

Market Storm

Web Site Software Development

- + Copywriting - A Crash Course
- + List Building Trifecta
- + Software Development Mastery
- + Web Traffic Surge
- + Website Monetization Secrets
- + Outsourcing Tips
- + The Beginner's Guide To Micro-Niches



COPYWRITING: A CRASH COURSE

Today, modern entrepreneurs are making a killing using copywriting techniques in their businesses. Bear in mind, selling things online is a lot harder than selling things offline because you lack the sincerity of voice and body language.

However, if you know how to tap into the power of copywriting to

you'll be laughing your way to the bank.

Remember, the ultimate goal of copywriting is to get your readers to perform your most desired outcome. E.g. making a purchase or signing up into your mailing list.

THE BASICS

-Website content

-Blog posts

-Landing Pages

-Email Marketing

-Sales Pages

It's very important that you determine what your desired result is before you embark on your copywriting crusade. Clarity is power so it's important to know what you are after so that when you write, things will go the direction you want it to go.

Okay, let's look at some basics. Bearing in mind that we want our readers to perform our most desired result, we also can't be too forceful.

Here's rule number one:

KEEP IT CASUAL

You want to be seen as a friendly person who is also an authority figure in your field and not like a blatant salesman. The latter will cause people to dislike you can treat you as spam.

The next thing you must know is that some rules are pretty illogical. But one thing that makes sense is this, good practices have been tested and proven (split-tested) by top online marketers for years, so rather than trying to re-invent the wheel, follow what works and reap the rewards!

However, I strongly encourage you do a little split testing of your own as well. Eliminate things that don't work and duplicate or multiply things that do – that is the surefire way to success!

Next up, we'll look into one of the most important components of a good copy – **headlines**.

The headline is the most important part of any copy. If your headlines fail to grab the attention of your readers, it doesn't matter how good your offer is or how good the rest of your copy is. You only have 5 seconds to make an impact on your readers before they move on, so make it count.

The headline has to be eye-catching and bolded to immediately get your reader's attention. The sub headline will reinforce the message of the headline.

Here's an important thing to note: You should never use FULL caps for your headline. Only use it when necessary.

For instance:

“IMAGINE WHAT THIS WOULD LOOK LIKE IF THIS WAS ON THE TOP OF YOUR WEBPAGE!!!”

It looks like someone screaming at you – Who would like that? Also, full caps looks spammy and nobody nor Google would like that.

Also, headlines has to use eye-catching words which can **instantly excite** the emotions. Have you ever seen magazines at a newsstand? The headlines usually sound catchy and uses words which excite curiosity and emotions with topics like sex, money and drama.

Follow up your headline with a sub headline. The subheadline's goal is to exemplify the idea of the headline and should ideally be slightly smaller in font size compared to the headline.

Ask yourself, what niche are you in? What words can you use to excite emotions and create drama in your niche?

A GOOD CONVERTING SALES COPY

1) Whenever promoting something, always remember to show the benefits or give compelling reasons for buying the product. Show how much that not getting the product can result in more pain than getting the product.

2) Have an FAQ section for your product. When you promote a product, there is bound to be many questions that would pop up in the heads of your readers. Having an FAQ serves to be a place where you can handle or deal with any last minute objections to your product.

3) Call to action. Possibly, one of the most important components is the call to action. It will be the place where people make a purchase or performed your desired action so make sure you include it in before your “add to cart” button.

4) Post scripts. These are last minute call to actions which capture “page scrollers” or people who just need that final push to purchase that product.

5 COPYWRITING MISTAKES TO AVOID:

As mentioned before, Copywriting is an essential skill of any online marketer. Your ability to write good copy can determine the make or break of your business.

When used correctly, can increase your conversions and bring your massive profits. However, if you commit these common mistakes, you will sabotage your business. Here’s 5 mistakes you should avoid:

1) Not addressing your audience. Remember, the person reading your copy is a human being. Hence, treat your audience with respect and talk to them as though you would be talking to a friend on the phone.

Always start your message with a “Hi friend” or simple greeting to let them know that there is a human connection.

2) Selling too hard, too fast. How would you like it if you started your copy with “Don’t buy this and your ears will fall off!” Instead, try starting your copy by trying to relate with your audience’s problems and perhaps talk a little about yourself before going into the benefits of the product. Remember, in the long run the soft sell always wins.

3) Screaming into their face. Talking about some crappy headlines, one that comes to mind is the headline with EVERY SINGLE LETTER IN CAPS. This is not just bold, it’s literally screaming in their face and nobody likes that. Instead, only use capitals for the first letter of each word.

4) Using long spammy looking affiliate links in your email copy. Nobody trusts weird looking links, your best bet would be to use a link cloaker or a link shortening service such as Tinyurl.com or bit.ly.

Talking like a robot. Nobody likes to listen to a machine. Instead, use a casual tone when dealing with your customers, it’s more human-like.

PLAY WITH EMOTIONS

Emotions play an extremely important role in online marketing. In the offline world, you can use body cues and verbal cues to excite emotions to get sales. But in the online world, you have to use the power of copywriting.

Creating a sense of urgency is one of the best ways you can increase your conversions.

It must be used concurrently with other copywriting methods to stir up the emotions in your audience. There are many ways you can create a sense of urgency:

1) Time sensitive offers. This is probably one of the oldest, yet most effective ways to create a sense of urgency. Tell your readers that this launch is only up for 48 hours, of better still, for added impact, include a countdown timer onto your page.

2) Limited copies available. I love this. Tell them that only 50 copies will be made available and possibly strike out 50 to become 48 upon announcing. As the launch goes on, you may further reduce the number of copies made available.

3) Excite the emotions of greed and fear. These two emotions are extremely powerful.

The human mind does things based on the pain pleasure principle, which is to do things that would bring them pleasure and avoid things that will bring them pain.

4) Make purchasing your product before your launch closes the more pleasurable thing they could ever do and show them the pain of losing out on tons of money by not getting your product before their competitors do. This is a sure-fire way to boost sales.

List

Building
Trifecta

List building is the **first, most important**

and most constant of all the tasks that

Internet marketers engage in. Their lists

are their bread and butter and their lists

and their businesses belong together.

Neither can exist without the other.



The Money Is In The List

The term 'Bread and Butter' is used to denote the main substance of an enterprise. The term also applies to list building and Internet Marketing. You can't separate the two because they belong together and, likewise; they are the sustaining part of an Internet marketers business.

3 Most Powerful List Building Strategies

1. Leveraging On Joint Ventures

New marketers dream of getting that first lucrative Joint Venture deal under their belts (and into their bank accounts). Well-seasoned Internet marketers always have both ears and both eyes wide open searching for their next Joint Venture opportunity.

Everybody wants a Joint Venture for the very simple reason that they are lucrative... and 'lucrative' is an understatement.

The first, most important and most on-going task of every Internet marketer is to build an opt-in list.

There are basically three kinds of lists and all of them are not created equally.

1. There are lists that are bought. these are just about *worthless*.

2. Second there are lists of potential customers.

Potential customer lists are valuable because they are lists of people who have opted in to a mailing list and may well buy something at some point but they haven't as yet.

3. The third kind of list is the 'paid customers list'.

The paid customers list is the one that is very, very valuable. This is a list of people who have actually bought a product or service. They have already proven that they will spend money. Most importantly, the paid customer list is one of the factors that potential Joint Venture partners will base their decision of whether to Joint Venture with you or not.

2. Invest Regularly In Advertising

The one investment that every Internet marketer must invest in regularly in order to achieve success is advertising. The old saying, 'Advertising Pays' is as true today as it was when those words were first uttered by a long forgotten marketer of years gone by. It really does pay to advertise. You stand to gain more by advertising than what the advertising costs. That is always a given.

When we talk about advertising and Internet marketing, we are speaking of advertising by a variety of methods that include both free and paid for advertising. All of the methods that we will discuss here are effective ways to advertise.

1. Paid Advertising

The fact is you are going to have to invest some money in advertising your product, your service, your website or, even, your free membership website if you are to have any success at all on the Internet. The Internet is a huge place. There are millions of websites. You are going to have to tell people where to find you in this enormous world of the Internet.

2. Free Advertising

Free advertising sometimes are possibly more valuable than your paid ones. They will not only advertise your product, service or website but, in addition, they will help to build your visibility and your credibility in your niche market.

3. New Wave: Give Away

Events

The idea here is that people are more than one-dimensional. People who are deeply into Internet marketing, for example, also have spouses, kids, dogs, cats, like to ski or buy boats. People who are avid fishermen may also be interested in getting the best interest rate on their savings or learning to play a guitar.

People may belong to one mailing list that reflects their main interest but that doesn't mean that they are not interested in other products or services.

The fact that people are more than one-dimensional was noted by innovating Internet marketers. They devised a plan to take full advantage of the varying interests of people by putting together the now famous Joint Venture give away.

A Joint Venture give away is usually limited to a specific number of partners. Each partner offers a free gift which is almost always digital and downloaded from his website. These free gifts are usually E-Books, special reports or utilities that are valuable in some way.

Once a Joint Venture give away is organized, every participating partner sends the entire list of free gifts to the members of his mailing list. Those who sell Internet marketing E-Books on their websites will send offers for E-Books about ski vacations and guitar lessons to the members of their list. Those who sell ski equipment will, likewise, send free gift offers for Internet marketing E-Books to their lists.

Every partner advertises the free gifts offered by themselves as well as every other member of the Joint Venture so they have the opportunity to build his or her list.

25 Outsourcing Tips

Getting More Done In Less Time



Eventually you will come to a stage where you've built a system and you know how your business works. This is when you need to focus more on marketing your products, rather than producing them. The solution is: Outsourcing.

Outsourcing is a powerful way to save your personal and professional time. You'll be able to get more done in less time.

“The sooner you can remove yourself from the bottleneck, the sooner you can scale your business to greater heights”

25 Outsourcing Tips:

1) In all likelihood, you could hire freelancers for accounting. It is self evident that they need to be accomplishment and professional. There is no mistaking the fact you want to abandon hiring businesses that are irritable or absent-minded.

2) It seems likely that you can employ workers for administering. An obvious fact is they should be accurate and positive. It is worthy to note that you need to abolish accepting employees that are jealous or abrasive.

3) In the long run, you could contract employees for affiliating. Occasionally, they need to be adaptable and prepared. The overall opinion is you want to abort adding laborers that are judgmental or abusive.

4) It has been said that you can salary laborers for analyzing. On occasion, they should be affordable and precise. I agree in part you need to avoid appointing services that are lascivious or accident-prone.

5) Over the long term, you could commission people for assembling. Every time, they need to be alert and prepared. It bears stating, you want to quit acquiring freelancers that are lazy or aloof.

6) A like minded view is you can rent services for assisting. Speaking objectively, they should be ambitious and proactive. One might suspect you need to block assigning people that are lethargic or angry.

7) It makes sense that you could sign up businesses for auditing. To make it simple they need to be appreciative and a problem solver. To remark, you want to cancel attaining outsourcers that are lewd or annoying.

8) At any given time, you can secure outsourcers for authoring. In my opinion, they should be assertive and productive. What is clear you need to cease bidding on workers that are maniacal or antisocial.

9) With good luck you could enlist freelancers for bartering. I will make the point that they need to be attentive and proud. Without a doubt, you want to cancel booking businesses that are manipulative or anxious.

10) In a manner of speaking, you can recruit workers for blogging. All the factors being equal, they should be skilled and proven . By some estimates you need to clear hiring employees that are masochistic or apathetic.

11) As a practical matter, you could bid on employees for bookkeeping. As it stands, they need to be balanced and punctual. Take note of the fact that you want to close commissioning laborers that are materialistic or apologetic.

12) In retrospect, you can retain laborers for budgeting. Others insist that they should be believable and qualified. Frankly speaking, you need to conclude considering services that are mean or apprehensive.

13) In large measure, you could book people for building. For the most part, they need to be blessed and quick learner. The evidence points to you want to end contracting freelancers that are melodramatic or argumentative.

14) If I may mention, you can appoint services for cleaning. In particular they should be calm and rational. I hold the position that you need to contest employing people that are messy or arrogant.

15) It is all the more clear, you could add businesses for coaching. Past experience tells us they need to be candid and realistic. Based on past experiences you want to cross out enabling outsourcers that are miserly or belligerent.

16) Let's keep in mind, you can position outsourcers for coding. It can be reasonably stated they should be capable and reasonable . To improve matters you need to curb

enlisting workers that are moody or
bewildered.

17) Make no mistake, you could select freelancers for collecting. At this period in time, they need to be careful and receptive. To be expected you want to cut finding businesses that are naive or bossy.

18) More often than not you can obtain workers for constructing. Given my perspective they should be caring and relaxed. In a number of instances you need to cut out identifying employees that are neurotic or calculating.

19) It should be noted that you could find employees for consulting. At some point, they need to be charming and reliable. One of the key principle is you want to deactivate investing in laborers that are nasty or callous.

20) Take note of the fact, you can utilize laborers for contacting. I'm quick to point out they should be clear and resilient. Experience shows you need to decrease leasing services that are non-committing or clumsy.

21) Of special note, you could permit people for coordinating. It is my position that they need to be communicative and resourceful. It is an important fact that you want to defeat locating freelancers that are obnoxious or cocky.

22) You will notice you can use services for copy writing. Practically thinking, they should be competitive and respectful. It is fair to assume you need to deflect obtaining people that are obscene or compliant.

23) It is obvious, you could enable businesses for customizing. To be precise, they need to be composed and responsible . It is little surprise that you want to delete ordering outsourcers that are opinionated or compulsive.

24) We know now that you can invest in outsourcers for decorating. The premise of the matter is they should be concentrate and responsive. First of all, you need to detain paying for workers that are ornery or conceited.

25) As things stand now, you could hire freelancers for delivery.

Software Development Mastery

Your computer is really all it takes to own, operate, and
develop a software business



THE BEGINNER'S GUIDE TO MICRO NICHES



“Niche marketing is a seller’s ability to promote and sell a product or services to consumers.”

Niche markets can also vary by geography, culture, gender, ethnicity, sexual orientation, etc. No matter the target group, niche marketing directs its efforts to figure out what that market might want and to meet the needs that are the most common to that particular set of consumers.

It is not surprising that some markets might designate a target market to work with. Contrary to popular belief, this marketing tactic is actually easier. Focusing on a specific niche will spare the Internet marketer a lot of legwork in trying to keep up with ever-growing consumer demand.

Benefits of Micro Niche and Niche Marketing

Niche or Micro Niche marketing is a great way to uncover a particular or specific consumer market that is often ignored or overlooked because of small scale value.

For instance, large-scale companies in the telecommunications field are more than likely to ignore a smaller (potential) customer base that is related to, say, nonprofit organizations.

In other words, niche or micro niche markets face the task of coming up with unique products and services targeting the members of that particular niche.

For example, smart marketers can choose to tap into niche markets even at the state or local level and modify a marketing strategy that will cater to their needs and win their trust easily.

Niche Marketing vs. Mass Marketing

Marketers to mass markets must create a product that every type of consumer will want to buy. This is the reason that a mass marketing strategy will usually promote brands rather than the product itself.

For example, a mass marketing approach might focus on selling all Dell products rather than the laptops it is so famous for, even if the intended purchase is indeed a Dell laptop. Large companies tend to sell such products with more focused marketing techniques.

In comparison, because niche markets include only a specific type of consumer, it is a smaller segment of the larger market normally targeted by a company employing a mass marketing strategy.

“Companies also tend to use niche marketing since it means little competition from other companies that might be selling other brands.”

However, the main advantage of a niche market is that consumers normally are willing to pay more for a product that will cater to their exact needs.

In other words, if an individual marketer chooses to market a niche this way, it normally means increased revenues. The fact that there is very limited competition is an added bonus. An effective niche marketing strategy also means that such a marketer will be able to retain clients for a longer time period.

In the rare case that a niche marketer loses a client to the competition, the loss is not as damaging because the potential revenue per client is not as great.

In other words, you won't lose a high-revenue client since this type of marketing is done on a smaller scale.

Perhaps the best thing about niche marketing is that it can be applied to almost any type of business. For example, real estate agents might choose to market niches that are focused on apartment complexes rather than single homes. The options are nearly endless.

A bookstore might choose to focus on a niche market that is attracted to books by a certain author. A cosmetic company might choose to target women in a specific age range, which means that their products will be applicable to every age range regardless of where the women live.”

Micro Niche Marketing

Micro niche, as the name implies, is on an even smaller scale than niche marketing. In other words, micro niche marketing is based on marketing to only one segment of a niche market. For example -

Mass Market – We sell Samsung products.

Niche Marketing Tactic – We sell Samsung refrigerators.

Micro Niche Marketing – We sell refrigerators in San Francisco. Get the picture? Locating a niche market might eliminate the competition; however, locating a micro niche market can prove to be even more beneficial to budding online entrepreneurs. If you define an even smaller subgroup in a niche market and find products that are appealing to just that group of consumers, you have in your hands a micro niche.

If you are still unsure of what capitalizing on a smaller version of a niche market might entail, here are some ideas. –

Credibility - Your area of specialization gets narrowed down when you are working on a micro niche. This can give you an advantage over other competing niches.

Leave The Competition In The Dust - You can have just a single portfolio of specific products and services if your business is marketing to a micro niche. Remember, the key is specialization.

Your competition may be focusing in the same niche that you are, but since they will also try to spread out on a wider scale, their lack of specialization will put them out of the equation.

LOW COST WEB TRAFFIC SURGE

Gathering Targeted Traffic Hives To Your Websites On A Shoe String Budget!



IN THIS POST :

- The Internet – The Most Inexpensive Business In The World
- 3 Ways To Gathering Targeted Traffic Hives To Your Sites On A Shoestring Budget

HOW TO GREATLY BOOST YOUR WEBSITE'S TRAFFIC WITHOUT SPENDING YOUR LIFE SAVINGS ON PAID TRAFFIC!



The Internet - The Most Inexpensive Business In The World

Ever thought about starting a business only to abandon the idea because of lack of finances? Well, your penny-saving days have come to an end thanks to the Internet's way of getting customers!

Yes, you don't need to invest your life savings in Google AdWords or pay through your nose for private advertising space on high traffic blogs.

Of course, I am not implying that all paid traffic is bad. Both free and paid traffic has its place in the grand scheme of things, but it is always better to start off with free traffic and monetize it FIRST.

The key is for anyone who is just starting out to 'plant their seeds' all over the Internet's soil. You can pick and choose which of your 'plants' grow faster and bear fruit and spend more time nurturing it.

3 Ways To Gathering Targeted Traffic Hives To Your Sites On A Shoestring Budget

1 . Viral Marketing Fever

When you have the necessary tools to drive traffic to your website, your profits will be unstoppable!

Here are a few key components you will need to accomplish this feat:

- Advertisements placed in strategic locations (e.g. at the back of viral E-books)
- E-products with resell rights (any form that allows the product to be easily passed to another – master resell rights, unrestricted PLR rights, rebranding rights or giveaway rights)
- A viral software to refer your friends (e.g. Viral Friend Generator)

2 . Fire Sale Contributions

What better way to get highly targeted traffic other than being a contributor for a fire sale!

If you don't know what a fire sale is, it is a special type of sale with three important characteristics:

- Time limited (only last for a couple of days)
- Rock bottom pricing (but full of value)
- And it all comes with a theme

So what does that got to do with getting paid leads?

The nature of Fire Sales requires the merchant to sell tons of valuable products for a rock bottom price. Therefore, they would want to provide as much value for the prospects as possible in order to guarantee a sale.

In order to maximize the value, the merchant either:

- Sources for products on his own

- Or he can do it the easy way by asking contributors to add their own products to the fire sale!

If you know about a fire sale going on, what you can do is to ASK the merchant if you can add your own product as a bonus. Normally, they will allow the buyers to download YOUR product by directing them to YOUR landing page!

NO HARD SELLING REQUIRED!

One of the best things about being a contributor for fire sales is the fact that you do not need to exert additional effort in collecting paid leads.

Firstly, because people are already pre-sold on the idea that your product is of value and they will gladly opt-in to download your product.

3 . B log Barrage

How does one maximize from a high traffic blog when that blog doesn't belong to you or when your own blog has little traffic to begin with? How does one cope when he is new to Internet marketing?

Well, one of the fastest ways to get started out is to search for blogs that are constantly looking for content from contributors like the blog on the previous page.

CONTRIBUTE RELEVANT CONTENT

Talk about topics that are relevant to their blog as well as your own. This is a good way to capture the reader's attention.

You will reap the following benefits:

- You get to tap into their traffic and drive traffic to your website
- You get to build your credibility online because you get to leverage on their 'authority'
- The blog post remains there for a certain period of time ensuring that you will get maximum exposure

30 Website Monetization Secrets



30 Monetization Ideas For Your Website:

1) You could sell resell rights products. You could also promote your online services like being an affiliate program manager.

2) You might trade advertising space. You might also sell your business talents for example being a virtual secretary.

3) You can promote private label products. You can also market your web attributes related to being a computer programmer.

4) You may add upsells to your product offers. You should also promote your internet skills for instance being a micro blog poster.

your computer abilities for illustration being a article writer.

6) You could use one-time offers in your product offers. You could also promote your online expertise such as being a contract negotiator.

7) You might market commissioned dimes/firesale sales. You might also sell your business specialties for reference being a transcriptionist.

8) You can promote barter content with advertising space. You can also market your web tasks equal to being a social media manager.

9) You may advertise your own physical products. You should also promote your internet professions like being a photo air brush artist.

offers. You may also publicize your computer experience for example being a seo specialist.

11) You could sell your own digital products. You could also promote your online smarts related to being a super affiliate finder.

12) You might market instant commissions affiliate programs. You might also sell your business duties for instance being a joint venture broker.

13) You can promote your commissioned services. You can also market your web services for illustration being a budget specialist.

14) You may advertise two tier commission products. You should also promote your internet talents such as being a sale page copy writer.

publicize your computer attributes for reference being a self improvement specialist.

16) You could promote pay per sale affiliate products. You could also promote your online skills equal to being a blog commenter.

17) You might market drop ship commission products. You might also sell your business abilities like being a online photographer.

18) You can promote pay per lead affiliate products. You can also market your web expertise for example being a foreign language translator.

19) You may advertise contextual affiliate products. You should also promote your internet specialties related to being a forum poster.

your computer tasks for instance being a script installer.

21) You could promote opt-in commissioned giveaway programs. You could also promote your online professions for illustration being a shipping specialist.

22) You might market multi-level marketing products. You might also sell your business experience such as being a ebook writer.

23) You can promote sponsor advertising space. You can also market your web smarts for reference being a pay per click ad manager.

24) You may advertise ezine advertising space advertisements. You should also promote your internet duties equal to being a tech support specialist.

publicize your computer services like being a niche site builder.

26) You could sell forum advertisements. You could also promote your online talents for example being a business manager.

27) You might market mini site advertising space. You might also sell your business attributes related to being a information researcher.

28) You can promote article byline advertising space. You can also market your web skills for instance being a investment broker.

29) You may advertise blog post advertising space. You should also promote your internet abilities for illustration being a internet consultant.

publicize your computer expertise such as being a virtual assistant.