

# MarketStorm

# WEBSITE FLIPPING



## **MORE INSIDE:**

**Autoresponder Aficionado**  
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# *Autoresponder*

## *Aficionado*

*A quick guide to master autoresponders*

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### ***THE BASICS***

Initially, Autoresponders were designed to be used by individual who were at a specific given time unable to respond physically to emails sent to them due to various reasons.

Some of these reasons may include being away on vacation, occupied on projects that demand a lot of time spent away from computer access, involved in endeavors that require undivided attention

Current Autoresponders are designed to respond to emails in very different ways.

They can be used as email marketing tools which provide information to the customer base or any prospective customers as a responding reaction. It is also used as follow up elements which are sent out at pre set intervals.

# ***Autoresponder Categories***

## **1. The Outsourced ASP Model**

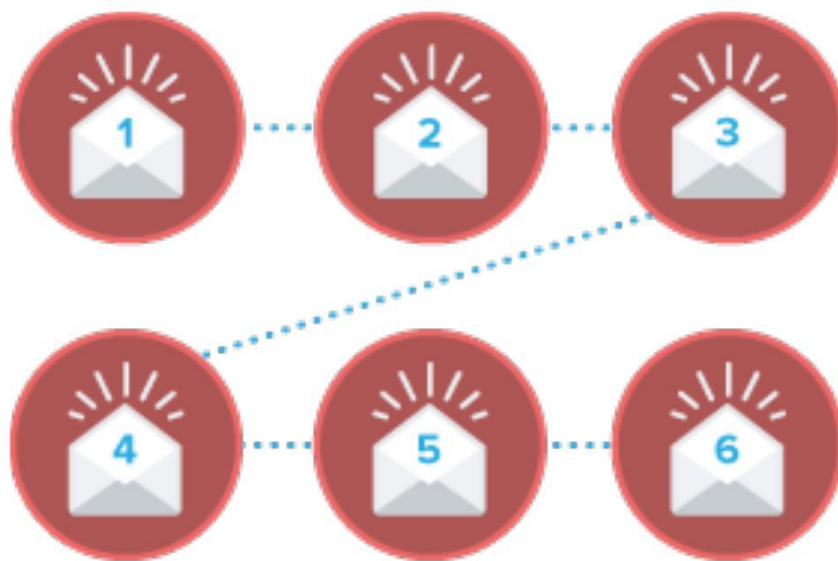
This functions as an operating tool on the provider's infrastructure and is used to configure via a web based control panel.

Here is where customers are usually billed a monthly fee for the service. This particular auto responder feature is easy to implement for the end user.

## **2. The Server Side**

This is another auto responder which enables the user to install the system on their own individual server. However this takes some technical skill requirements.

The Autoresponders are usually incorporated into the electronic mailing list for software to confirm subscriptions, un subscriptions, posts and other activities that may be listed.



***Having major benefits, the Autoresponder is great for managing the subscriber base. This can be done in an efficient and timely manner which is excellent when responses to emails are dealt with immediately.***

# ***Deciding Which Autoresponder Is The Best For You***

## ***Making A Choice***

This is especially important when it comes to managing business transactions in an automatic way especially when the initial exercise spans over a wide base.

Exploring all the different types of Autoresponders available and then deciding the one that is most suitable is very important as Autoresponders vary according to its features and intended use.

Some Autoresponders are designed to give out free information to ensure the subscribers are kept abreast with the latest developments and information.

These are usually done in a time managed manner to ensure the information does not create an overwhelming feel to the subscriber.

The ability to cover a number of different features would then entail the user to ensure the Autoresponders picked is done so with consideration.

The prime end result desired in any email sent is the response it is able to garner therefore there is a need to choose an Autoresponders that is capable to reaching the prospect while catering to the specific needs of the said prospects or subscribers.

There is also a fine line between being perceived as spam or as a helpful Autoresponders. The more popular Autoresponders would include the following choices:

**Aweber** – being an uncomplicated system it caters to the setting up of new campaigns, inserting video and auto feeds while managing subscribers across multiple lists.

**Autoresponse plus** – having the convenience of installing this software into one's own server with a onetime only fee. It comes with the comprehensive facility to customize almost anything.

# ***Separate Your Lists Into Specific Target Markets***



Though it is possible to send Autoresponders to everyone on the host's emailing list, it is not wise to use a one for all style. Using this style where a single autoresponder is chosen to presumably address all the varied needs of all the participants on the mailing list would be a folly indeed.

Therefore a wiser course of action would be to separate the lists into more specific target markets which in turn would more than ensure the individual prospectors needs are being adequately addressed.

If the lists consist of a wider variety of prospects with varied needs then using the tools to target those needs would be better served with a separating exercise to ensure each prospect's needs are categorized accordingly.

On the contrary it simply means that by the separation exercise the needs of the prospects are carefully considered and can be better addressed as opposed to randomly trying to sell something to someone that really has either no need for the product.

# ***Put An Opt In Form On Your Site***

Compelling prospects to visit a site and stay long enough to benefit both the host and the visitor is very important, thus all should be done to ensure this visit in the first instance. One of the best ways to do this is to provide for opt-in forms. The opt-in forms will allow for the facilitation of obtaining email addresses.

When there are visitors to the website it would generally mean that the visitor has some interest in the site to be there is the first place, thus making it easy for the visitor to complete the opt-in form will take them to the next step which will eventually benefit the host. Through this clear indication of the prospect interest, the host can now take the time and trouble to cultivate a long term business relationship through other complimenting marketing resources available for such purposes

The following are some tips on how to optimize the opt-in forms:

1. Making the form immediately visible without the necessity of having to scroll for it is important. Making the prospect's job as easy as possible is the idea here; therefore placing the opt-in in a visible position on the web page should easily facilitate this.
2. Attracting them with benefits and offers to compel them to provide their contact information should be the main aim as this would then make the opt-in feature worth having.
3. Keeping the form easy and short is also another important point to ensure as most people do not really want to waste time with

# BLOGGING: A CRASH COURSE

## IN THIS POST:

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**WHAT IS ONLINE  
JOURNALING?**

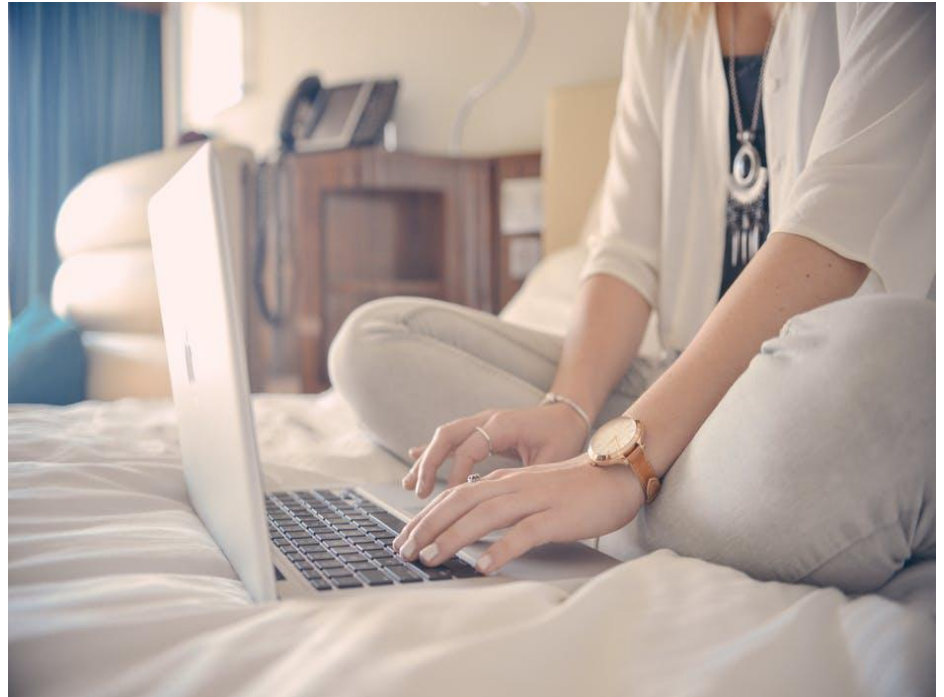
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**MAKING MONEY OUT OF  
BLOGGING**

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**STARTING YOUR OWN  
BLOG FROM SCRATCH**

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## WHAT IS ONLINE JOURNALING?

Blogging and social networking are inextricably linked in the sense that both contain certain features and certain properties

Both are aimed at creating a wide movement as far as multimedia interaction is concerned.

Though it is true that blogs can be regulated and kept very private, the main purpose of them is to reach out to a number of people, to have a medium to voice your opinion.

blogging today is not restricted to only maintaining a journal. It has truly become a platform where various kinds of people from all walks of life, whether they have the same ideologies or not, conflate, and discuss the matters they think are important to them.

Blogging in the twenty first century has come to become an important tool for advertising for people who wish to market their products online, for politicians who wish to sell their ideologies, and reach out, to the masses.

One does not need to be a computer engineer or a graphic or web designer in order to embellish their blog.

It would be interesting to note that the word 'blog' is both a noun and a verb. This leads us to the fact that blogging in some sense also helps get rid of hassles of publishing. Though your work will not come out in print, you know that you can publish your work – your articles, pictures, videos, etc – yourself through you blog.

Therefore, it may be your own personal journal that you wish others to read or you works of art in terms of the stories or articles that you write, or the movies that you make. You can share almost any content with the world at large.



1. Cost can never be a problem because free blogging services are quite popular all over the world. If you choose sites like Blogger or Wordpress, you are sure to get exactly the kind of platform you are looking for.

2. If you are not very comfortable with web designing techniques, you need not worry. Creating your blog is not as complicated as designing template for a website. These blogging services provide a wide range of templates for you to choose from.

## **MAKING MONEY OUT OF BLOGGING**

2. The first step is to get your website linked through various other pages. The more the pages are that contain your links, the better ranking they will receive.

3. The next aspect to be kept in mind is how often you update the content on your website. Frequently edited and updated sites receive higher ranking in search engines than those that have not been looked at by the owners for ages.

## THEME

Determine what you would be writing about or the nature of the content that you would be sharing with your readers. This depends mainly on your interest. Topics blogging to the field of politics, poetry, arts, current affairs, or almost anything under the sun.

## BLOGGING PROVIDER

You can try out one of these popular sites: Blogger.com, WordPress.com, Typepad, Blogagotchi.com, Livejournal.com, JournalHome.com, TheDiary.org, Mindsay.com, Blog.com, Diaryland.com, Blogdrive.com, or Xanga.com.

# STARTING YOUR OWN BLOG FROM SCRATCH

A wide range of templates will be made available on any blogging service you decide to start your blog. Select the one you most prefer or like.

You could pick up a specific theme and write about it consistently, or merely decide on any random topic as and when it interests you. You could try putting up content for a while and see the kind of response you get, and alter or modify it accordingly.

## TEMPLATES

## CONTENT

# EMAIL MARKETING MOGUL



## IN THIS POST:

- The Basics
- Keeping It Relevant
- Teasers And Links
- Your Frequency
- Killer Headlines

## THE BASICS OF EMAIL MARKETING

Emails can function as various different avenues to get the attention of the intended party. Some of these functions may include sending ads, requesting business participation, soliciting sales or donations and may other Internet related business propositions.

The email marketing exercise can be done through a cold list or form a current customer database thus the range of the target audience can be almost infinite.

This Internet marketing through the email platform is also meant to create other idea scenarios.



**EMAIL  
MARKETING  
IS IDEALLY  
MEANT TO  
BUILD SOME  
LEVEL OF  
TRUST,  
LOYALTY AND  
BRAND  
AWARENESS**

These may include the sending off email messages with the specific intention of facilitating the avenue of building a relationship between the merchants with its available customer base. At the same time, tapping into the previous and possible future customer bases.

This is done primarily to foster better ties so that these emails can eventually function as a way to acquire new customers, or convince existing customers to make an immediate purchase.

Some may even use the email tool to send messages to their customers regarding beneficial and supportive things available at other companies or sites for purchase which they perceive to be helpful to the customer.

There are several types of email styles that can be used for the purpose of conducting Internet marketing exercises,

such as email newsletters, transactional emails; direct emails where all these have their own individual advantages. Also using the emails in this fashion will be comparatively a cheaper form of advertising for the business.

### ***KEEPING IT RELEVANT***

Keep your emails short, relevant and sweet. More often than not emails get deleted even before they are opened because people simply do not have the time to spare with what they perceive to be a waste of theirs.

In order to gain the attention of the potential viewer, the email presentation has only a very small fraction of time to grab the individual's attention.

If this is not done almost immediately, then the opportunity is definitely lost and thus the email discarded.

Next if this attention grabbing point has been successfully addressed then there needs to be some thought given to the relevance of the email content.

Without being too pushy in the sales pitch, the product must be featured and all positive points made within the shortest possible amount of words. Some eye catching visual effects might help too.

### ***TEASERS AND LINKS***

Let me give you some points to consider when designing teasers. The press medium may be chosen for its small enticing ads which usually appears on several pages leading up to your main page.

Then there are the online banners and flashes which could be provocative in nature where it would entice the viewer to explore further.

### ***THE FREQUENCY FOR MARKETING MAIL***

Being bombarded with emails especially if they are of the unwanted kind can not only be a nuisance but can also be quite annoying especially if time is wasted deleting them.

Therefore it is very important to decide the appropriate frequency that should be applied to suit each individual targeted through the email campaign.

Overexposure is just as detrimental to any email campaign as underexposure is because this will eventually contribute to the loss of potential sales and customer interests.

Generally an assessment should be made on the impact the email marketing campaign is making on the customer activity and perception.

This can be done by using the aggregate open and click rates that are recorded by most email broadcasting systems. Another way to make an assessment is to look at the average number of emails received in return by the subscribers over a set period of time.

This set period could be anything from one week to one year or anything to be perceived to be a suitable time gauge for the campaign.

### ***GREAT HEADLINES***

Author great headlines to keep your E-mail out of the trash. The headline of an email is often the only window the sender has to capture and retain the attention of the target audience. The impression made based on the headline posted will be instrumental in ensuring the viewer continues to show interest in the posting.

### ***TIME IS MONEY***

The popular saying that time is money is very true more so in today's very pressed for time world. Therefore, you need to ensure you market your mail effectively and efficiently.

Learn how to incorporate all these necessary strategies to ensure that your email marketing works within your favor and garner you the results you desire!

# LIST BUILDING DOMINATION

## Are You Building It Right?



## WHY YOU NEED A LIST

For starters, having a large and responsive email list is the fastest way to bring in massive amounts of money. Instead of having to figure out where you're going to find new customers, you already have a large list of potential customers. In fact, many of them have probably already bought from you and are willing to buy again.

If you have created a new product, you can release it directly to your list and often it will make a lot of money on the first day. You can do the same with a great affiliate product. If you regularly promote extremely valuable and high quality products to your list, subscribers will buy them. It's that simple.

Eventually, you will start to think of your list as an ATM. Need money for that cruise you're taking next month? Find a product through an affiliate program to sell for instant commissions. Want to buy that car or motorcycle you've had your eye on for a while? Create and launch a product of your own.

If you are an Internet marketer and you are not capturing email addresses for your list, you are leaving a lot of money on the table. Start building a list today, and take advantage of this amazing method.

## **GETTING STARTED**

If you don't have one, you are going to sign up for an autoresponder service. This is the service that enables people to subscribe to your list. You can send out automated emails, or just broadcast when you want to. You can even manage people into different lists and choose which lists to email.

One of the most popular services, is Aweber.com. You can sign up to try it for a month and it only costs a dollar.

There is really no excuse not to be building a list when you can start out for only a dollar. Once you have an Aweber account, watch the video tutorials and familiarize yourself with how it works. You just need a basic understanding. When it is time to actually start building your list you, you will learn pretty fast with a hands-on approach.

## **CREATE A FREE SITE**

Now you will need a website. You can make one for free if you're just starting out. You can use blogger or Weebly to make free sites. If you have the money, I highly recommend getting some hosting and eventually you will need a domain name.

Your domain name can be the name of your overall marketing company/media group, it can be your own name for branding purposes, or it can even be the name of your product.



## **YOU NEED YOUR OWN PRODUCT**

You need your own product because it's important to give potential customers an incentive to join your mailing list. You won't get many people to sign up by just saying, "Hey you! Sign up for my mailing list and I'll send you stuff to buy!" Instead, give them something of extreme value in exchange for their e-mail address.

The key is that the product needs to help the people you are targeting. If you are building a list in the weight loss market, then give them a product that tells them how to lose weight! It is a common mistake for new marketers to hold back on their free giveaway products. You can always come up with more products later.

If you give a potential customer an amazing product for free that solves their problem and gets results, they will have no problem paying for products in the future.

If the product is of such incredibly high quality, they will be eager to pay for another product down the road. You want your customers to be thinking to themselves, "Wow, if this is how amazing the free product is, I wonder what I can expect from a paid product!"

## **CREATING YOUR OWN PRODUCT**

If you're new to IM, chances are that making your own product sounds like an intimidating task. However, it is not that difficult contrary to popular belief.

Before you make your product, you need to decide what your product will be. If your market is weight loss, create a product that explains a good weight loss diet plan and give sample meal recipes. Solve a major problem for people in that market and keep it simple.

Now that you know what your product will be, you need to research it. Pretend that you have that same problem, and go seek the information online.

## TEST OUT YOUR PRODUCT

The most important part about your product is that you need to make sure it works. It must be able to actually solve the problem. If you're in the make money online market, and you are claiming your product shows you how to sell products from ClickBank, then you should make sure you've actually tested it and sold products from ClickBank. Same goes for other products. If you make a report on dog training, test it by helping a friend train their dog.

## SET UP A WEBSITE FOR YOUR PRODUCT

Now that you have a product, it's time to set up a website. If you have the money to get some hosting and a domain name, you should do that now.

We're going to be giving away this product to people and in exchange they are going to be signing up for your list. So, the main page of this website is going to be the opt-in page.

An opt-in page is basically like a mini-sales page for your free product, with an opt-in form somewhere on the page.

## CREATING YOUR COPY

The copy of this page basically needs to talk about your free product, and mention how it can help this person. A standard format for writing this kind of copy is:

**This is what I have.**

Tell them what your product is.

**This is what it does.**

Explain what the product is all about.

**This is what it can do for you.**

Show how this benefits them.

**This is what I want you to do next.**

Tell them to opt-in to your list.

Aweber, or whatever autoresponder service you're using, will have a way to make your opt-in form that you put directly on your webpage.

This is where the lead will put in their name and email address to get their free product.

## DRIVE TRAFFIC TO YOUR WEBSITE

Now that you have your website up and ready to go, you need to start sending traffic to it. The more targeted traffic you get to your site, the more people will be signing up to your list.

Some of the popular methods to drive traffic to your site are:

**1. SEO** means search engine optimization. This is optimizing your website to rank as high as possible in the search engines. If you hit the number one spot for a highly-googled key phrase that has to do with your niche, you can expect a lot of traffic.

**2. PPC ads** or pay-per-click ads, are when you are paying per person that clicks on an advertisement leading them to your page. Google is the most common place to set up PPC ads, and it should be your main focus if this is what you are going to be doing.

**3. Forum advertising** is when you join a large public forum that has to do with your market. You participate in the forum, contribute to discussion, and try to give as much helpful advice as possible.

In your forum signature, you should have a link to your free product. The better reputation you have on the forum, the more likely people will be to click on your free product offer.

**4. Email ads** can be a great way to grow your list fast. Essentially, you are paying people who already have large lists within your market. These people then promote your free offer to their list. You can usually work out an arrangement where they need a minimum number of clicks that must go through to your page.

Remember, you don't need to stick to just one form of traffic. You can try them all and see what works best for you. You can then focus on the one or two that seem to bring in the most leads.

# PRODUCT PRICING STRATEGIES

Dispelling some pricing myths and digging right down to the real facts



## The Bigger Picture

### CONTENTS

The Bigger  
Picture

Pricing And  
Competition

Don't Be Afraid:

Premium Prices  
Low Prices

Does competition matter in such a big marketplace with regards to pricing? Should I be cheaper? Should I be more expensive? How do I know when to be which and why? Should I give special offers to particular groups of people? Who? Why? Should I offer different versions of my product at different prices? Am I doing it right?

There's a much bigger picture to product pricing than most people realize. A lot of the time prices are put there, just because they can be and possibly fitted loosely around competition and other products and services offering similar things, however, it's not just about planting a number and a dollar sign behind it.







# WHAT IS CONTENT CURATION?

Content curation is the process of research, aggregation, analysis and organisation of web content and presenting it in a meaningful, coherent and organized way. It is usually done based around a particular topic, or niche. Content curation suggests that it is carried out by a real person, a human being, rather than a piece of software or service.

That in turn suggests that we are the curators, usually an expert in the field being curated. Due to the vast amounts of data available, and being constantly created every day in huge volume, the task can be time consuming and difficult.





## WHY IS IT USEFUL?

Content is King. That's why it's useful. Every business, entrepreneur and organisation needs to produce, or publish content.

Creating new content is difficult and time consuming. So acting as a Content Curator is a viable alternative.

Instead of producing the content, curating it is an easier (possibly) option. What does this mean in terms of your reputation? It presents you as the expert, the trusted source, the one that is 'in the know'.

Gaining this reputation is very valuable as it adds to your brand and builds your social capital.

There is a LOT of content on the web right now. Filtering all that content and presenting 'the best of the web' has become big business.

It's a VERY fashionable thing to do, a very accepted way of building a website, blog, or social media profile. You can even go so far as build your own personal brand around being a top content curator.

## POPULAR SITES USING THIS MODEL

- ✓ The Huffington Post
- ✓ Gawker
- ✓ Tech Crunch
- ✓ Mediaite
- ✓ Pricy Pads

## STEP TO STEP GUIDE IN CONTENT CURATION

### *Step 1 :: Research*

Topics and sources. Be very sure what your topic is; make it narrow, not wide. Research sites and sources of

content exists in a variety of media categories; written, pictorial, audio, video, even video games. Read a lot, a lot more than you ever share. Don't use it unless it's very high quality: Quality not quantity.

### ***Step 2 :: Analyse***

Take note of the format of what you are sharing, and ensure a good mix of sources.

Add value in the form of opinion; additional resources, annotations, comparisons etc. Always give proper attribution to the source.

What is attribution? Simply, you must mention who wrote it and link to the original website it came from.

### ***Step 3 :: Publish and Share***

#### **Blog**

Publish it (with attribution) on your own-domain blog.

Publish it (with attribution) on other blogging networks:

- ✓ Wordpress
- ✓ Blogger
- ✓ Tumblr
- ✓ Posterous
- ✓ LiveJournal
- ✓ Xanga
- ✓ Weebly

#### **Social Media**

Link the content on Social Media Networks:

- ✓ Facebook
- ✓ Twitter
- ✓ LinkedIn
- ✓ Myspace
- ✓ Google Plus
- ✓ Pinterest
- ✓ Orkut

## Videos

Create a Video linking to the content, and share on the video networks:

- ✓ YouTube
- ✓ Vimeo
- ✓ Veoh
- ✓ Dailymotion
- ✓ Yahoo Video
- ✓ Metacafe
- ✓ Viddler
- ✓ Flickr

## Audio

Create an Audio (podcast or similar) and share on the podcast networks:

- ✓ iTunes
- ✓ Podomatic
- ✓ Podcastalley
- ✓ Odeo
- ✓ Yahoo
- ✓ iPodder

## Expert Tips

- ✓ Use Google Alerts on keywords you are curating.
- ✓ Use Google Reader to monitor relevant RSS feeds from blogs and news sites
- ✓ Monitor Google Trends
- ✓ Monitor Twitter for trending items
- ✓ Follow other people in your niche on Twitter etc.

Do it differently; if curators in your niche just publish on blogs, create a video or audio daily review of news items.

Do it continuously; people expect it all the time, so either choose a topic you love, or work hard, or outsource it!

# Website Flipping 101

Website flipping. So many assume it's dead, but it's very much alive and is still able to make tons of money for the ones who know how to do it right.



## What Is Website Flipping?

Basically, the idea is to buy an existing website and turn it around, flipping it for a profit. But, website flipping can very much mean building a site from scratch and selling it for a profit.

The question is: how will you be able to flip sites and make huge profits this way?

The main idea that we are going to focus on right now is that flipping is something that everybody can do, even without any technical knowledge. You really don't need that much to flip sites.

However, one thing that needs to be mentioned when it comes to site flipping: you need a budget. It's impossible to start making profit just for free!

## To Buy Or To Create Websites From Scratch?

When it comes right down to if you might wonder whether it's really worth buying a site when you can create a new one! That's a good question, and we're going to have a go at it.

It's needless to say that if you don't have any technical knowledge, then you will like to buy a site that's already built, keep it for a while, improve it, and then sell it for a profit.

On the other hand, if you have lots of technical knowledge you'll say that it's ten times easier to build a site from scratch and then monetize it.

Truth be told, it depends on what you want to do and where you stand. However, keep in mind that you can ultimately outsource everything when it comes to website flipping. It's quite easy to build a site from scratch without any experience and technical knowledge.

## The Perks Of Old Sites

Straight out of the box and old site has more value, because the domain name is aged. But, think about wine. You all know that wine only goes better with time. That's true with domain names.

However, even with wine, only wines with a special pedigree are really priced – all the rest are either sour or, don't sell for much more than a brand new bottle of wine.

What does this mean? Even with old sites you want to make sure that you get:

- ✓ A top domain name aka .com (but .net and .org also work) and keyword rich
- ✓ A good PR – at least 1 or 2 if you really want to make some money
- ✓ Income/revenue (there's no point in buying a domain that doesn't monetize)
- ✓ Good search engine rating – The site should be on the first page

Now, if you get your hands on a site like that, then you're in luck! But, keep in mind that these types of sites don't come cheap! Of course, if you do your thing on it, you'll be able to make it worth even more, and make a big profit!

### **The Perks Of New Sites**

New sites are great as well, because, well, you're the one who's going to be creating them and you'll be able to make them as good as the buyers demand them, and as informative and valuable as you want them to be.

Basically, new sites are great because:

- ✓ You can use the latest web design platforms creating amazing sites
- ✓ You can customize them as you see fit
- ✓ You can buy the domain name you want
- ✓ You have the liberty to turn them into whatever your heart desires or sees fit

However, when it comes right down to it, new sites aren't that good short term because being brand new they're not as well established which sometimes makes them sell for a lot less than older sites.

### **Which One?**

It's hard to say. However, one thing that needs to drive you when it comes to website flipping is monetization potential!

Why?

Because you can make the most wonderful site in the world – if you don't make money off it's all in vain. At the same time, you can buy an aged site and sink it for good, so that would only end up with you losing money.

For a site to be good and really worth your time, you're going to be able to critically assess it, no matter if you want to buy it or build it. So, how can you assess a site?

Let's move on to flipping basics!

## Flipping Basics

If you go online to Flippa.com you'll see that there are tons of sites up for sale. You can buy them, or you can create them, it doesn't really matter. What matter is money – the green stuff!

So, how can you make money online through flipping?

Well, it's a simple 3 step process

1. You find a market where
  - a) You get lots of people looking for quick solutions to their problems
  - b) You can reach the buyers easily (through forums, blogs, PRs, etc.)
2. You then create a product that caters to their needs aka a site with info and remedies or a course, or an e-book – it depends on your niche and what you want to do or what you buy
3. Sell your product on Flippa.com

It's that easy! If you can only respect the three steps above, then you can make money and live the easy life!

Basically, what everybody wants is a nice site that has some stable and decent income, that has traffic from organic sources and that's pretty much low maintenance. So, you need to provide them with a site that already has revenue and traffic.

Therefore, if you create a site or you buy one that has little profits and start driving traffic and revenue to the site, you can sell it to someone who might be interested in it!