effective in creating an instant platform for all queries to be adequately addressed and answered.

The expert interview platform can also be effectively used to disseminate as much information as possible without actually having to spend too much

time on technicalities thus providing the viewer with easily understood material.

The probing style of this tool also effectively creates a certain level of discernment when the viewer is considering a purchase of the product, service or even when the viewer is considering making a recommendation.

Another reason the expert interview style has proven effective is because of its simplicity element. The directness of getting and giving information is clearly defined in the style of delivery chosen.

Viewers can then instantly conclude or form an opinion of the content and then decide the next course of action on their part.

Making Money With Expert Interview



There are several reason for expert interview to be successfully used as a money making tool. Some of which are fairly common while others may have some newer connotations attached to it.

The expert interview tool is primarily a tool that is used to address a target audience.

This target audience can then be turned into a money making possibility, this is because of the advertisements that can be tagged to the interview session to bring in added revenue.

There are interested parties who specifically look for expert interview platforms that have a very good following of target audiences and then proceed to offer remuneration of adds posted within the interview frame or even as promotional or budget incentives. There is also the possibility of being able to make money through the ability to attract sponsors.



FREE STUFF! *who doesn't love it?*

Giving away some things for free when a purchase has been confirmed is also another way of earning money through these expert interview platforms.

When the customer is already keen on making a purchase based on the information given the added feature of giveaway will only serve to delight the customers and creating the possibility of consequent visit or even referrals.

Another way of garnering possible revenue is to use teasers or only show partial expert interview for free and then charge a small fee to view the rest. However, the teaser or partial content available for viewing must be attractive enough to encourage the viewer to want to complete the viewing even if it is at as cost.

Building media network based on expert interview and then selling

advertising space is also another way to gain revenue. This can be quite lucrative especially if the sight has a consistently huge target audience.



Therefore, with some research done into what can be interesting for viewers the general content can be designed and produced to ensure definite interest from viewers.

How to reduce Email Unsubscribes



Most people become tagged as unsubscribers because of the initial bombardment of emails that cause them to be unresponsive. This unresponsiveness can be due to a variety of reasons but the most common one would be simply being fed up with unwanted solicitation or thinly veiled sales pitches.

Therefore, in order to limit the situation one should be wary of causing potential respondents from being unresponsive.



Getting Them To Stay

Here are some ways to adopt to limit the unsubscribers:

1. Keep all emails on the topic promised. If there is a need to insert other material keeping it brief would be prudent. The visitor is probably only visiting the site for specific reasons and does not want to be deluged with other non-related issues.
2. Using the personalized address system in the auto responder will create the illusion of making the individual feel special and respected. The use of names is a good tool to exploit and cannot be overdone or over emphasized.
3. Limiting the amount of emails sent in a week to about two or three would be ideal. Too many emails with the same content would not only become a nuisance to the receiver but the information would be redundant too. Too many emails will overwhelm the receiver and thus eventually cause them to be unresponsive. Allowing the customers to choose the

frequency of emails sent to them will also encourage better relationships. The customer perceives the sender to be professional and committed.



4. Avoid hard selling at the onset of the email exchange. Directing the subscriber to the website where an informative and in-depth presentation can be

viewed

will allow the viewer to feel more comfortable and convinced to sign on. The website material should be designed to sufficiently “sell” the featured items. However it should be noted that keeping a longer period between emails sent is also not encouraged as the idea is to keep the website relevant to the subscriber.



Bonus:

Making Money With Joint Venture



Joint venture as its name depicts is the added value of having combined forces working toward a similar goal, which in this case is to bring in as much revenue as possible to a business venture.

Using another source of expertise, time, customer lists, or traffic draws is one way of leveraging against a successful partnership.

Forming a joint venture with another party which can provide a complimenting service for the end use of the product or service without having to share in the costs is one way of ensuring more percentage of the revenue earned is kept within the individual's share of the partnership.

There are some companies and individuals who are interested in lending their expertise for a small share in the profits simply because their customer base is huge and thus even a small percentage of the profits are considered lucrative enough to seek out joint ventures.

This of course is also cost effective for the party that has only the product to contribute to the partnership and nothing else.

On the other hand joint ventures are also formed by consulting companies who have no products to offer and just bank upon their expertise in being able to offer good promotional services to ensure the target audience is reached and sales are made.

Thus here too exists the element of making money without actually having a product to sell.

Using affiliates there is also a way to make money with the joint venture tool.

As these affiliates already have an existing list of subscribers or members it would be much easier to reach the niche target audience directly without having to invest in costly advertising campaigns. This would also benefit the affiliates in the joint venture as their

members or subscribers would then be privy to new product and services directly without having the bother of spam as the products would be directed to a niche audience only.

Joint venture marketing can really help you to boost your sales as well as your traffic. Make sure you do it right

and hopefully this book has given you insights to get a good start.

So get going today!





DONE
RIGHT

SEO BASICS

SEO Basics

Trying to get the site optimally listed on Google or other engines should be the priority exercise at every juncture. This should be part of the growth strategy of any online endeavor that is seeking ultimate success.

Literally meant to increase the site's ranking of the web search conducted by the interested viewer, the SEO is one of the important ways to generate and direct traffic to a particular site.

Monitoring the ranking of the site should be a priority to ensure the current efforts put into the content and choice of keywords to encourage the relevant clicks is the best for the site. Using complimenting platforms

such as Marketing Vox will allow the individual to keep track of the page ranking with tools like Alexa and Google tool bar.

All these will keep a regular check on the ranking and provide the feed necessary to facilitate a re-thinking exercise should there be a need to implement it.

Keywords are like the magnet or the eyes that are going to get the attraction of the SEO thus creating favorable ranking possibilities. The use of the most appropriate keywords will eventually make or break the success of the site's ranking rate and this is the most important contributing factor from the viewing visitor's perspective. Inserting the keywords into recognizable spots like the title tag and the page header will help too.

SEO ranking also takes into account the links the site manages to create. The integration of internal links is an easy way to boost traffic to the

Determine and Monitor Your Search Standings

individual site or page thus creating a recognition element that is important.

Determine And Monitor Your Search Standings

Business growth is always the ultimate goal sought after in any endeavor undertaken, thus the need to then consider the elements that are needed to successfully monitor this growth in an efficient manner.

The following are some tips on how this may be effectively achieved:

Through the process of monitoring the search standing the individual needs to be equipped with the proper understanding of how the SEO efforts work.

One of the recommendations would be to use the MarketingVox to help keep tabs on the search standing through the page ranking with tools like Alexa and Google tool bar.

Making it a periodic practice to check the referral logs to track the visitor's movements within the site and the search terms that are being popularly used to find the site is encouraged. Being committed to the process of determining and monitoring the search standings is also something that should be considered in a rather long term time frame.

This is because most of the results and information gathered can only be useful and effective if done for a reasonable amount a time to ensure the accurate gauging exercise in possible.

Understanding that the material gathered is not beneficial is looked upon as a onetime solution or general idea of the overall picture being presented.

Having clearly defined goals will also better facilitate the monitoring exercise as the SEO efforts will be better managed. Using suitable web analytics software would be advised at this stage to create a clearer picture of what is working and what is not. Monitoring the page yielding traffic is also a metric that determines how well the page at the specific site is able to drive search engine traffic to it. As a webhost it is a pivotal element to the success of the page to ensure its visibility to the search engines, to draw the new traffic to the site as often as possible.

Research Keywords And Know Where They Go

The harness SEO optimization there is nothing worse than using the wrong keywords, keywords that are ambiguous and misleading and keywords that are ineffective. The choice of keywords greatly dictates the traffic flow to the site thus creating the desired SEO ranking.

Keyword research is vital to any search engine optimization campaign and every exercise targeted at the site should take this into account. Potential viewers may not be able to find the individual's site if the connective keywords are not used.

Also using keywords that are deemed popular but have no connection to the material featured at the site will also pose problems as the visitors will eventually catch on to the ploy and perhaps take action against the site.

This kind of bad "publicity" is definitely not needed or encouraged. Targeting the wrong keywords

would also put at risk the cost invested into the endeavor as it would basically mean that the money being used would not produce the desired traffic interest to the site.

This would then render the whole exercise a waste of valuable time, resources and energy. Staying competitive through the use of proper keywords that are relative to the material should be the target of the keyword choosing exercise.

Discarding misconceptions would perhaps be the first way to tackle the keyword research exercise. Most webhost make the mistake of having a preconceived idea of what the popular keywords should be that would draw the traffic to the site.

This may not happen as imagined due to the fact that the host is making this assumption or choice based on what

he or she perceives the visitor would key into the search. Looking at the keyword search from a wider perspective would be better and more beneficial.

Know How To Use Internal Links

Using tried and true methods to optimize the chances of getting traffic to a site should always be extensively explored for its benefits obvious or otherwise.

Therefore looking into the possibility of using internal links to enhance interest in a site is definitely worth the effort.

Most seasoned internet marketers know only too well the benefits of using internal links which links one page to another within their site. This facilitates efficient and quick access to information at the site without too many complicated processes.

Below are some points to consider which may assist in understanding the use of internal links:

Internal links are considered anchor text that should ideally be created using important keywords. These keywords are what are going to identify as the links between the homepage and the topic page thus the keywords chosen should have a high connective element or value to the site.

If the words in the internal links correspond with those of the home page then the Google search will place a higher ranking rate which will then enhance the search result exercise for the prospects.

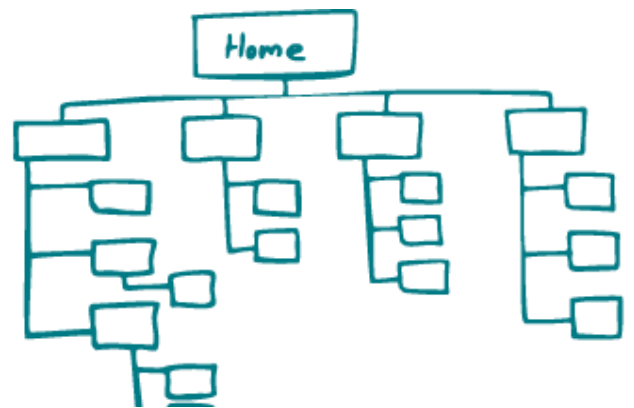
Avoid using the term “click here”. Although it effectively informs the viewer of where to go for further information, it would be more enticing to use actual keywords that are connective to the material about to be viewed.

This would definitely increase the possibility of the viewer deciding to venture further into the site, especially

if the words chosen are attention grabbing.

Most homepages have the highest ranking status of the site, thus using the links from this area should be done in a wise and careful fashion in order not to overuse or underuse this positive element.

These high ranking pages should ideally be linked to other money generating pages such as subscription sign up pages, email newsletter sign up and others.



Create A Site Map

Gaining popularity as a method of convenient navigation through a website, the site map basically facilitates the list of links to HTML files in the web platform.

There is a visual source safe that includes the creation of site map commands on the web menu to simplify the site map creation, however in order to access this tool one would need to have the write access to use the command on call.

Each time the create site map is called upon, a totally new site map file is created, thus there is a need to save the copy of the particular file to another location where it can be retrieved later.

The following are some simple steps to creating a site map:

Using the visual source safe explorer the individual would be able to open a web project to commence the exercise. When the web menu is clearly visible, the next step would be to click on the create site map icon. In doing so other follow up instructions would have to be completed in order to work further on into the exercise.

Here in the create site map for <specified name> dialog box, one would have to use the “To” box to specify the file that will contain the site map eventually. The other alternative would be to click on the browse to locate the file needed for use.

Then the individual would proceed to select the check in to visual source safe check box and when this has been completed then the ok icon should be clicked upon.

Upon completion of clicking on the ok box the specified file is the created and checked into the data base.

For some there may be a need to further navigate the file and customize it, which can also be done quite easily.

Make Search Friendly URLs

Creating search friendly URLs are important to ensuring the right viewers are directed to a particular site for the information they are seeking.

Facilitating this in the simplest way without too many complicated processes is important. Therefore ensuring the URLs are designed to be



user friendly is important.

Friendly URLs can be the best and quickest way to improve the usability of search friendly sites. However, it also entails a lot of fine tuning and corrective exercises to ensure the best results are forthcoming.

Ideally the URLs should contain the relevant connective information in a concise manner while still being able to deliver the gist of what the eventual content is going to be about.

Providing useful information as part of the URL would be an advantage as it would ensure the further exploration of the particular site.

In doing so it would also mean that the individual would have to design a URL that is not only informative but also very concise and points to the material content clearly.



Although there are several tools available for this exercise using the Apache which is acknowledged to be the easiest system for URLs would be the best course of action.

The advantage here would be that it comes with its own built in URL rewriting module, `mod_rewritter`, `enabler` and working `mod_rewritter` and is as simple as uploading correctly formatter and named text files. Friendly URLs should ideally also work well for search engines to ensure that it is picked up by the various detection tools to be featured accordingly.

Besides being easy to detect it should also be easy to remember as a whole host of people pass this information through a variety of less than audibly and visually acceptable ways.

This will allow the underlying data base to display information as and when it is needed.



Video Marketing DONE RIGHT

Video marketing has been proven time and time again to be one of the most useful tools in being able to successfully achieve the presence the product or

service needs in order to be unmistakably recognizable.

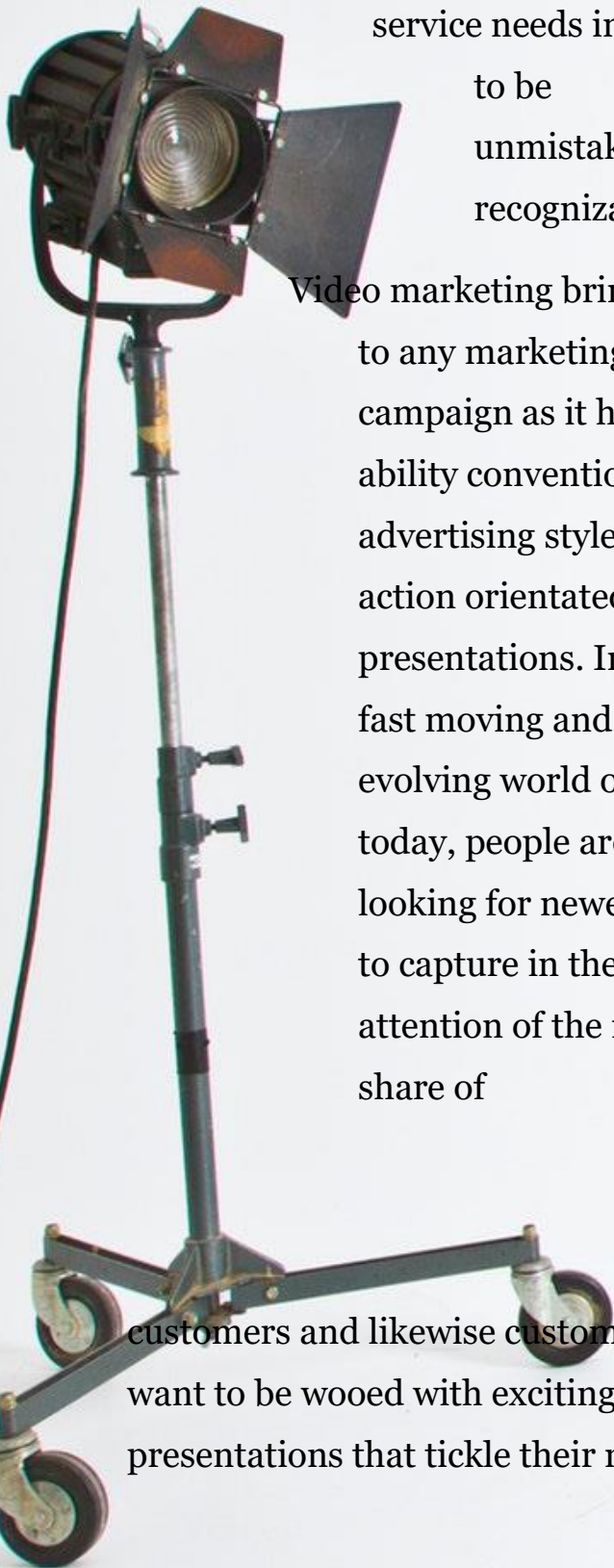
Video marketing bring life to any marketing campaign as it has the ability conventional advertising styles into action orientated presentations. In the fast moving and ever evolving world of today, people are looking for newer ways to capture in the attention of the market share of

customers and likewise customers want to be wooed with exciting presentations that tickle their minds.

Video marketing also has the unique element of being able to connect with the target audience both visually and mentally, taking the audience to a whole different level of advertising. This then translates into successful sales figures which are what advertising is all about. It also motivates and put the target audience in touch with what is foremost and important to them.

Scientific research has also shown significant increase in value of anything when it is visually exposed to the target audience. This in a certain way is instantly taken to a whole other level which indirectly creates the perception of value on the products for the viewers.

Video marketing speaks to an individual the way no other form of advertising has managed to. Video marketing is able to create the



perceived want and need in the individual for something they may not even know about or pay

attention to until being exposed to this type of marketing approach.

What To Consider For Video Marketing

Every business strategist needs to be aware of the most current, viable and successful way of garnering and maintaining optimum business success.

Understanding that marketing has shifted from a one-way broadcast to a multi-point conversation is a good start.

Today a huge amount of consumers use online searches when looking to research products of services.



Video marketing is now becoming increasingly popular as a tool to reach out to a wider target audience than before. People seek out these forms of marketing and advertising tool to help them find answers to their questions, show them how to do something or when they would like to read about reviews on a certain product, service or business.

Therefore considering the use of video marketing for online or offline businesses will introduce the most powerful way of reaching the target audience by way of information provided, education of the product use and benefits, building a community of users and many more.

Currently more and more people are making purchasing decision based on the video marketing tool they have come in contact with.

Several search engines have noted an increased interest in potential customers seeking the information on services or product through online facilities, one of which is video marketing.

There is documented proof that about 92% of all purchases are made based on being able to source the relevant

information and make a decision based on the exposure from video marketing

Therefore it could be said that marketing online is no longer an option but a very real and important requirement. This then makes it even more evident that video



marketing is the best option to choose from in order to ensure optimum exposure on the business.

Because most of the information available through this style of advertising is open to comments, negative or otherwise the added element of trust and integrity is vigorously pursued.

The Top Sharing Sites

Video sharing has become a very popular form of distributing information today. In this scenario free video sharing sites like YouTube, Twitter or Yell can connect the information and disseminate it to a wider audience base

Below are some of the more popular video sharing sites available;

- Video sharing on Bolt – geared more towards the younger set, this site offers tools for uploading and sharing videos, photos and games. Generally it is a fairly straightforward free video sharing site which encourages the exchange of information.

However this site does not allow any obscene, harmful, illegal, copyrighted, and other negative elements to be listed or posted. There is also no stalking, impersonation or spamming allowed at this site.



- Video sharing on Drop

Shots -

this is a family friendly site that mainly focuses on allowing its users to easily upload and share videos and photos of family and friends

Touted to be the number one private video sharing service currently on the internet it is fast growing and relevant. The positive elements that are created by the time saving facility and the amazing speeds of the uploads and use provides indeed a beneficial for those always on the go.

There are also free and premium accounts available. The large high quality images and private and secure

storage feature is also another plus for this site.

Video sharing on Clip Shack – is a site where assortments of tools are offered for tagging and sharing videos that have been uploaded. It also consists of user generated content and has a social networking and digital marketing tool tagged to it.

Recently Clip Shack has added another feature to the collection and this one integrates Google Maps for the convenience of its users. This enables the user to track the content and search by location.

Finding The Right Target Audience

Making unfounded assumptions is often the serious mistake most people make when sizing up a potential customer. The same can be said when targeting a certain perceived set of audience. The saying that looks can be

deceiving has never rung more true.

Perhaps one good starting point would be to look into the psychographic trends that are currently dominating the desired target audience.

Understanding that is not all about the demographics, such as age, income, gender, race and others will allow for a better view on the how to reach the intended target audience. This then allow for a better marketing effort to be launched in order to reach the desired target audience.

Making the mistake of depending on the merit of the product or service to speak for itself could cause detrimental effects in the business arena. A better option would be to focus on groups that can identify and be interested in the product creating the element of appeal.



Conducting a preliminary market research exercise on competing businesses and stores would help identify particular products and the consumer's reaction and purchasing percentage to the said item.

This will also bring to light the effectiveness of the media of advertising used. This could also include a team assigned to create market awareness and in doing so can categorically identify the right target audience.

Conducting online surveys is also another way to assess the probability of the choice made on the perceived right target audience. However it should be noted that very few people are willing to take and complete online surveys if there is little or no incentives tagged to the completion of the survey.

Assessing the market situation as a whole and how the product or service would impact it is also another indirect

way of establishing the basis for the right target audience choice.

Developing The Art Of Going Viral

Being able to draw a huge number of viewers to any particular site is essential to the sites success whether it is in terms of garnering revenue or for popularity purposes. Spreading information fast and effectively also is another very important concern for many using the internet as a tool for these purposes.

Understanding what is required to create the art of going viral is encouraged before the exercise commences. Some important factors should be noted and seriously considered when developing this.

Communication between consumers is now more popular than before and it is usually the making or breaking point of any endeavor.

Creating the circumstances where a high number of followers are assured

should be among the step to take. Then ensuring the followers are responsive and stay that way is also important.

Exploiting the advantage of having influential people on the list also enables more interest to be drawn to the site. The more that are shared and connected back to the individual's site also helps. These factors will directly impact the art of going viral.

Content is very important. Posting only relevant and substantiated information keeps the level of trust and interest high. Most people will only share information if it makes them seem well informed and authoritative. Developing content that is rich in amazing information and illustrations is one way of developing the possibility of going viral.

Designing catchy headlines is also important. This is rated highly among the other aspects of developing the art of going viral. The headline is what is going to attract the attention of the

potential viewers to the site and also create the interest in others wanting to link to the site.

All this then contributes to the development possibilities of going viral.

Joint Venture



**What are they and
how you can use
them to your
advantage**

It should be noted that this is not and should not be perceived as a quick and easy way to enhance traffic flow, on the contrary some careful research must be done before choosing the most appropriate partner to joint venture with.

These partnerships must be mutually beneficial if not more beneficial to the individual rather than the other party.

Joint venture partnerships do not necessarily have to be made within the similar or related fields. There can also be liaisons between parties that have complimenting services or product rather than similar ones.

This way there will not be any need to be weary of the

partners undermining the efforts of each other.

Working with companies that can offer added benefits in terms of products or services that would further enhance the original item would not only be useful to the end user but would also create the platform for advertising all the items together within the joint venture frame.

Besides the cost savings, the advertisement would be more interesting for the viewer as it cater to a wider audience with different needs.

Forming joint venture with successful sales forces is also another

interesting feature that is encouraged when using the tool.

With a good sales team in the joint venture the success of the product or service being



sold is elevated. This is especially if the individual's forte is not in sales.

The Benefits Of Joint Venture

Using the joint venture as a marketing tool is one way of being able to take an existing or new business to the next level of success. As this is always the aim of any business seriously considering the tool for use would be an advantage not to be passed up.

The most basic advantage of a joint venture would be from the cost saving angle.

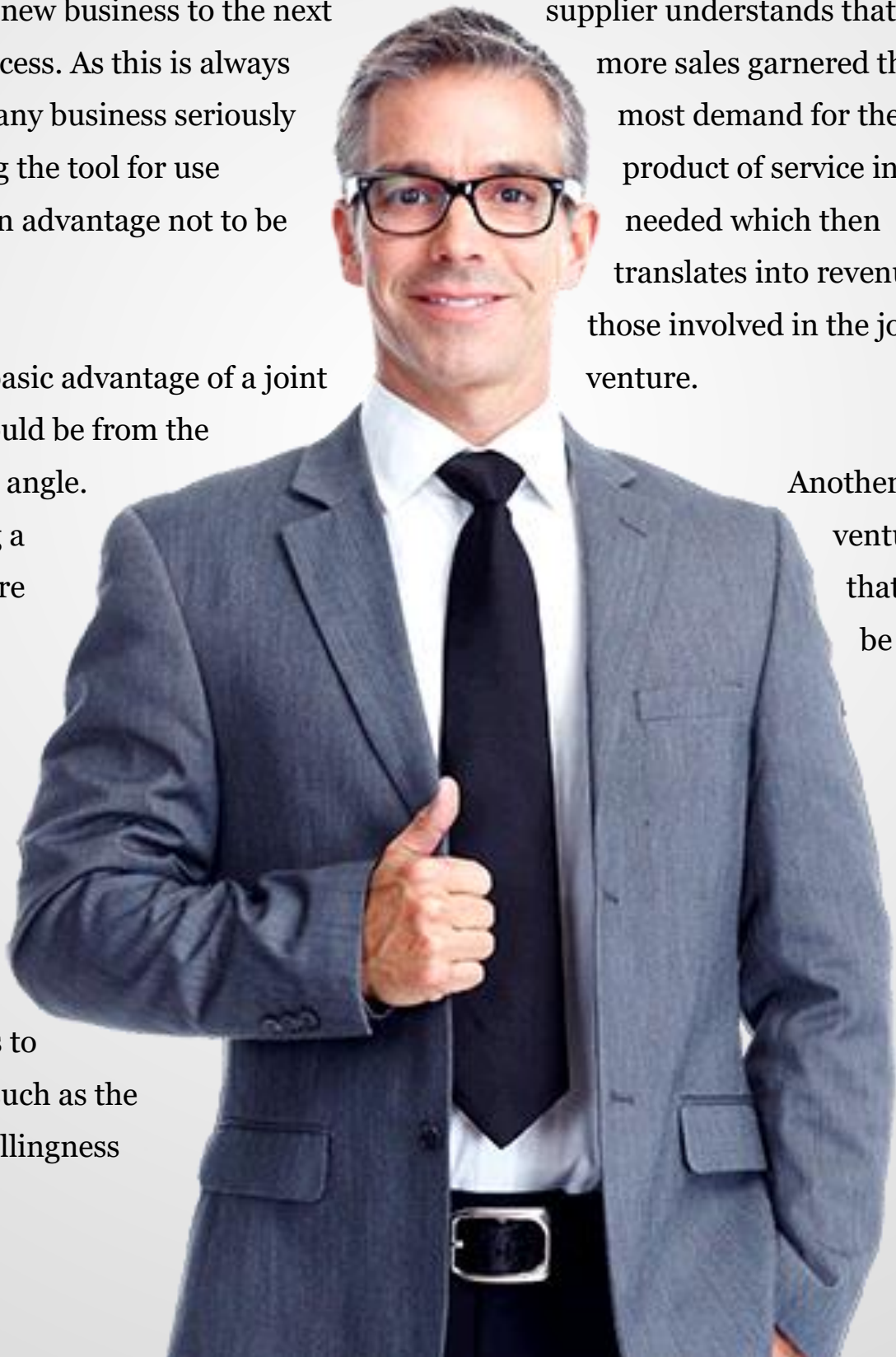
By forming a joint venture with a supplier there are a lot of positive

advantages to be gained such as the possible willingness

of the supplier to share the cost of a sales team, promotions for the product or service, mailing facilities and many others.

This is mainly due to the fact that the supplier understands that the more sales garnered the most demand for the product of service in needed which then translates into revenue for those involved in the joint venture.

Another joint venture that can be



beneficial is the one between non competitors where a complementary or similar product can be offered in return for the same target market by sharing the cost of the mailing and other miscellaneous functions both parties can keep the cost incurred to a minimum and thus be able to have more money to spend on other areas of the business.

This can also apply to tagging on other already existing advertising campaigns whereby a flyer or insert can be circulated alongside the existing material, all of which contributes to the cost saving benefit. Even venturing into hosting seminar or launches together is another way a joint venture can prove to be cost effective.

Another benefit that can be seen is in the consulting possibilities. Doing a joint venture with parties selling static books or courses can not only create the adequate exposure for the individual but can also lend credibility to both parties within the exercise.

How To Use Joint Venture Correctly



Effectiveness is the key to the success of any business tool. When choosing to use joint ventures as a marketing tool one needs to know how to make use of this tool to optimize the possible benefits.

Using the joint venture tool to create a successful marketing campaign is what most start up product launches need.

There is always the need to form a partnership with a company which has the expertise and experience in promoting products and services.

A good product or service that does not or is unable to reach the customer is of no use at all. A joint venture between parties with different elements brought into the liaison will

always be beneficial and effective in furthering the income earned possibilities.

Using affiliate programs to form successful joint venture is one effective way to get the products to the attention on the customer. The commissions can be earned almost immediately and without much processes or procedures involved.

The affiliates list can be used to introduce the product or service much more easily than having to randomly advertise to reach customers mainly because of the element of being able to target a niche audience effectively.

Joint ventures are only as successful as the revenue possibilities earned, thus being able to track and assess the progress of the business direction is the only way to gauge the effectiveness of the joint venture.

These tracking software can also help each partner to monitor the progress

and different aspects of the business venture.

Profits and problems can be easily detected and changed to ensure the effectiveness of the joint venture ensure better results in the future.

Forming joint ventures where there is an opportunity of tagged one's own product or services as an added value to the other parties' items is also another effective way of ensure sales and revenue.

This is mainly because there is no direct competition for the sale but instead it becomes vital to include each partner's product to form a more attractive package for the customer.



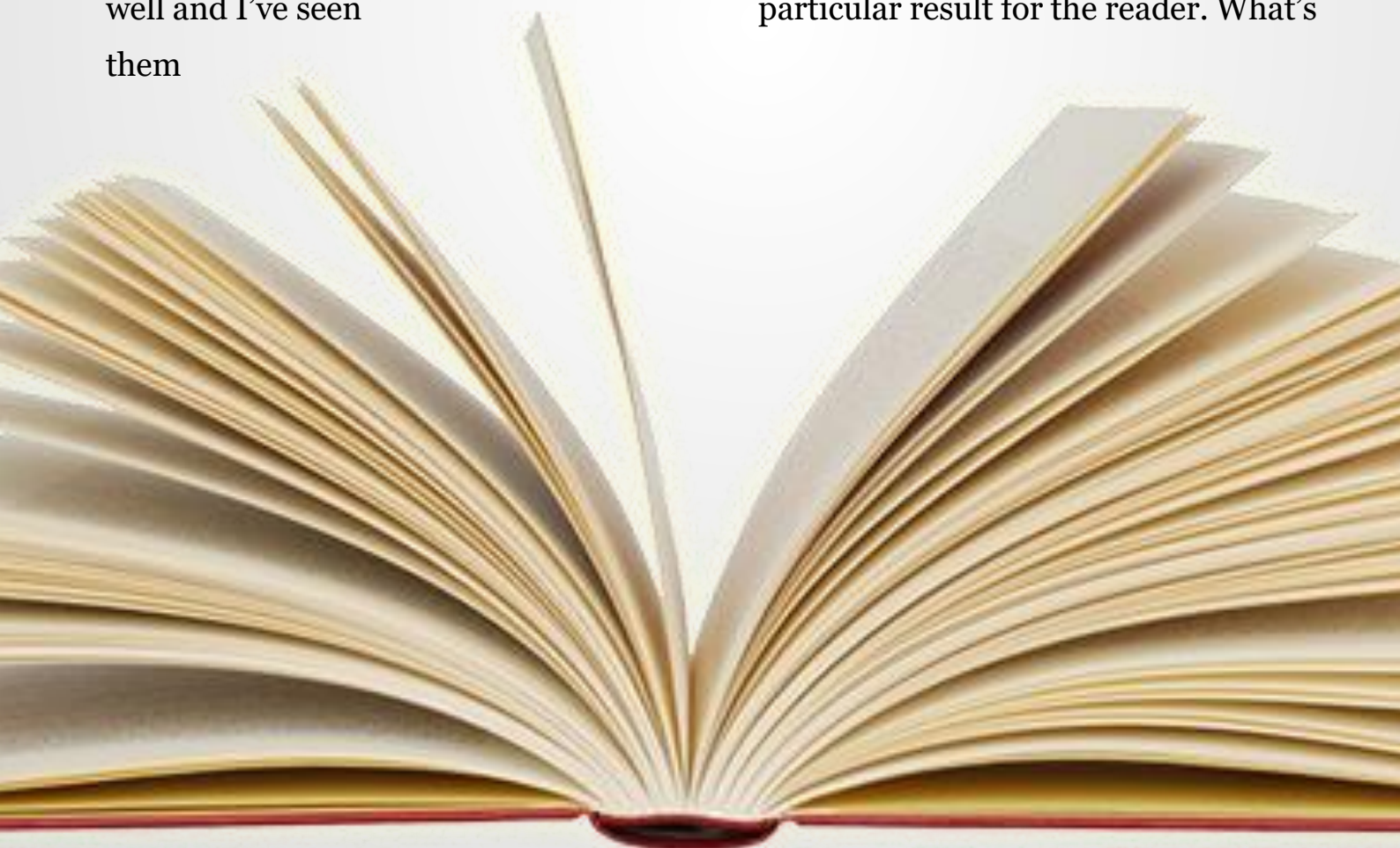
**BONUS:
Writing a
Book
With
Expert
Interview**

Among the simplest formulas for how to compose a book is to question experts in your niche or industry and produce the book. And as simple as this is to do right, it's simple to "mess up" too. So let me demonstrate how to produce an interview book in a way that it really drives individuals back to you and your business.

Simply record interviews with experts or industry leadership and turn those interviews into chapters of your book. I've witnessed interview books work well and I've seen them

read like last year's news. So prior to you grabbing your voice recorder and running off to talk to individuals, let me help you prevent making huge errors.

Huge error #1: No goal other than to slap a book together
Don't simply decide that you ought to compose a book and a series of conversations. You have to produce something of value that individuals wish to read or there's no point composing the book. So determine a particular result for the reader. What's



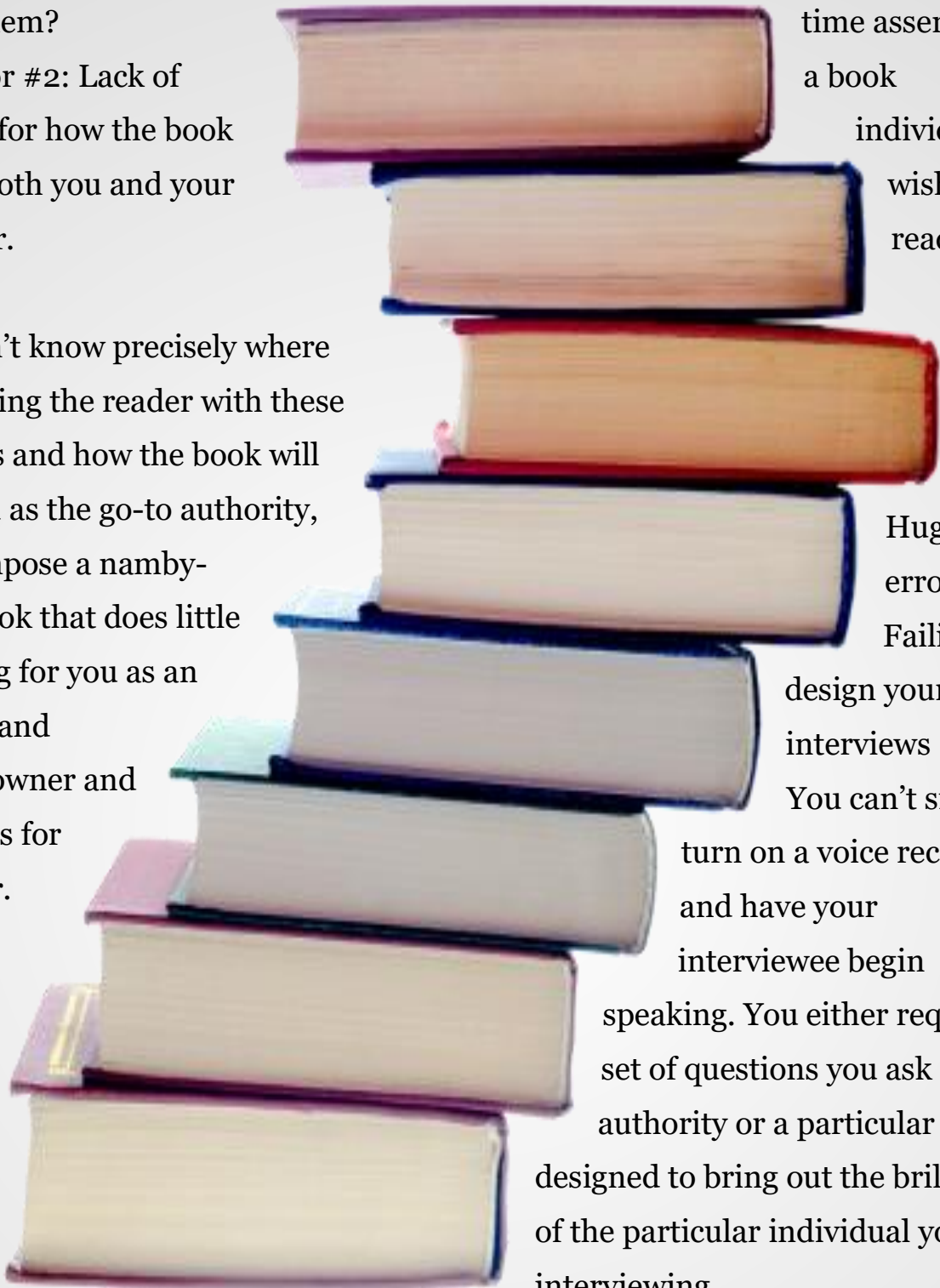
in it for them?

Huge error #2: Lack of
clearness for how the book
benefits both you and your
subscriber.

If you don't know precisely where
you're taking the reader with these
interviews and how the book will
locate you as the go-to authority,
you'll compose a namby-
pamby book that does little
if anything for you as an
authority and
business owner and
simply less for
the reader.

Huge
error #3:
hapless
choice of
experts
You

can't simply interview somebody
merely as they "do the correct thing"
or bear the correct sort of business. If
you do, you're likely to have a difficult



time assembling
a book

individuals
wish to
read.

Huge
error #4:
Failing to

design your
interviews

You can't simply
turn on a voice recorder
and have your
interviewee begin

speaking. You either require a
set of questions you ask each
authority or a particular set
designed to bring out the brilliance
of the particular individual you're
interviewing.

Huge error #5: No overarching message or topic

You wish more than a set of chats put on paper (or into ebooks). Every chapter, and thus every interview, has to in some way move forward the book's message.

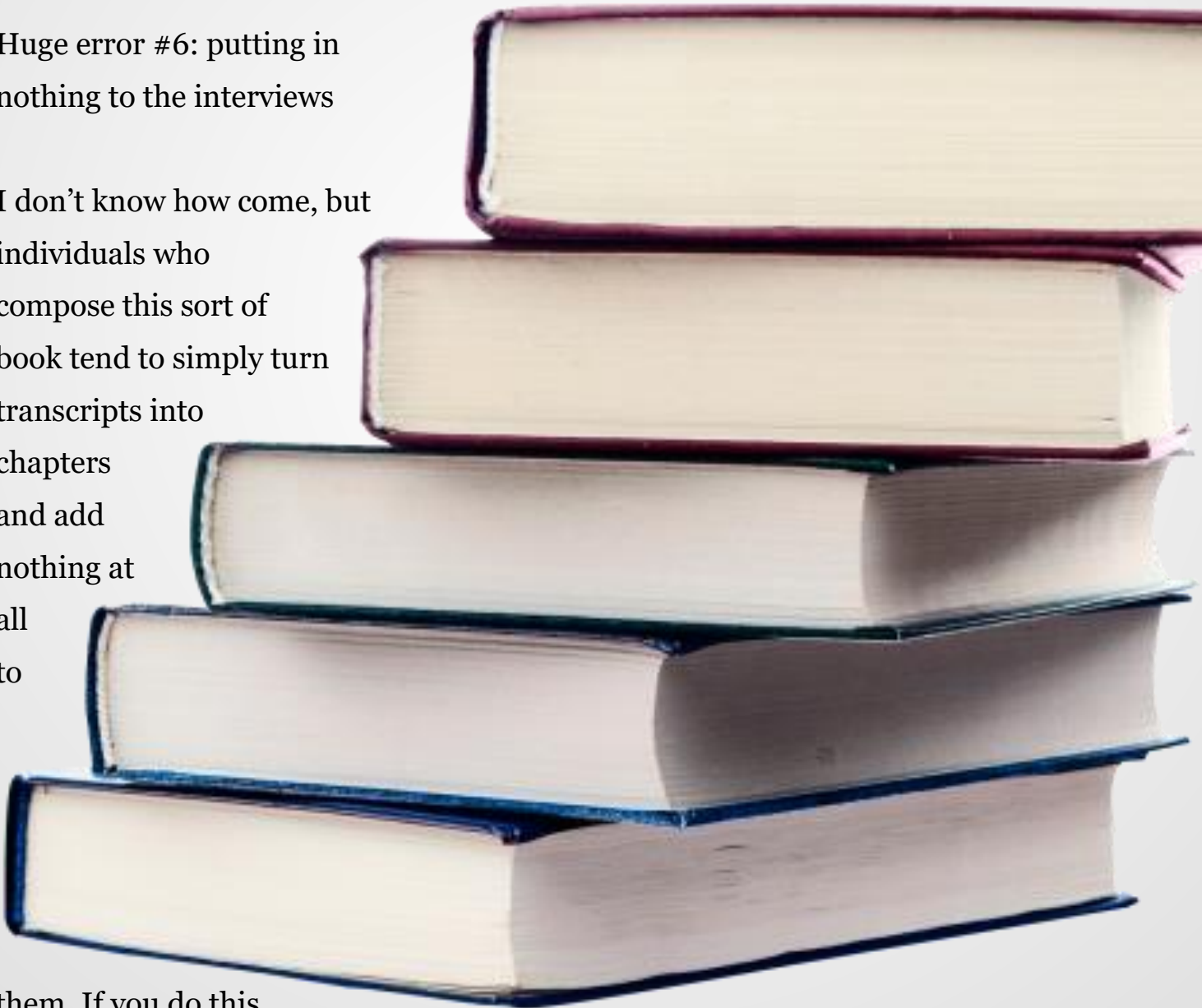
Huge error #6: putting in nothing to the interviews

I don't know how come, but individuals who compose this sort of book tend to simply turn transcripts into chapters and add nothing at all to

them. If you do this, you're not aligning yourself as the

authority and not adding to your own report.

Now that I've soundly rained on your parade, let me demonstrate how to produce an interview book that really establishes you as an industry leader worth listening to.



How to compose the interview books

Measure 1: forge the flow (or outline or contents) of the book.

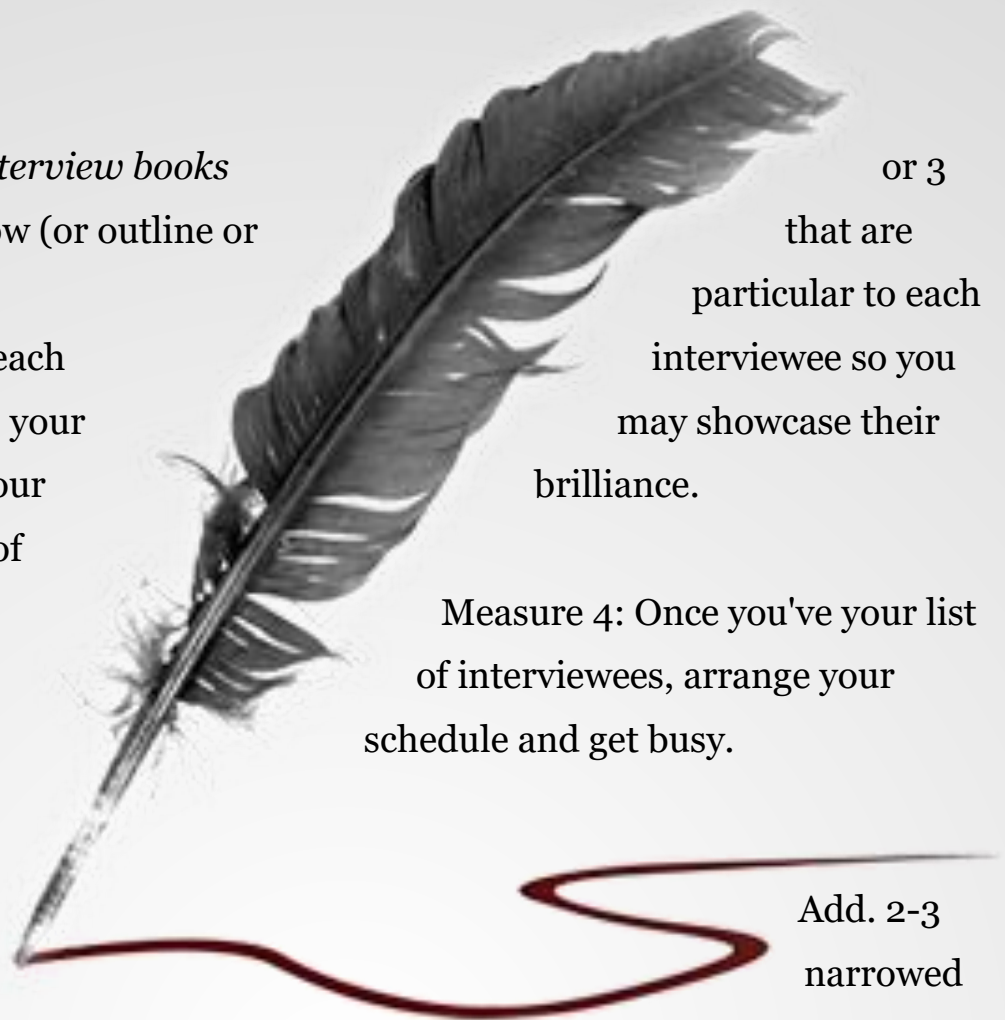
Choose what you wish each chapter to say based on your designated outcome. Your book isn't at the whim of your interviewees. It's up to you to determine it.

Measure 2: pick out the experts that equate to your chapters.

When you understand what has to be in your book, contact the best industry leadership who fit this profile. It's crucial to select your experts well.

Select them as they've a unique spin, a specialty, a strong story or another element that adds to the advantage of your book.

Measure 3: produce your list of questions that you'll ask everyone. This will provide you an overall structure for every interview that will produce a book that makes common sense to the reader. Allow room for 2



or 3

that are particular to each interviewee so you may showcase their brilliance.

Measure 4: Once you've your list of interviewees, arrange your schedule and get busy.

Add. 2-3 narrowed down questions you'll

ask your experts based on what you understand about them particularly. Make sure to make 2 recordings so you have a backup.

Measure 5: put together your book.

Make transcripts of the interviews. Why not add some of your own personality and expertness to each chapter? You may merely add an

introduction and a conclusion with some of your own thoughts.

book that boosts your business.

After finishing these steps, you have your interview book. If you've put in your own thoughts, your book demonstrates your expertise instead of only adding to the great name of your interviewees. You may be proud of this

