

# MarketStorm



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# MAKING MONEY ONLINE

# EMAIL MARKETING MOGUL

*Tips For Email Campaigns That Really Work*



## Email Marketing Basics For Internet 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.

This form of communication is ideally meant to build some level of trust, loyalty and brand awareness. 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.

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

## Keep It Relevant, Short and Sweet

The popular saying that time is money is very true more so in today's very pressed for time world. There does not seem to be enough time for anything and 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.

Therefore is one is intending to use the email campaign as an effective tool for internet marketing some very important rules or recommendations should be very carefully considered.

The primary points that often cause an email to be disregarded often lies in the actual design and presentation of the said email. 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.

If the target audience deems the material irrelevant to them again the possibility of discarding the email is high indeed. Therefore it is important to consider if the material is not only relevant but as informative as possible without seeming too technical or boring to ensure the receiving party is happy to be included in the list of the particular email campaign exercise. Also because time is money there should be some consideration given to ensure the content is designed to be short and to the point.

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. Including some eye catching visual effects might help too.



## **Don't Be So Formal, Write With Personality**

There are many ways to design email content to act as the first presentation material the potential customer is going to be viewing. However perhaps the most important point to keep in mind is to consider and ensure the content is designed according to the receiving party's perception of what is acceptable and impressive and what is not.

There is a fine line between being too formal and being too casual, thus careful consideration should be given to the intention of the email, the product being touted and the person receiving it.

Loosely meaning that if the recipient is to be addressed in his or her capacity as a member of a

company and representing its interest then the email may be expected to take on a more formal tone but if the email is meant to tweak an individual's interest on a more personal basis then perhaps the tone should be changed accordingly to a less formal one.

However having said this, it would also not really serve any purpose to keep the tone of the email so formal that it becomes almost superficial and without any personal connecting connotations.

Using the personal touch as a measurable bench mark and trying to design the mail as closely as if the individual was making a presentation in person would give the email a more exciting an approachable tone.



## Author Great Headlines To Keep Your Email 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. Therefore it is very important to acquire the relevant skill to ensure the best choices are made in relation to the headlines.

The following are some suggestions and considerations:

- The secret of .....this is a good headline because most people like the idea of being able to crack a good secret. Fancying themselves to be part of the privileged few is enough to draw the attention of most individuals.
- How to.....are also equally popular attention grabbing headlines and there are always an incredible amount of tips and clues on getting things done easily and seemingly painlessly.
- A quick and easy.....also another attention grabber because it implies the least amount of work or effort needed to get optimum results. This definitely tunes into the average individual who looks for ways to exercise the least amounts of efforts to get things done.
- Now you can..... Is attention grabbing because it creates the perception of power in the individual's hands thus making the prospect of being in total control worth exploring. Besides this it also implies the encouragement and probability of being able to adequately provide solutions to problems.
- Being an expert of.....people are often attracted to this type of headline as they would like to explore anything that implies it can provide the platform for fine tuning skills to be the best. Everyone wants to be an authority in their

There are many tools available to help individuals make a success of any business endeavor. However none will be very helpful if one is unable to specifically identify probable needs the customer may have.

If these needs are not addressed and capitalized upon, then there are very little positive results that are going to be forthcoming. Hope fully this book has given you a good head start.



# Let's Make Money Online

## *An Introduction To Internet Marketing*



### **What is Internet Marketing?**

Internet marketing is now called so many other names – e-marketing, web marketing, i-marketing, digital marketing, online marketing and the like. However, in plain and simple language, it can be defined as the marketing of one's products or services that a business or person offers through the use of the internet.

This type of marketing encompasses a very broad area of the subject as it also includes many types of marketing strategies like e-mail and wireless media

Under this general scope of internet marketing also falls the aspects of ECRM or electronic customer relationship management and digital customer data.

### **Why is internet marketing a big advantage to many businesses?**

With internet marketing, all types of businesses have enjoyed the lower costs of information dissemination and advertisements. The internet's interactive nature has benefited business marketing through instant responses and its ability to elicit them in the fastest way possible.

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With its inexpensive cost, internet marketing has also enabled businesses to save on their means of reaching their target market or audience. Through a small fraction of the cost of traditional advertisements, businesses can further allow their customers to conduct research and eventually purchase their products in the most convenient way. This also makes them more appealing to their clients because they can provide results in a very short span of time.

### **Affiliate Marketing**

Affiliate marketing is an online practice wherein a business rewards an affiliate for the visitors or customers brought in by his marketing efforts. The rewards are either cash or gifts and are given for either an offer completion or site referral. In this process, there are four players - the merchant, network, publisher and customer.

It works by simply using the affiliate's website to drive traffic to the merchant's own site or to allow visitors to be forwarded to the merchant's main web page.



Affiliate marketing can also be translated as a type of business relationship where you, as an affiliate, promote a merchant's service which is different from yours. This means that you do not need to have your own product in order to venture into affiliate marketing. You only need to promote your business provider's services and products.

This is how it works – you need to have a web page that contains a link that directs your users or visitors to the main page or online store of the merchant. When one of your site visitors clicks on that link and purchases something from the merchant's website, you will get a sort of commission or a referral fee.

## Article Marketing

Article marketing is an online advertising strategy used by many businesses to market their websites, products or services by writing short articles that are related to their industry. It is the practice of posting these keyword-focused writings on article syndication sites that have a good readership following. These articles will then be distributed and published in the marketplace. Many opine that article marketing is an essential element in any internet marketing strategy. These articles have the intention of providing information and entertainment to online users.

Article marketing can also help you generate leads that you can include in your e-mail list. In writing your articles, you must give the readers an offer so irresistible that it will prompt them to visit your website and sign up for your

Once you have their information, you can start creating a sales-winning partnership with them. Failing to do this will not give you another chance to sell to your leads.

Overall, the most important factor in article marketing is to get people to visit your website and sign up or purchase one of your services. Writing articles that are accurate, specific and helpful will attract more potential leads or clients.



## Email Marketing

This is one of the most cost-efficient methods of internet marketing that promotes your business. In order to execute an effective and successful e-mail campaign, you need the right information to achieve your desired results.

E-mail marketing is a direct marketing method that makes use of e-mails to communicate a commercial message to your target market. It is the process of sending messages to your previous or current customers in order to encourage them to do business with you again and in turn enhance your business relationship with them. E-mail marketing is also used to acquire new clients and convince your current customers to buy something at once.

There are several advantages in using this type of internet marketing. For one, almost all internet users have e-mail accounts that they check regularly.

With this form of communication, advertisers can easily reach those who have signed up to receive regular communications regarding subjects that interests them. It is cost-effective and has a short impact time.



In order to be successful in e-mail marketing, you must always use all relevant information that is necessary for your business. You may send messages to your customers if you find that they will benefit from what you are about to offer them.



## **Blog Marketing**

Blog marketing, as the name suggests, is done via a web blog through a series of weekly or daily posts about a certain topic. A lot of businesses have used blogs to communicate and interact with their customers while featuring their services. Organizations have also used blogs to share and review a product's features and benefits prior to their official launch. They also pave way for companies to gather or receive feedback from the consumers in order to confirm if their services and products meet the expectations of their clients.

Since blog marketing focuses on interaction with online users,

you may also start blogging in order to market your product line to get more exposure to the cyber market.

However, you will have to write and design a blog that will stand out from your competitors. This way, your blog will also gain more popularity, making more websites want to link to it. The more websites linking to your blog, the more traffic and profit you will get. You must always remember to give your audience or target subscribers a reason to always visit your blog. If your subscriber leaves any comments, be sure to send them a thank you e-mail.

# List Building Mojo:

## 20 Ways To Ignite Your Opt-In Subscribers!



### 1. The "Specific Date" Technique

Tell your potential subscribers they will get a free bonus for subscribing before a specific date. Tell them the bonus won't be available after that date. You could also say they need to subscribe before midnight or the end of the day.

### 2. The "Here's Your Lesson" Technique

Tell your potential subscribers they will get a free e-course for subscribing. You could just publish each lesson on a daily autoresponder series. People like to take courses one lesson at a time. You could even include an ad with each lesson.

### 3.The "E-Report" Technique

Tell your potential subscribers they will get a free e-report for subscribing. You could write up a 5 to 12 page e-report that your subscribers would really be interested in. You could have it ready to download in PDF format on your "thank you for subscribing" page.



### 4.The "Tease Me" Technique

Tell your potential subscribers they will get a free sample chapter of an e-book you are selling if they subscribe. People like to get a sneak preview of products before they buy them. Even if they don't buy your e-book, you'll be able to sell them something else in the future.

### 5.The "Great Deal" Technique

Tell your potential subscribers they will get a coupon or discount to one of your products for subscribing. People love getting a good deal and all they would have to do is opt-in to your list or e-zine.

### 6.The "JV Discount" Technique

Tell your potential subscribers they will get a coupon or discount to one of your products for subscribing. People love getting a good deal and all they would have to do is opt-in to your list or e-zine.

### 7.The "Swipe Them" Technique

Tell your potential subscribers that they will get the private label rights to the articles or content of your list if they subscribe. People will be able to read and use your list content as they wish. There is a huge demand for private label content these days.

# PRIVATE LABEL RIGHTS

## 8.The "Republish It" Technique

Tell your potential subscribers that they can reprint or republish the articles or content of your list if they subscribe. People will be able to read and use your list content with your resource box included. You could include your e-zine ad under each article they republish.

## 9.The "Prize Fest" Technique

Tell your potential subscribers what prizes they could win by subscribing to your e-zine. You could tell them that you will randomly select a subscriber every week to get one of your products for free. Also, you could have them complete a certain action to be in the contest.

## 10.The "Fast Forward" Technique

Tell your current e-zine subscribers to forward your e-zine to their friends, family or associates. If they like it, they'll end subscribing too and forwarding it to their circle of acquaintances. It's a viral form of word-of-mouth marketing.

## 11.The "100% Pure" Technique

Tell your potential subscribers your content is 100% original. People subscribe to a lot of lists that just publish articles that are found all over the Internet. If you can't always offer 100% original content, at least publish some once in a while to keep your subscribers loyal.

## 12.The "Next Time" Technique

Tell your potential subscribers what type of content will be in your next issue. They will think that if they subscribe right away, they will be able to read the content in their next issue. It gives them an incentive to subscribe on impulse.

### 13.The "Give It Away" Technique

Tell your potential or current subscribers they can give away your e-zine as a bonus product. Many people need bonuses for their products or services. It will give their prospects an incentive to buy their stuff and build your list at the same time.



### 14.The "Waiting List" Technique

Tell your potential subscribers that you are only allowing a limited number of subscribers. It will create more persuasion for them to opt-in right away. You could tell them once you hit so many subscribers, they will have to get on a waiting list.

### 15.The "I'll Be There" Technique

Tell your potential subscribers you offer 24/7 e-mail support. People want to know you'll always be there for them. Many problems can arise, like people not getting your e-mails, not being able to unsubscribe, questions about your offers, etc.

### 16.The "What You Missed" Technique

Tell your potential subscribers the latest issue can be accessed within minutes of subscribing. People like to be rewarded instantly for filling out an opt-in form. They will want to see what they missed when they weren't subscribed.





### 17.The "How To" Technique

Tell your potential subscribers you publish how-to articles. People like to learn how to do things that will improve their lives, reach their goals, solve their problems, avoid failing or avoid pain, etc.

### 18.The "Private Access" Technique

Tell your potential subscribers they will get a free membership into your private web site when they subscribe. You could set up a password protected private web site for your subscribers only. You could keep it updated regularly with new information and free products.

### 19.The "Product Review" Technique

Tell your potential subscribers you publish product reviews. Many people like to read product reviews before they buy a new product. You could review a product and have your own affiliate link at the end of the review.

### 20.The "Calendar Of Events" Technique

Tell your potential subscribers you publish a calendar of events. Many people like to know about events that are related to the topic of your list. It could seminars, teleseminars, webinars, trade shows, concerts, classes, etc.



# MASS TRAFFIC ATTACK



## IN THIS POST:

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Why Write Articles

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Writing Great  
Articles

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Writing Attention  
Grabbing Headlines

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## WHY WRITE ARTICLES

## 2.Free publicity

It literally costs you no money at all to submit as many articles as you want to the most widely read article directories. The potential exposure is massive

## 3.Quickly become perceived as an expert in your field

The more articles you write, the more your name will become known. When people then visit your site they are more likely to buy from you, because you are seen as “the expert”.

## 4.High search engine ranking

Every article you write will contain anchor text links back to your site. Each of those links will push your site up in the search engine rankings, making it easier to find.



## 5.Joint ventures

The more exposure you get, the more interest other marketers in your field will notice you. This opens up possibilities of being asked to write articles or even ebooks for them, which would have a massive potential for you.

# WritingGreat Articles

What makes a great article depends on 2 things:

1. How well you have researched the subject
2. Understanding the correct structure for the best articles

If you have never written an article before, or if your stomach turns at the very thought, then reading the above 2 points aren't probably going to help that much!

## Structure

It isn't difficult at all to write an article. However like most things there are “rules to follow” if you want people to read your words and, more importantly, click through to your web site to get more information. I have lost count of the number of articles I have seen that blatantly disregard these rules.

**Here are the various components of a well-written article:**

- 1. Headline** - should be attention grabbing and contain your keyword phrase
- 2. Opening Paragraph** - introduction to your article, explain what you are going to write about. Aim to cover “x” number of points in your article
- 3. Main Body** - 3,4,5 paragraphs. Cover 1 point per paragraph.
- 4. Conclusion**- this starts in the final paragraph and continues into the Author's Resource Box (or Bio Box). Basically summarize what you have just written

**5.Resource Box** - the most important part after the headline (if your headline sucks then no-one will read your article anyway). Here you are allowed to insert a link back to your site, which is the whole point of writing the article in the first place.

**6.Word Count** - aim to write around 400 words

**7.Keywords** - your main keyword phrase should appear 2-3 times, your secondary keywords should appear no more than twice

**8.Teaser** - the primary aim of your article should be to act as a teaser for more information from your web site.



# Writing Attention Grabbing Headlines

When someone searches for your article and finds it in the listing, that's the very first thing they see. This is why your headline is so important. If they don't like it, they ain't gonna read it, pure and simple. So it is critical that you get this right. Here's a great "secret" tip to help you write a good headline.

Go to the largest article directory, [Ezine Articles](#), and type something into the search box that interests you. Then click on one of the articles that comes up in the results. Scroll down past the article itself and close to the bottom of the page you will see a section



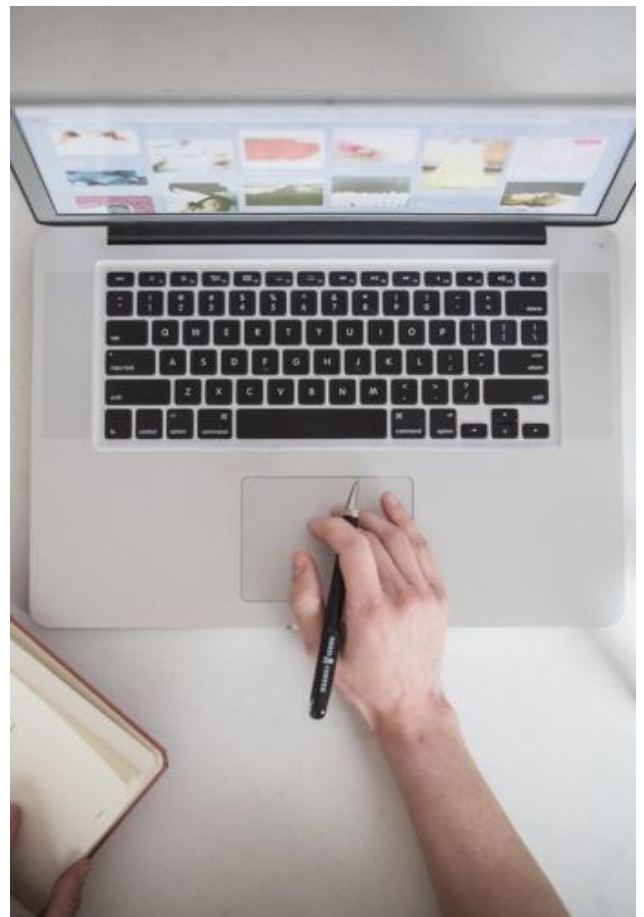
Now stop and think about this for a minute. These are the most viewed articles in a particular category for the last 2 months. So that means that the headlines from these

articles had the best click through rate. Which means they must have been doing something right. So study those carefully and see if you can adapt your headline to one of the “most viewed” ones. Of course you don't have to “adapt” a headline from within the same category as your article, just use something that appeals to you

Also consider that we since we know that the sole aim of the headline is to attract the

reader's attention, think of what has grabbed your attention in the past. What worked on you will certainly work on others. Here are a few types of headline that you can adapt to suit your own articles:

1. **List Type Headline** - “8 Top Tips For Learning Rabbit Training”
2. **Question Type Headline** - “Do You Want To Learn Rabbit Training Like An Expert?”
3. **Command Type Headline** - “Start Your Rabbit Training Before It's Too Late!”
4. **Expert Type Headline** - “Rabbit Training - All You Need To Know”



# Outsource Your Business

## Inside This Issue

01 Why Outsource?

02 What Kind Of Jobs  
Must Be Outsourced?

03 Finding Professionals To  
Outsource Your Work To

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from Online Jobsites



## Why Outsource?

Here are the top reasons why you must consider outsourcing your business:

→ You can take up more work from a better range of clients because you have an army of people working with you.

→ You can get diversity in your team. When you find different outsourcing professionals, you find that these people are of different qualifications and skill-sets, which means you can even take up work which you were initially avoiding because of your own limitations.

→ You cannot handle all the tasks related with a business alone. There will be several things you are not very conversant with and things that you don't like doing. If that is the case, you might find outsourcing to be a great option to accomplish these tasks adequately.

→ Outsourcing definitely helps you meet deadlines better.

However, when you have intelligent professionals in your team, you do find this task easier.



## What Kind Of Jobs Must Be Outsourced?

Any business – whether it is a home business or a large corporate venture – entails a lot of things. With a large business, it is quite easy to see that there are a lot of things involved, but even with home businesses there are various processes, such as the planning aspect, the finding work aspect, the execution of the tasks aspect, the communication aspect, the payment handling and accounting aspect and the further investment aspect. If you are planning to be a home business entrepreneur, you can see that there are various things for you to do. So, which of these can you outsource?

The best idea, then, is to outsource some of the execution aspect of your business. Like, if your home business is about handling content writing jobs, you could outsource the actual writing

It really helps when you outsource the execution part of your work because of various reasons.

→ The execution part is always the most laborious task. If you are running a website design and development company, the actual designing of the website is the most difficult thing. If this aspect were outsourced, you could focus on getting more clients, while at the same time you are getting the jobs done as well.

→ Also, you can control the execution part better. When some content is written by your employee, you could check its quality and send it back for proofreading or editing if required. When someone designs a logo for your client, you could review it and suggest changes. You can thus supervise these



When your business grows, you will find that you need to outsource many more things. You might need someone for data entry just to maintain the records of your business. You might need someone just to communicate with your various clients and keep them updated with what's happening. You might need someone to handle the bidding or other routes in which you obtain work. You might even need a virtual manager to handle all these aspects of your business at once.

Know that it is possible to find outsourcing professionals for all your needs, from telemarketing to the complete management of your business. The main thing is in knowing when to use these professionals.

The best place to get outsourcing professionals is the online jobsites. The following is a list of 10 of the best of these sites.

### **Get A Freelancer**

(<http://www.getafreelancer.com/>)

ScriptLance

(<http://www.scriptlance.com/>)

EUFreelance

(<http://www.eufreelance.com/>)

eLance (<http://www.elance.com/>)

Guru (<http://www.guru.com/>)

RentACoder

(<http://www.rentacoder.com/>)

PeoplePerHour

(<http://www.peopleperhour.com/>)

LimeExchange

(<http://www.limeexchange.com/>)

oDesk (<http://www.odesk.com/>)

GetACoder

(<http://www.getacoder.com/>)





## Finding Professionals To Outsource Your Work To

Since the online jobsites are the best places for you to get professionals, let us look at them in a little more detail.

Here are some of the advantages of getting professionals from here:-

- People you will find on the jobsites have registered here with the express intention of finding work. Many jobsites are free to join, but some require paid memberships. Being a paid member may reflect a bit more on their sincerity about being professional. Hence, you can be sure you get some sincere people to give your work to.
- There are various ways in which you can find how good a particular worker is. Every jobsite has a rating and review system (for the employee as well as the employer). This helps you decide.
- All websites have an escrow system. This takes care of all disputes. Once an escrow is made, the website will arbitrate any problems that arise.
- You can make detailed project posts, outlining clearly what you want to be done, what time and budget you can afford. People make bids accordingly, so you can be sure you won't have to bargain.
- You can ask people to show samples of their past work.



It is very simple to post projects on online jobsites. Many of them, like GetAFreelancer, allow you to post projects for free (though they do take a \$5 refundable deposit for each project you post). You only have to post all details of the work as you want it, spell out the timeframe and the budget you can offer and post it in the relevant category.

Once your project is live, which are instantaneous, people start bidding. Then, all you have to do is to look at the bids closely and make your decision on whom to select for your job.

You cannot communicate personally with the bidders till you select them. However, there is a private message board that helps you communicate with them, subject to certain restrictions (like you cannot give out your personal contact details in any way). This helps you decide better about whom to select.

Many people are forging fruitful and long-term work relationships through these online freelance jobsites, irrespective of geographical barriers, and getting mutually benefited. Without the hassle of actually needing employers on their premises, they are able to get their work done professionally and, in most cases, in cheaper ways as well.

