

MarketStorm



ARTICLE WRITING AND EMAIL ETIQUETTE

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**3 Things All
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Every affiliate marketer is always looking for the successful market that gives the biggest paycheck. Sometimes they think it is a magic formula that is readily available for them. Actually, it is more complicated than that. It is just good marketing practices that have been proven over years of hard work and dedication.

There are tactics that have worked before with online marketing and is continuing to work in the online affiliate marketing world of today. With these top three marketing tips, you will be able to able to increase your sales and survive in the affiliate marketing online.

So what are these three things?

THING #1: Use unique web pages.

Do not lump all of it together just to save some money on web hosting. It is best to have a site focusing on each and every product and nothing more.

Always include product reviews on the website so visitors will have an initial understanding on what the product can do to those who buys them. Also include testimonials from users who have already tried the product. Be sure that these customers are more than willing to allow you to use their names and photos on the site of the specific product you are marketing.

You can also write articles highlighting the uses of the product and include them on the website as an additional page. Make the pages attractive compelling and include calls to act on the information. Each headline should attract the

readers to try and read more, even contact you. Highlight your special points. This will help your readers to learn what the page is about and will want to find out more.

THING #2: Offer free reports to your readers.

If possible position them at the very top side of your page so it they simply cannot be missed. Try to create autoresponder messages that will be mailed to those who input their personal information into your sign up box. According to research, a sale is closed usually on the seventh contact with a prospect.

Only two things can possibly happen with the web page alone: closed sale or the prospect leaving the page and never return again. By placing useful information into their inboxes at certain specified period, you will remind them of the product they

thought they want later and will find out that the sale is closed. Be sure that the content is directed toward specific reasons to buy the product. Do not make it sound like a sales pitch.

Focus on important points like how your product can make life and things easier and more enjoyable. Include compelling subject lines in the email. As much as possible, avoid using the word “free” because there are still older spam filters that dumps those kind of contents into the junk before even anyone reading them first. Convince those who signed up for your free reports that they will be missing something big if they do not avail of your products and services.

THING #3: Get the kind of traffic that is targeted to your product.

Just think, if the person who visited your website has no interest whatsoever in what you are offering, they will be among those who move on and never come back. Write articles for publication in e-zines and e-reports. This way you can locate publications that is focusing on your target customers and what you have put up might just grab their interest.

Try to write a minimum of 2 articles per week, with at least 300-600 words in length. By continuously writing and maintaining these articles you can generate as many as 100 targeted readers to your site in a day.

Always remember that only 1 out of 100 people are likely to buy your product or get your services.

If you can generate as much as 1,000 targeted hits for your website in a day, that means you can made 10 sales based on the average statistic.

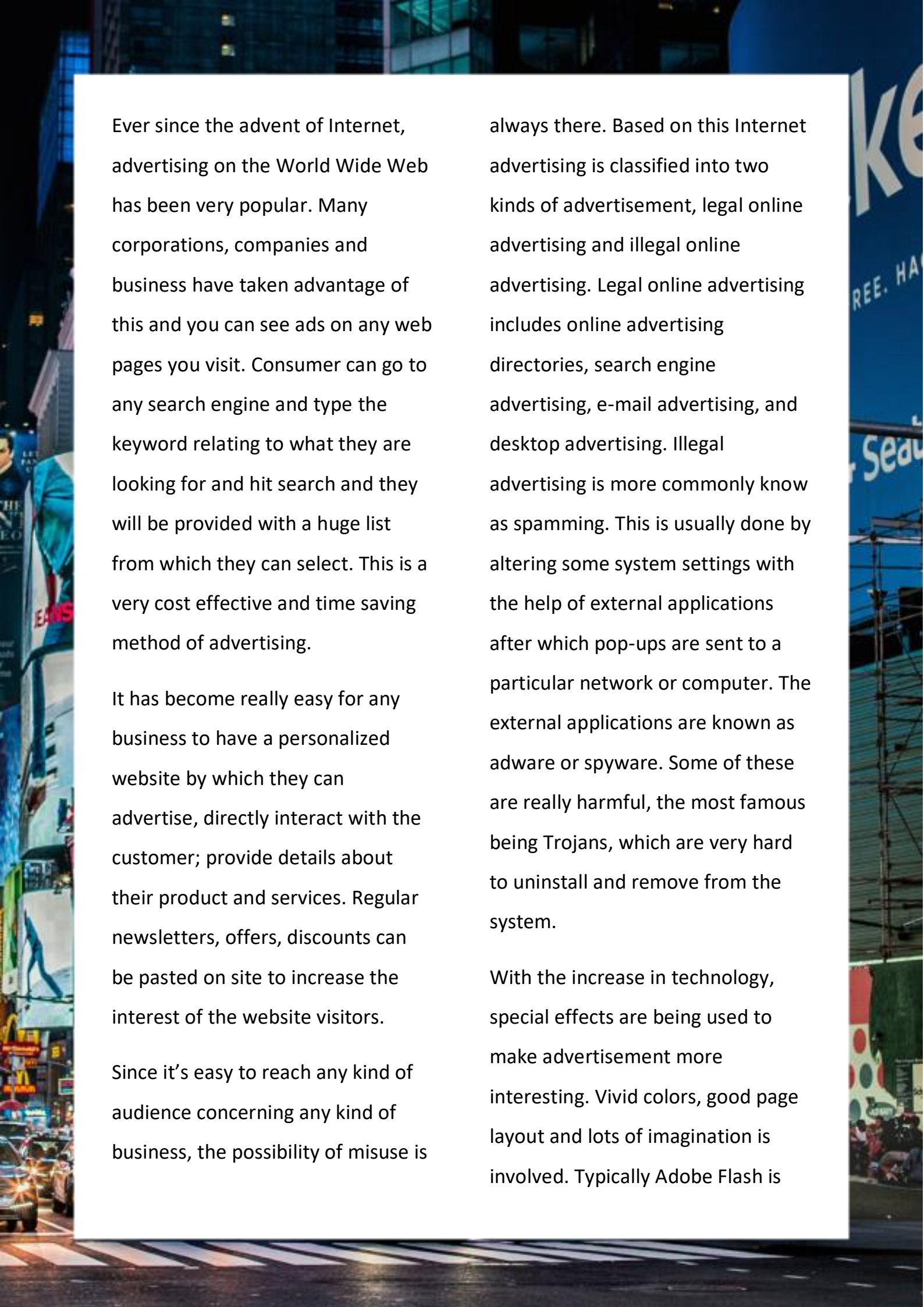
The tactics given above does not really sound very difficult to do, if you think about it. It just requires a little time and an action plan on your part.

Try to use these tips for several affiliate marketing programs. You can end maintaining a good source of income and surviving in this business that not all marketers can do.



ADVERTISING ON THE INTERNET

And How To Write Good
Advertising Content



Ever since the advent of Internet, advertising on the World Wide Web has been very popular. Many corporations, companies and business have taken advantage of this and you can see ads on any web pages you visit. Consumer can go to any search engine and type the keyword relating to what they are looking for and hit search and they will be provided with a huge list from which they can select. This is a very cost effective and time saving method of advertising.

It has become really easy for any business to have a personalized website by which they can advertise, directly interact with the customer; provide details about their product and services. Regular newsletters, offers, discounts can be pasted on site to increase the interest of the website visitors.

Since it's easy to reach any kind of audience concerning any kind of business, the possibility of misuse is

always there. Based on this Internet advertising is classified into two kinds of advertisement, legal online advertising and illegal online advertising. Legal online advertising includes online advertising directories, search engine advertising, e-mail advertising, and desktop advertising. Illegal advertising is more commonly known as spamming. This is usually done by altering some system settings with the help of external applications after which pop-ups are sent to a particular network or computer. The external applications are known as adware or spyware. Some of these are really harmful, the most famous being Trojans, which are very hard to uninstall and remove from the system.

With the increase in technology, special effects are being used to make advertisement more interesting. Vivid colors, good page layout and lots of imagination is involved. Typically Adobe Flash is

used to design advertisements these days. Depending on the technology being used to design advertisements can be classified into various categories.

Banner ads are animations displayed on the website usually created in HTML or Eudora. There is a range of type and sizes of the ads. Trick banner ads are banner ads that have an extra functionality of dialog boxes and buttons and are displayed as an alert or error message.

A pop-up is an advertisement displayed in a new window that covers up the active web page. A pop-under advertisement opens in another window that is under the active web page and can be seen after the present window is either closed or minimized.

Interstitial ads are those that are displayed before directing over to the desired page.

Wallpaper ads form the background of the web page.

The ads that float on the screen are known as a floating ad.

Polite ads download on a low pace without interrupting the normal functioning of the website.

An ad that enlarges and changes the contents of the page being displayed is known as expanding ad.

Advertisements which are displayed in a video form on a website is known as a video ad.

There are many ways by which advertising slots can be purchased on Internet like CPM, CPV, CPC, CPA, CPL and CPO. CPM or cost per mil means that the advertiser is meant to pay for a particular number of people to whom the advertisement will be exposed. CPV or cost per visitor means that the advertiser is meant to pay for the people to whom the advertisement was delivered. CPC or cost per click

means paying for the number of clicks made on the advertisement by the visitors. Although the advertisement is put up on the website, the amount is paid only after the visitor clicks on the URL of the advertisement. CPA or cost per action means that the advertisement publisher bears all the charges of advertisement, but he gets paid only if the visitor clicks on the advertisement and purchases a product or signs-up for a service. CPL or cost per lead is similar to CPA, only that the visitor doesn't have to necessarily buy anything; he or she can simply apply to get regular newsletters and special offers. CPO or cost per order is where the advertiser pays each time an order is placed.

Online advertisements cannot only be used to promote a product or service but in fact they can be used for purposes like promoting charity and spreading education.

How to write good advertising content?

Firstly, only relevant and specific matter should be written in the ad.

Some content writers fear missing out information and write as much as they can. This will only disinterest the customers more and space will be wasted. The writing style should be related to the type of flier or brochure that is to be written. It always helps to use words that sell. But still, the content should be properly organized with the heading at the top, body in the middle and conclusion at the end. The main points can be written as sub-headings, in bold font. The body following the sub-heading should discuss the sub-heading and if it is related to any other sub-heading, even those points should be discussed. Discussions should not be so technical that it sounds like a foreign language to a common man.

Chunking is writing small stories with conclusion at the end. They can either have or not have connection between themselves. It's better if they aren't connected, because it won't require the reader to go back to a previous chunk in order to understand the present chunk he is reading. This works quite well when there are pictures in the advertisement and the chunk illustrates the picture. The two-dimensional picture is speechless unless some well-chosen words talks about it and motivates the customers. Obviously, while chunking, sub-headings can be used to let out critical information.

Spelling mistakes should be avoided to the maximum extent. They reflect poor quality and bring bad reputation to the client. The design should speak clearly and loudly about the organization being discussed. Unclear, cluttered and illogical information creates an illusion that the company also has

the same characteristics. Catalogues are the only source of advertisement for some businesses, because of low investments. Such kind of business catalogues won't require much writing, just product description will do. Instead one can work on the font sizes, colors, etc.

The next step should be writing information about contacts so as to buy the product; detailed forms are big turn-off. Contact information, postal address and website URL should be clearly specified. Also include whether the business accepts cash, check or credit card. Another thing to be taken care of is the contact information, which is usually written on the forms, which have to be mailed. It is better to write them on the advertisement also so that the customers can save it for future reference.



How To Make Sure The Financial Advice You Receive Is Right For You

The first step to a happy financial future is to take time to figure out what your financial goals are.

The second step is to find a qualified advisor that will be able to help you reach those goals. Although it's possible to do it on your own, a good financial advisor can help you make an achievable plan for you to reach your goals.

To go out on your own and create your own financial plan you will need to do a lot of research and learn as much as you can about investing for the future. It is much easier, and often much more successful, to find a professional advisor to help you. When looking for a financial advisor you will find

BONUS

My Top 3 Financial Advice That You Will Appreciate Having

1. If you know anyone else that has their own business then ask them if they know a good accountant that they can recommend.

Accountants will vary in their knowledge and even though they are all qualified, they might specialize in different areas, so you want to find one that specializes in small business. An accountant needs to be up to date with all the current tax laws and who will be working in your best interest. You want an accountant that will work 'for you' and want to help you get the best result from your tax return, rather than one that

will view the job as 'just another job'.

An accountant that takes a personal interest will always do what is best for you. These are the reasons why it is often good to find an accountant that people recommend as people will always be happy to recommend someone that they are happy with in all these areas.

2. You might want to think about whether you should be hiring an accountant on their own or hiring an accounting firm.

The advantage to hiring an accounting firm is that they can help you with all financial aspects of your business and not just one specialized area such as tax.

When you hire a firm of accountants you will have

access to different accountants that specialize in different areas of business. By combining the strengths of different accountants you will be receiving the best advice for all of your business financial needs.

3. If your business is on a very tight budget and you can't afford to hire an accountant, then you might want to think about some accounting software.

There are different accounting software programs available in the phone book, finding the right accountant to give you good business financial advice is important. A good accountant can work with you and your business for many years if you work well together and they give you good results, so take your time to find someone that you can trust.

that are specifically designed for small businesses and most will have regular updates as tax laws change. These programs are usually reasonably simple to use and some will have live help if you need to ask questions. You can also ask other business owners if they can recommend a particular software program that they have found useful for their business.

Don't rush into hiring the first accountant you see in the

I Hate Writing Articles! Isn't There An Easier Way?!

Owning, running and maintaining an internet based business or a site needs articles. Plain and simple, every who has a site knows this. Even those who don't have sites but are frequent internet users knows this as well. Articles quench the thirst for information and knowledge of the people. Plus, the articles provides many other benefits for the site.

The benefits that articles provide are putting a site high in the ranking in search results of keywords and keyword phrases that pertains or

are relevant to his or her site. They also provide attraction to website visitors when they are appreciated and is linked to your site from another site or newsletter. Articles provide for the increase of the confidence and trust levels of customers to your site and company.

Many articles are also beneficial to both company and its traffic. When the readers like the articles, they would tell more of their friends, family and peers and recommend your site to them, providing for a larger volume of traffic. You get bigger sales if your traffic trusts and believes in you. Your product or services would be much easier to sell when they know you know what you are doing and talking about.

We have established that articles are very important to a site and to business. Articles are crucial and to keep ahead in the game, a site must have an article, it is imperative.

There is one dilemma though, not many people like writing articles.

Many website owners would rather spend their time on something else, and unless you're a big time company, you don't have the necessary resources to use on a pool of article writers. Plagiarism or copying of other articles is frowned upon and could easily get you into trouble, worst case scenario; a hefty fine and jail time.

So what are the other options?

Well, for starters if you hate writing articles and you can't afford to hire people to write for you then don't. Get free articles. The first place to look at for free articles is the public domain. Here you won't have problems with copyright infringement and the following penalties and fines if you get caught for plagiarism.

Public domain articles are articles freely given to the public for public use. You can do whatever you want with it. You can place it on your site, name it as yours, put it in a newsletter it's your decision. Always remember though that you will have to choose articles that are very relevant to your site.

The downside to public domain articles is that since it is free for everybody, many of your competitors may have access to them as well. Since every site needs to be original and unique even though you have the same niche, this could be a predicament. You may also have to edit them a bit to place more keywords and keyword phrases to make them better.

Another way to get free articles is to allow other sites which has the same subject or topic as yours to submit articles to your site. This would be only to augment your existing content or else all your

articles would be leading to other sites since these articles would have resource boxes with them that could link or direct the readers to their site. That's why it is important to have your own articles; you could use them to link your site to other sites as well.

But, to truly feel the impact of what a good article to you, go for original ones. There are many article writers who do part time and freelance article writing jobs that charges only minimal fees. You can get good articles that have all the keywords and keyword phrases you need and people are looking for.

The investment you made for these articles would be worthwhile because you could use them for all the benefits you could offer. You hold copyrights to them and you will be able to use them anyway you want. As your articles help you in building your business and your site, you will have more articles to write

and maybe then you won't be having second thoughts about articles.

Articles Are The Quickest Way To Your Customers Wallet

One way of promoting your website and product can be achieved for free. As an additional bonus, this "free" method can boost your sites and sales, doubling and even tripling your income.

How does this work?

Write articles relating to your website and submit them to "free content" submission sites. Easy to do, takes little time and can increase your website traffic, sales and of course, your income.

How can article writing boost traffic and income?

The article on the free content site contains a link to your own website. Readers, after reading your articles, may choose to click on the link and pay you an unexpected visit. Having them on the free content sites is also making these articles available to other webmasters who may wish to publish that article on their site. If they do, your article will include a link back to your site. And anyone who reads the article on that site can still click on the link to visit your site. As the list of your published articles grow larger, and more and more of them are appearing on different websites, the total number of links to your site increases also. Major search engines are placing a lot of significance on incoming links to websites so they can determine the importance of a certain site.

The more incoming links the website has, the more importance search engines attaches to it. This will then increase your website's placement in the search results. If you site is into promoting a product or service, the links that your articles have achieved will mean more potential customers for you. Even if visitors only browse through, you never know if they might be in need of what you are offering in the future. There are also those who already have specific things they need on their mind but cannot decide yet between the many choices online. Chances are, they may stumble upon one of your articles, gets interested by the contents you wrote, go to your site and became enticed by your promotions.

See how easy that is?

Search engines do not just index the websites, they also index published articles. They also index any article

that is written about your own website's topic. So once someone searches for that same topic, the list of results will have your site or may even show the articles that you have written. And to think, no effort on your part was used to bring them to your site. It's no wonder why many webmasters are suddenly reviving their old writing styles and taking time to write more articles about their site than doing other means of promotion.

Getting their site known is easier if they have articles increasing their links and traffic and making it accessible for visitors searching the internet. Since many people are now taking their buying needs online, having your site on the search engines through your articles is one way of letting them know about you and your business. The good thing with articles is that you can write about things that people would want to know about. This can be achieved in the lightest mood

but professional manner, with a little not-so-obvious pitch added.

If you think about it, only a few minutes of your time is spent on writing one article and submitting to free content site. In the shortest span of time also, those are distributed to more sites than you can think of. Even before you know what is happening, you are getting more visitors than you previously had. If you think you are wasting your time writing these articles, fast forward to the time when you will see them printed and wide-spread on the internet. Not to mention the sudden attention and interest that people are giving your website and your products or services.

Try writing some articles and you will be assured of the sudden surge in site traffic, link popularity and interest. Before you know it, you will be doubling and even tripling your earnings.

UNDERSTANDING EMAIL ETIQUETTE

How to be (and sound) nice to others at home and work

If you Google email etiquette and found many sites, you can see that only one of the 10 sites on the first page of Google is about the real issue around email etiquette. However, there's even a new word for it now – Netiquette. One site had 32 rules (of course with links to other pages for a fuller description) for email etiquette and yet they still missed the main point!

What is the REAL issue on email etiquette? Well, before I answer that, read the following statement:

“I did not say she stole the money”

Now read it aloud to yourself (doesn't matter if anyone else is around, they won't know what you're doing).

The key question! What is the meaning of this statement? What did you interpret from this written statement?

Did you think that:

- “I” did not say she.., or that

- I did “NOT” say she .., or that
- I did not “SAY” she ..., or that
- I did not say that “SHE” stole ..., or that
- I did not say that she “STOLE” the money, or that
- I did not say she stole the “MONEY”.

Starting to get the picture? You see, whenever we put words on paper (or in this case in emails) they can be interpreted in many different ways – and often are! Signed any contracts lately? Notice that they almost never have punctuations and even when they do, they can still be interpreted by two independent people, quite differently.

By now you may have guessed what the golden rule of email etiquette should be:

“If the message has any emotional intent or is likely to have an impact on the receiver’s emotions, look for another way other than email to send it.”

Generally, this will mean face to face, or failing that over the phone or by video, video cam etc.

Emails should only be for fact, logic and reason. There have been so many innocent (on the surface) emails that start a war of words between consenting adults that if it wasn’t so serious, would almost be laughable. In fact, there are situations where two colleagues who once had a very good relationship, eventually deteriorate to the point of legal action over each other’s interpretation of a simple email message.

Emails are unlike any other written word – they are not books, newspapers or such where a great

deal of thought has gone into the written word (and which is often accompanied by a visual image). Nor are they read that way, but keep in mind that they can be re-read by the receiver many times over!

Often they are written quickly and sometimes without review, yet they have replaced much of the face-to-face and phone communication that once made up so much of our interpersonal relationships; How often do you see people sending emails to one another when they are in the office next door to one another or at the next desk or cubicle, rather than speaking with the person directly?

But emails also lack all of the nonverbal communication that is going on all the time as we talk face to face with one another and which helps us understand each other.

Numerous studies have revealed that in face to face communication, in terms of interpreting the message that is being sent by one person to another:

- 55-60% is through the nonverbal signals that are being picked up***
- 35-40% is through the tone of voice being used***
- 7-10% is via the actual words that are spoken***

Another recent survey disclosed that up to 37% of a first impression is based upon the speaker's tone of voice. On the telephone, that number rises to 80% or higher.

So, if we have a message that is meant to be motivational, confrontational or in any way intended to impact the behavior or feeling of the receiver, where does that leave us with emails as our

means of communication if we can assume that only 7-10% of our real message is getting through? As one writer put it "This makes email a unique medium. The lack of nonverbal clues makes it easy to misinterpret something, but we're not careful enough to avoid these misinterpretations because email feels so instant, easy and accessible, just like talking."

As said earlier, if you want to truly influence someone's thinking or impact their behavior, you can see the person face to face, or use some means of voice/video connection.

However, how do we avoid unintentionally impacting their feelings? (By the way, using any amount of smileys or similar at the bottom of your email, or as is creeping into emails at the moment, at the end of sentences, will have no positive affect – in fact they may even work against you).

Other than being as courteous as possible and re-reading the message carefully before sending it, the main word to avoid in your message is “You” – particularly used in the past tense. When used in the past tense, often “You” infers blame for something that the receiver has or has not done. Perhaps we do not intend it to be inferred this way, but that’s what happens.

Think about the last time you had a really heated argument with someone. Often what triggers such arguments is one person hinting blame by using “You” too often. “You never do that for me”, or “You always miss my appointments”. Pretty soon the other person joins in with their own “Yous” and what started out as a genuine and positive conversation, deteriorates into an argument. The best bet is that when you really think about your last argument you had, the word that was used more than any

other, was “You” – and it was used in the past tense!

Those of you who have done any assertiveness training will know that replacing “You” with “I” can be very powerful and without offending the other person. As a simple and quick exercise, I’ll leave you with the task of rewriting the two “You” statements I used earlier - “You never do that for me”, and “You always miss my appointments” as “I” statements. This technique takes a little practice, but can improve the effectiveness of your email communications dramatically.

So, it’s suggested that we can have as much etiquette around things like “salutations”, “cc’s” etc., and we can add as many “smileys” as possible, but unless the real meaning of the email is going to be received in the same way it was intended, then think again before sending it.