

MarketStorm



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Failing To Monetize

While it's very important to provide your list with fresh, useful and free content, resources and information, you are in the business of email marketing so that you can build a profitable business and you need to get into the habit of monetizing your list right from the start.

Here are a few ways to quickly monetize your lists:

1) Affiliate Products

You can promote third party products to your list, where you will earn a commission each time one of your subscribers purchases the product using your referral link.

To begin, visit

<http://www.ClickBank.com> or <http://www.PayDotCom.com> and review products relating to your market from within their marketplace.

With these two resources alone, you will have an unlimited number of products available to promote, covering dozens of niche markets.

2) Sell Advertising Space

There are many benefits of offering ad space within your newsletter including the fact that you can set your own price structure based on the number of subscribers you currently have the exposure that you are able to offer to potential advertisers and sponsors, increasing your prices as your list grows.

You can also consider solo mailings at a higher price once your list has grown enough to make it worth their while.

With offering ad space within your newsletter, you are in full control of the types of advertisements that you accept, so if you currently have your own product line, you could avoid promoting competing products.

In order to set up a successful advertising program, you will need to be able to provide detailed statistics and demographics regarding your subscriber base.

I recommend building your list to at least 1,000 subscribers prior to offering advertising space so that you are able to offer greater value to potential advertisers who are looking to maximize exposure for their products and services.

Advertising Tip:

When it comes to locating potential advertisers, you can sign up for a free account at <http://www.Text-Ad-Links.com> or <http://www.Adbrite.com> where you will be able to create advertising offers that feature your pricing, statistics and overall website or list theme.





3) Sell Private Label Content

Private label material is pre-created content that is available for resale, either with “transferable’ rights (where you are allowed to transfer the right to sell the product to your customers) or with personal rights where only you are allowed to sell or distribute it.

What you want to do is purchase high quality reports, articles, ebooks

and other material that is of high quality and relevant to your list.

Then, spend some time re-packaging the content so that it’s an improved version of the original, and customized so that it showcases your personal style and brand.

You should also focus on purchasing private label content developed by writers who are offering only a limited number of licenses, which will dramatically increase the value

of the material and minimize the amount of competition who are offering the same content.

Regardless of where you purchase private label material, you should always spend time going over the material, tweaking and improving it and increasing the quality of the information whenever possible.

This doesn't have to be a time consuming process, and if you have purchased quality content you can easily re-package it just by editing the title, adding in a foreword, revising chapter titles, and adding in an introduction and conclusion page.



4) Create Your Own Products

With direct access to potential customers, you already know the types of products or services they are interested in, so the next logical step is to create your very own product or service catering to your existing subscriber base.

Consider surveying your subscribers to determine what types of products or services they would be interested in and create a secondary squeeze page so that subscribers can choose to join your new newsletter to receive information on when your product is ready to launch.

This will help you determine the overall demand for specific products prior to creating them.



Social Bookmarking Back-Links

Social Bookmarking communities and networks allow for people to create quality back-links quickly and easily from authority websites that hold a high page rank (and massive traffic!)

Social Bookmarking websites are basically sites that categorize and store bookmark (links which direct viewers to a specific website). These sites attract millions of visitors that looking for information.

What you want to do first is create

an organized system to your social bookmarking campaigns. You do this by creating a “Bookmarks” folder within your Firefox toolbar.

Then, you will create a folder for every day of the week, so that you can easily submit your back-links to the top bookmarking websites regularly, without posting to the same site twice in any given day.

(This is VERY important! An organized system will allow you to get more done in less time while

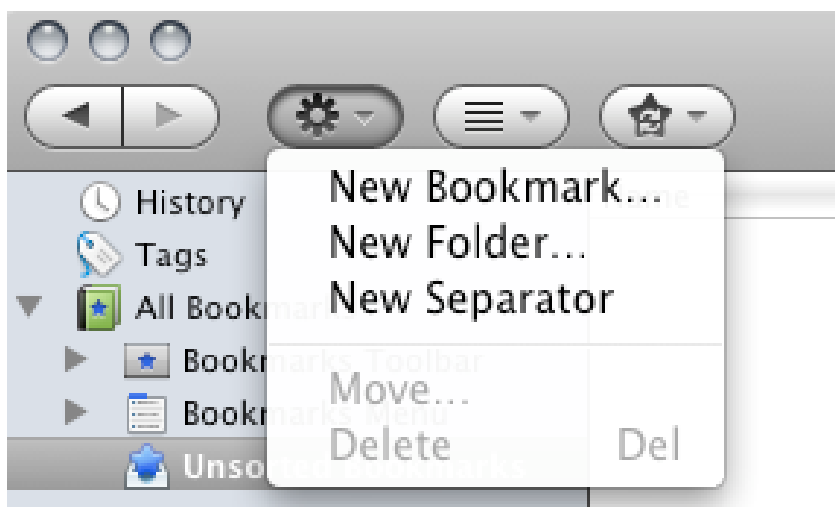
avoiding the risks of being flagged for posting multiple times)

So, your bookmark folders would be organized so that you have 5 individual folders (for Monday through Friday). You can create your bookmark folders from within your Firefox browser by clicking on “Bookmarks” and then selecting “Organize Bookmarks” >> “Create New Folder”.

To begin, you will add 5-10 bookmark sites into each of your bookmarks and then each day, load up these websites and submit your website as a new bookmark.

Name
Tuesday Bookmarks
Friday Bookmarks
Thursday Bookmarks
Wednesday Bookmarks
Monday Bookmarks

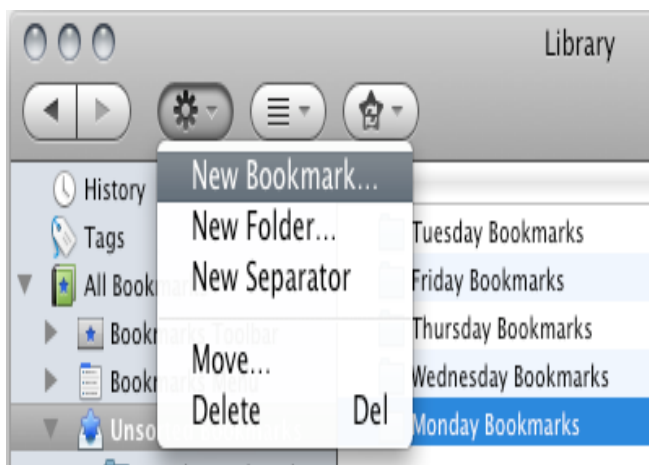
You will have to create an account on each bookmarking community site first, which should include your full name, website URL and brief description of your site (using keywords!)



You will also want to make sure that you are signed into each account whenever you add a new bookmark (Firefox will give you the option to remember your login information so that it automatically signs you in)

Each day, when you are ready to submit your bookmarks, you simply click on the BOOKMARK folder in your Firefox browser and choose to “Open All Tabs”. This will automatically load up all of the daily bookmark sites in your browser windows, so you can quickly submit your site into each.

Once you have your bookmark folders created, you will begin to add in a series of bookmark sites and communities to each folder by clicking on “Add new Bookmark” from your Firefox Bookmark control panel:



Here are the top social bookmarking websites and communities:

- 1 - <http://slashdot.org> (PR9)
- 2 - <http://digg.com> (PR8)
- 3 - <http://technorati.com> (PR8)
- 4- <http://www.furl.net> (PR7)
- 5 - <http://www.backflip.com> (PR7)
- 6 - <http://www.hugg.com> (PR7)
- 7 - <http://www.mixx.com> (PR7)
- 8 - <http://ma.gnolia.com> (PR7)
- 9 - <http://www.connotea.org> (PR7)
- 10 - <http://mystuff.ask.com> (PR7)
- 11 - <http://www.reddit.com> (PR7)
- 12 - <http://www.dzone.com> (PR7)
- 13 - <http://www.folkd.com> (PR7)
- 14 - <http://multiply.com> (PR7)
- 15 - <http://www.searchles.com> (PR6)
- 16 - <http://de.lirio.us> (PR6)
- 17 - <http://www.dotnetkicks.com> (PR6)
- 18 - <http://www.bloghop.com> (PR6)
- 19 - <http://www.plime.com> (PR6)
- 20 - <http://www.bibsonomy.org> (PR6)

Recommended Back-Link Building Tool

Grab a copy of Bookmarking Demon to automate the process of submitting your website into the leading bookmark communities.

With Bookmarking Demon, You have the ability to register different login name when you create your accounts and register at each of the bookmarking sites and communities quickly!



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



The Qualities of Great Coach

While you may fancy yourself as a coach, not everyone is meant to become one. Do you know why some coaches are better than others?

There are certain qualities that a good coach has. One of the top qualities of any coach is that they possess the ability to be a leader. If you enjoy a leadership role then transitioning into an online coach may be just the thing for you. Today online coaches are seeing an increase in popularity and this means you could set up a profitable coaching business.

Being a leader involves being able to demonstrate things to your clients. You have to be able to be supportive and yet tough at the

same time. Below are the top traits a successful coach should possess.

Supportive – you have to have the courage to help your clients by helping them face their fears. This is not always easy to do. You will need to be firm and yet encouraging at the same time. Always remind your client of their past successes while dealing with a new fear or challenge.

Having a Vision – a good coach recognizes the importance of having a vision. So you will need to help your clients learn to identify theirs. This may be a business vision or a life based one. Visions can be achieved by setting and reaching goals along the way.

Integrity – it is important to be open and honest with your clients. You need to keep them accountable for their actions for both their successes and failures. Help them see why they didn't reach a goal and

look at the different sides of any situation first.

Expertise - while it certainly helps to have expertise in order to coach others, it doesn't always mean that

telling you, and this isn't always as easy as it sounds.

Teacher - a good coach is definitely someone that knows how to teach another person. No two people will



just because you are an expert that you can coach.

Listeners - great coaches are good listeners for sure. You need to be able to identify what your student is

learn the same topic in the exact same manner. When necessary you may have to come up with innovative ways to help get your ideas across to your students.

Honest and Sincere - your coaching business will see more success when you run it in an honest and sincere fashion.

Enjoy helping others - this should be one of your main reasons for wanting to become a coach. You just love helping others and want them to enjoy the success that you have had and more.

Patience - coaching some people can be challenging. You may find that one of your students doesn't have the same grasp on a topic as another. It is up to you to try and find new ways to help them overcome this challenge in order to learn the lesson or step.

Engage with your clients - this is a key area that is sometimes

overlooked in many coaching programs. Ensure that you allow enough time for your students to connect with you. If you are running a webinar add on extra time for a question and answer session. Or you might want to set up an online forum, Skype group or Facebook group where your students can access you.

Flexibility - a great coach is prepared to do what it takes to help their students succeed. This can sometimes mean giving more time to one student if necessary.

If you possess the above qualities then you should have no problems in setting up your own online coaching program.



**Using
Feeder**

**Sites For
Instant
Traffic**

One of the best ways to generate free traffic to a website, is through the use of feeder sites.

These feeder sites are complete search engine magnets, and if your website is featured on one of their internal pages, you will be able to instantly benefit from organic traffic from both the major search engines as well

as each feeder sites internal search engine.

The great part about building traffic campaigns using feeder sites is in the pure simplicity of it all. You don't have to be experienced with HTML, coding nor do you have to really spend a lot of time creating them. In fact, you can create your entire campaign within just a couple of hours following a simple plan of action.

Since feeder sites typically consist of only one page, you can create dozens of individual landing pages for every niche market that you are involved in.

Squidoo

<http://www.squidoo.com>

Squidoo is perhaps the most popular site for creating these feeder pages. It has tremendous authority with Google and other search engines, so pages made on the site often rank well fairly quickly.

Squidoo's internal linking structure makes use of tags for an efficient link web that helps ensure that all of its pages are linked to from other pages on the site, making for more efficient search spidering and indexing.

Pages made on Squidoo (called lenses) will usually be indexed by Google in just a few days, and will often rank well immediately.

The key is in effectively using relevant keywords

within your page content, as well as in including tags within your lens.

Tags are vital, because every tag you use will get you an incoming link from another page on Squidoo. Each tag gets its own tag page, and every lens that uses that tag is linked to from that tag page. (don't worry, you can add tags to your Squidoo page with a click of the mouse, it's exceptionally easy to do!).

These incoming links are often ranked in Google, and they will help you get spidered and indexed more quickly. The more tags you enter (up to Squidoo's maximum, which is currently 40) the more incoming links you will have.

A LOT of people overlook the important of adding tags into

their Squidoo lenses and lose out on the opportunity for cross linking from other lenses, including authority lenses that receive a steady flow of high quality traffic.

When you create a lens on Squidoo, you should be sure to use that lens' main keyword phrase as the title of the lens as well.

For example:

<http://www.squidoo.com/your-keyword-phrase>

OR

<http://www.squidoo.com/yourkeywordphrase>

You may find that it's difficult to find a good URL for your phrase if it is a popular one, so you may need to insert some extra words into your URL, and spend a bit of time trying out different keyword phrases.

Note: Whenever possible, use hyphens in between your keywords for better ranking:

For example:

<http://www.squidoo.com/top-your-keyword-phrase>

<http://www.squidoo.com/best-your-keyword-phrase>

<http://www.squidoo.com/your-keyword-phrase-information>

Just make sure the URL makes sense and isn't just stuffed with the top keywords you are trying to rank for. Think about the keywords that people would enter into the major search engines like www.Google.com when searching for information on your lens.

You can also use built in modules to create an enhanced Squidoo lens including Amazon affiliate

links to relevant products, videos from YouTube and affiliate offers from ClickBank, CJ.com and of course, links to your own products and services.

Make sure to put several links to your site within each lens you create. Squidoo is pretty lenient with their rules, so you can link to a single site several times in a lens without worrying about being penalized.

I do suggest keeping your lens clean and free from clutter. Whenever I create a Squidoo lens with the intention of generating fresh traffic to a new website, I use only a couple of modules (mostly text based ones), so that I can keep people focused on clicking my links and visiting my site.

You can also add an opt-in form to your Squidoo lens and begin building a list as well!

HubPages

<http://www.hubpages.com>

HubPages is a site that is very similar to Squidoo in terms of how it functions as well as in how simple they are to create. Their pages are referred to as hubs, but are very similar to Squidoo's lenses in layout and format.

Like Squidoo, it is absolutely free to create pages on HubPages.

It's also very simple, and their pages can often rank very well in search engines because they are considered an "authority" website.

HubPages doesn't limit the number of tags you are allowed to use, so you should take advantage of that. Don't go overboard however, or you could be accused of spamming the

system, but make sure you use plenty of keywords that are directly related to your niche. (always focus on quality NOT quantity).

HubPages is a bit more restrictive in regards to the overall quality of the content being used to create hubpages. Be sure to read through their rules and guidelines to better understand what is accepted within the network prior to creating your first hub.

For instance, HubPages.com does not allow more than two external links to be featured within a single hub. For maximum exposure, I suggest adding your website link into the introduction section of your lens and then one more time in the middle or final notes/closing of your hub.

Just like you did when creating a Squidoo lens, you will want to create your hub pages so that they include your primary keywords or phrase.

HubPages requires that all hub content is original in nature, so you can't use private label material to create your hub pages unless you take the time to re-write a large portion of the content.

To speed things up, I suggest visiting the Digital Point Marketplace where you can purchase pre-made content / article packages for as low as \$20 (for 10). Browse through their "Buy/Sell/Trade" category and view the current offers in the "Content" thread.



Where to Find Buyers?



Who Doesn't Want to Buy Cool Products?

Who doesn't like to be seen wearing or using the latest cool device or fashion? Most people do, that's for sure. When buyers view your products as "cool" or the "in thing" they will almost buy everything that you produce. So how can you put your customers into this frame of mind?

By being seen as a likable business or company. You can achieve this

with how you treat your customers and how you present your products.

What this entails is how you position your company to your potential target market. You want to keep your customers coming back to you again and again.

Think about what your favorite restaurants are or which stores you go to without even thinking about it. Why is this? Is it because their customer service is impeccable, you just love their products, or because

the staff smile and acknowledge you when you walk through the door?

People love to feel special and to be remembered, so you need to find some way to encompass this into your marketing methods. What can you do for your customers to make them like you even more?

Making your customers feel special can be as easy as sending them a quick thank you note once in a while. How about creating a birthday list and sending them a card or wishing them a happy birthday on their Facebook wall.

You don't have to always spend money on your customers to make them like you. Look at different areas of your business and see if it is lacking in some area. Would you say your products are up to date? If they have become a little outdated maybe now is the time for a makeover?

One key place to start with is your Customer Service or Help Desk. This is often an area that is overlooked. If you don't have a help desk or a way for your customers to contact you then set this up immediately.

Once set up it is important to actually check and respond to your support tickets in a timely fashion. Excelling with customer service is a sure fire way to reach that likeable status quickly.

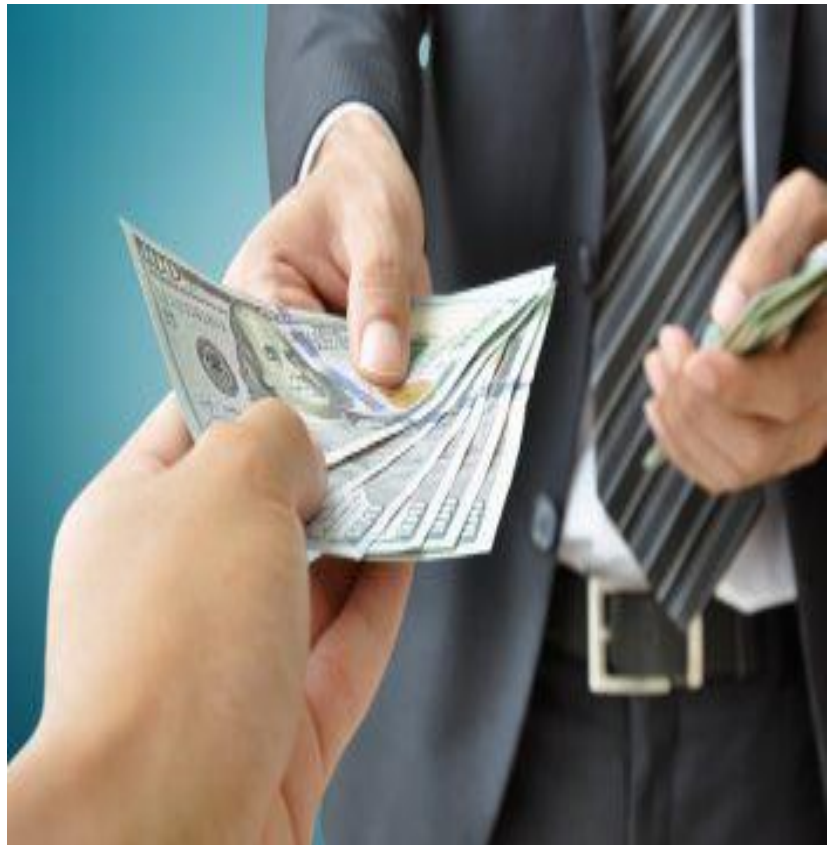
Of course just being personable and friendly in all your business endeavours will place you in a favorable light with your customers. People are happy to purchase from a place where they are treated nicely. This is something that you should already be doing anyway, just ramp it up a little bit. But don't lose your sincerity otherwise your customers will see right through you.

Using Social Proof to Create Buyers

Social proof means believing in what you see and hear around you and following suit. For example, if someone is raving about a certain product you will be tempted to look at it with a view to purchasing it as well. As a business owner you want to take this concept and apply it to your products.

Another way to look at social proof is by having the attitude of "if they can do it, so I can". If they can afford to have an iPhone then why not me?

One simple way to employ this concept for your business is by using social sharing buttons on your blog. If you display the number of shares your post has been liked or Tweeted, you will find that others



will share your post too. Again, they are just following the lead of the person that went before them.

Another concept of social proof is one that is used by bars and restaurants all the time. They get you to line up outside the door, so a crowd forms. This makes them look as though they are a busy and popular restaurant. The end result is that they gain more customers, those that see the lineups figure they need to check out the place too.

TV shows do the same thing by running loud applause when they want to highlight funny aspects of their show.

There are actually 3 different categories of social proof that you should be concerned about as a business owner. These are:

1. Expert Social Proof - this is when you get a review or guest post from an authoritative person in your field.
2. Celebrity Social Proof - is getting an unpaid endorsement from a celebrity.
3. User Social Proof - these are the reviews, likes and testimonials that come from

customers who have tried and liked your product or service.

It might be possible for you to get all three types of social proof for your products. The third one is usually the easiest to get. A happy customer is eager to leave their opinion of your product and they are happy to spread the word to all of their acquaintances.

Don't discount posting reviews on your blog or website either. These can have a huge impact on your sales figures. People are in the habit today of searching for reviews before making a purchase. So why not have your website show up with a great review on it for them?