Internet Marketer

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Issue #1

Internet Marketer Newsletter

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Ewen Chia, #1 International Bestselling Author

INTERNET *success* SYSTEM

"The Ultimate Step-By-Step Internet Success Coaching System!"

About Ewen Chia

Ewen Chia, *#1 International Bestselling Author, Internet Marketing Guru*

Striving to earn extra income, Ewen started learning the internet business in 1997. **For 5 full years, he worked on his internet business part-time, every day from 11pm - 3am <u>while</u> holding a full-time job.**

He was motivated to build a better life for his family and to clear credit card debts. After years of perseverance and little sleep, he finally cracked the internet marketing code and has never looked back since!

He has created materials, both online and offline, to teach Internet entrepreneurship around the world in order to help people.

"World's #1 Super Affiliate"

Since starting as an early Internet business pioneer in 1997, Ewen has come a long way...

Today Ewen is one of the world's most famous and respected internet marketing "gurus".

He is often called upon for his ingenious marketing advice, especially in the areas of business integration, list building, product creation and online branding.

He is also often referredto as the *"World's #1 Super Affiliate"* and his name is synonymous with Affiliate Marketing, although that is <u>not</u> all he does.

Widely acknowledged as the "secret weapon" of many internet marketers, Ewen has the uncanny ability to trounce the competition and take on the **coveted #1 reseller spot** in almost every marketing rollout.

Ewen can guide and teach you how to become rich with the internet - if you want to. For example, a new internet business he set up generated ***US$100,000.00+ in less than 30 days***.

Many students have been able to quit their day jobs and make their own income online!

#1 International Best-Selling Author, Trainer & Speaker

Ewen is also a highly sought after INTERNATIONAL speaker. He has toured the world sharing his knowledge and helping people achieve financial freedom along the way. He has spoken in events with people like Robert Kiyosaki (Rich Dad, Poor Dad) and Anthony Robbins.

In November 2006, Ewen received the *first ever* World Internet Summit "World Internet Challenge" award for starting a new Internet business and generating **US$80,000.00 in 3 days** from that very business - right in front of an amazed audience of 1,000+ participants!

Best Speaker: World Internet Summit 2007 (Australia)

In March 2007 (Australia), Ewen was unanimously voted the Best Speaker out of 10 other international speakers by the audience at World Internet Summit for his presentation and sincerity in helping people become successful with their own Internet business.

Best Speaker: World Internet Mega Summit (Singapore)

Speaking in front of *4,000* people, Ewen received a standing ovation and the best speaker award for his teachings and convincing demonstration that captured the audience.

"How I Made My First Million On The Internet and How You Can Too!"

Ewen launched his first print book, ***"How I Made My First Million On The Internet and How You Can Too"*** in February 2009.

Within **3 hours** of launch, the book made internet marketing history by hitting the **#1 BESTSELLER LISTS** on BOTH Amazon and Barnes & Nobles at the same time!

To learn more about Ewen Chia and his businesses, visit:

InternetMarketer.com, InternetMarketingGuru.com, Autorespond.com, AutopilotProfits.com
OptinProfits.com, PrivateLabelInternetBusiness.com, FastTrackCash.com, IMClassifieds.com

JOIN EWEN CHIA'S FACEBOOK FAN PAGE FOR UPDATES!

Cover Story

This Issue! Effortlessly save time with a new wave of article distribution services, but which should you use? ...**PAGE 9**

(1) What Do I Need To Know about Article Marketing?

Article marketing is a type of advertising in which businesses write short articles related to their respective industry.

These articles are made available for distribution and publication in the marketplace.

Each article contains a bio box and byline that include references and contact information for the author's business.

Well-written content articles released for free distribution have the potential of increasing the authoring business' credibility within its

market as well as attracting new clients.

Here's how you can start writing eye catching titles that hits your readers, hard!

The make or break of any article is your title. If your article headline does not hook onto your readers, there's a good chance they will leave the page and give your article a miss completely.

Think of the tips you've read or heard about creating powerful headlines. Your title should have the following elements:

• Tell your reader what's in it for him

• Include powerful words and keywords. Upon reading the title, the reader should identify with the article immediately.

This is not going to be a problem if you have done the proper keyword research that should lead only quality readers into your website.

• Invoke curiosity. Draft your headline in the form of a question.

This usually gets your reader thinking and wanting to know or learn more. This in turn guides them down your salesletter to find out more about your offer.

Follow this format to both excite readers as well as the search engines:

KEYWORD – QUESTION

Example: Play The Guitar – Are you making the 3 mistakes all newbies guitarists commit?

The Summary / Description of your Article(s)

The summary of your article should tell readers what is the problem they are facing, what is your solution and why they should trust you.

An interesting summary is often the next point of contact with your readers so it has to be snappy, bold and makes the reader want to read your whole article.

Once your article gets listed on the search engines, the summary is also the part which is displayed under your website's link in the search engine results.

Whether the user clicks on your site or the next can be highly dependent on the summary.

The summary can be phrased in a way that follows up with your initial headline question.

Example: Are you making the 3 mistakes all newbies guitarists commit? Find out how you can avoid them and improve your guitar skills…

Here's something else that will get your articles picked more often than others...

There are also other formats that have been proven to attract the most attention from readers. Besides phrasing it in the form of a question, you can also try using anyone of the following formats:

• A "How To..." article: "Learn how to play the guitar"..."

• A "Steps" article: "5 Steps to playing the guitar..."

• A "Tips" article: "5 Tips For playing the guitar fast..."

• A "Reviews" article: The review should include the good and bad of the product and then once you gain credibility, place your affiliate link at the bottom.

• A "Mistakes" article: "5 Common Guitar Mistakes..."

Start using/testing the tips!

(2) Which is the Best Article Distribution Service?

When it comes to article distribution services, one lesser know secret is to monitor the velocity and variety of the articles.

First thing about velocity is to not blast out 1000 articles at one go and then stop abruptly.

When you sign up to a service that automatically distributes your articles, make sure you submit in smaller scales but with consistency.

You want to avoid the scenario where all your links are found in a few weeks and then you run out of articles to post and your link discovery ends after the initial burst.

With services like Submit Your Article and a couple of others, what you can do is to use a drip feed feature to slowly time and release your articles.

This means that you can write 1000 articles, start the submission process but tell them you want only 50 articles submitted per week. This way, Google is able to track regular and frequent links to your site.

With every article, it is often recommended to have an article submitted to let's say 20 sites over a period of 30 days. If you have 1000 articles, then you are set for months to come!

Always make sure when you have article submissions or syndication, you have a schedule planned out. Without a proper schedule for

submission, your articles may not be maximized to bring traffic to your site

You'll want to have a minimum of 15 articles that are lined up through SYA and at the same time, have another 15 on standby to be drip fed on linkracer.com.

The goal is to plan out a drip schedule that results in your articles being discovered by the search engines every single day.

Submit Your Article is based on monthly subscription fees and that may be costly to the newer marketers. You can also try out one off payment article distribution services like ArticleBot.

The only downside is that with ArticleBot, there is no drip feed feature and that would also mean the impact of your article submission will not be maximized.

Submityourarticle.com comes recommended by most internet marketers out there because of its drip feed article distribution feature. The distribution coverage is relatively broad and submissions are rather quick. A nice feature is also that Submityourarticle.com allows you to choose how you want to spread out the duration of your submissions.

Click here to visit Submit Your Article.

(3) How to build permanent backlinks?

Permanent backlinks are one of the holy grails to getting your website ranked up in the skies with the search engine gods.

Thankfully, there are a couple of ways to get permanent backlinks to drive traffic to your site. Firstly, we can purchase permanent blogroll links from other webmasters.

We can also build very good quality backlinks from web 2.0 sites, free blogs, forum comments with your link embedded, article directories, social bookmarking sites, etc.

Many of the permanent link building strategies creates backlinks

which last almost forever.

For example, if you leave a post on a popular forum with your backlink in your account signature, this creates a permanent backlink until the forum closes down of if your post gets deleted.

That's why always create backlinks on very popular and large websites that you know will be around for a long time. Some examples of great websites includes warriorforum, goarticles, ezinearticles, dig, etc.

(4) How to get accepted into any CPA network?

Getting into a CPA network is gradually becoming quite a trick because as more marketers come on board, more stringent filtering is needed to weed out the weakest.

In the early days, CPA networks would just take in ANYONE who wants to come on board.

There was never a need to have a website that the CPA networks approve and love to see. Even in modern times, I've never had a great website and still have had no problems getting approved. Here's what I did:

Sign Up With CPA Networks

The one thing every CPA network wants to see is firstly a decent website from you.

The site needs to be yours and a couple CPA networks also might go the extra step and require you to send prove of your ownership.

The trick is that you don't have to run out and create a topic specific website just to get your approval. The website that you submit just have to look professional, it doesn't have to be completely related. As long as the site looks good, you will be approved.

During your application of affiliate account, there will be a place where you can send a message to the people responsible of approving your account.

Drop them a private message and tell them that you are intending to do PPC direct links and explain to them that even though you have a sample website, it really isn't all that relevant. Sound confident and you'll come off looking like a seasoned marketer.

Building a site for the CPA Networks

Not everyone is great with HTML or Javascript. To create a website from scratch is tough but there's a simple approach to getting a website up – use Wordpress. Wordpress has an automated system that creates a full fledged blog with a few simple clicks.

Call the CPA Networks for Faster Approval

Once you have applied for a CPA network, you will usually get an email from them informing you that your application has been received and that it is pending approval. More often than not, there will be their phone number included. Take down that phone number and call them.

Tell them you would like to talk to your affiliate manager because you want to discuss more about how you can get approved faster.

Once you have your affiliate manager on the line, let him know you have just sent your application and that you want to be approved asap.

Let him know that you are excited to test out some new offers you have found on warrior forums with your traffic.

Talk about how you focus on PPC marketing and that you also execute direct to merchant pay per clicks. Throw in some jargons to show that you know your stuff and that you are in the Internet Marketing circle.

(5) Where can I find CPA networks to join

RocketProfit
Maxbounty
Hydra
Azoogle
Linkshare
InstantDollarz
Clickbooth
CPA Empire
ClickXchange
Revenue Gateway
Revenue Allies
ShareaSale
CJ.com
LinkMo
SearchCactus
Market Leverage
AdFish
AdReporting
AdterActive
AffiliateCop
Affiliateer
AffiliateFuture
AffiliateWindow
AzoogleAds
BulletAds
CheckMyStats
ClickBooth
ClixGalore
CommissionJunction
CommissionSoup
CPAEmpire
CPAJunction
CPAStorm
CyberBounty

DarkBlue
eAdvertising
FiliNet
FineClicks
FloppyBank
FluxAds
HydraMedia
LeadClick
LeaderMarkets
LeadHound
LinkConnector
LinkShare
MaxBounty
ModernClick
OffersQuest
PaidOnResults
Performics
PrimaryAds
RevenueGateway
RevenueLoop
RexTopia
RocketProfit
ShareASale
ShareResults
Turn2Offers

(6) What Are Some of The Best & Proven Social Marketing Strategies?

1.) **The keyword is social.**

Building trust to your followers or fans is very important in Internet Marketer. Likewise, when it comes to social marketing, don't start off with blasting a string of affiliate links to your list. They are NOT going to bite. Focus on building a relationship with them. It is not called SOCIAL marketing for no reason. It is not a one-way relationship. Take some time to talk to your list of followers and fans. It is a great way to get to know your fans and at the same time, get them to trust you.

2.) Get to know your potential customers, BUT also get to know the experts.

Networking is a very important factor in social marketing. While you are focusing on building up your fan base, take some time off to also find out and befriend the experts in your niche. Thank them for the great work done and build up friendship with them.

You'll never know when you want to start a JV with them; at least you are already on their radar. Their lists are, with a high probability, a ton larger than yours! It's good to have friends in high places!

3.) Give value before you market to the people.

Free stuff always helps to grab the attention of your fans and followers. As a famous person once said, "it is better to give than to receive." This applies in Internet Marketing as well. Kick off the relationship with a great free gift and you can be assured you are going to gain some serious credibility among your fans. Be it a special report or a great eBook, make it available for your fans to give it to their friends. Not only does it say goodwill, it helps make your report viral.

4.) Mask your marketing

Some sites do not allow open blatant advertising but a good way to go around that and still provide good value to your

readers is to write a good article or a report and at the end of it, present your offer! Once you gain credibility with your report, people will be less defensive towards your offer.

5.) On the sites that have some form of higher recognition, go for it for added credibility.

Most forums list a members thread count and post count in their profile information. This counts for a lot because it reflects the credibility and participation level of that member.

A member with higher credibility gives him or her the edge when it comes to promoting a product. In Squidoo, there are members with giant squid status that get elevated treatment and it is an implied notion that these people are the experts.

(7) What Are The Top 10 FREE Software Internet Marketers Can't Live Without?

We all have our MUST-HAVE stash of free apps that serve our daily digital lives with not only great loyalty and also great function. And the best part, they demand no monthly salary because they are completely free.

Here are some of the ones most Internet Marketers swear by and with good reason that you should take them for a spin if you are not already using them!

1. **AVG antivirus (Free edition)**
   http://free.avg.com/ww-en/homepage

   AVG Free provides the bare necessities when it comes to security, but that should be enough for savvy Windows users. You'll get a combined antivirus and antimalware engine, LinkScanner, and e-mail scanning.

   AVG Free 9 introduces a few new features, with improvements focused on performance, including claims of faster scan and boot times.

   One new feature is the Identity Theft Recovery Unit. Only for users in the United States, ITRU is a business partnership with Identity Guard which provides "consumer identity theft solutions," accessible only from the AVG toolbar in Firefox and Internet Explorer.

2. **Filezilla FTP software**
   http://filezilla-project.org/

   FileZilla is an FTP program for file uploading and downloading to and from your FTP site, server, or host. The program lets you transfer files and navigate among folders, Web sites, and your computer. This software enables you to perform multiple file transfers simultaneously.

3. **Adobe Acrobat Reader**
   http://get.adobe.com/reader/

   Adobe Reader lets you read and print from any system any document created as an Adobe Portable Document Format (PDF) file, with its original appearance preserved. PDF files are compact and can be shared, viewed, navigated, and printed exactly as the author intended by anyone with Adobe Reader.

4. OpenOffice

http://www.openoffice.org/

OpenOffice.org is both an open-source product and a project. The product is a multiplatform office productivity suite.

It includes desktop applications such as a word processor, a spreadsheet program, a presentation manager, and a drawing program, with a user interface and feature set similar to those of other office suites. OpenOffice.org also works transparently with a variety of file formats, including those of Microsoft Office.

Localizations of OpenOffice.org are available in 27 languages, with more being constantly added by the community. OpenOffice.org runs on Solaris, Linux (including PPC Linux), and Windows. Written in C++ and with documented APIs licensed under the LGPL and SISSL open-source protocols, OpenOffice.org allows any knowledgeable developer to benefit from the source.

5. Roboform

http://www.roboform.com/download.html

RoboForm makes logging into Web sites and filling forms faster, easier, and more secure. RoboForm memorizes and securely stores each user name and password the first time you log into a site, then automatically supplies them when you return.

RoboForm's powerful Logins feature eliminates the manual steps of logging into any online account. With just one click RoboForm will navigate to a Web site, enter your username and password and click the submit button for you.

6. Winzip

http://www.winzip.com/downwz.htm

WinZip is the world's most popular Zip utility for file compression, encryption, packaging, and data backup. Now supporting Windows 7, WinZip 14 makes it easy to zip and unzip files for quick, efficient, and secure file transfer, email transmission, and data storage. Compress files with WinZip 14 to save space and reduce transmission times.

Create Zip files and new Zipx files--the smallest Zip files ever. Reduce JPEG image files by 20-25% without losing photo quality. Let WinZip select the best compression method to maximize efficiency. Create self-extracting Zip files, ideal for distribution to recipients that may not own WinZip. Open Zip, Zipx, RAR, 7Z, BZ2, CAB, JAR, IMG, and other compressed file types.

GIMP

http://www.gimp.org/downloads/

GIMP (GNU Image Manipulation Program) is a freely distributed piece of software suitable for such tasks as photo retouching, image composition, and image authoring.

It is a powerful piece of software with capabilities not found in any other free software product. It can be used as a simple paint program, an expert-quality photo-retouching program, an online batch-processing system, a mass production image renderer, or an image-format converter.

GIMP is modular, expandable, and extensible. It is designed to be augmented with plug-ins and extensions to do just about anything. The advanced scripting interface allows everything from the simplest task to the most complex image-manipulation procedures to be easily scripted.

7. Audacity

http://audacity.sourceforge.net/download/

This editor can record and play sounds and import and export WAV, AIFF, MP3, and OGG files. Edit your sounds using cut, copy, and paste features (with unlimited undo functionality), mix tracks, or apply effects to your recordings.

The program also has a built-in amplitude-envelope editor, a customizable spectrogram mode, and a frequency-analysis window for audio-analysis applications.

Built-in effects include bass boost, wah wah, and noise removal, and the program also supports VST plug-in effects.

8. CamStudio

http://camstudio.org/

CamStudio is able to record all screen and audio activity on your computer and create industry-standard AVI video files and using its built-in SWF Producer can turn those AVIs into lean, mean, bandwidth-friendly Streaming Flash videos (SWFs)

10. Tweetdeck

http://www.tweetdeck.com/desktop/

TweetDeck is your personal browser for staying in touch with what's happening now, connecting you with your contacts across Twitter and Facebook.

TweetDeck shows you everything you want to see at once, so you can stay organized and up to date.

(8) Where can I find the best copywriting swipe files?

How To Master The Art And Science Of Writing Ads And Sales Letters!

Jay Abraham's 100 Greatest Headlines swipe:
Jay Abraham: 100 Greatest Headlines Ever Written

Weekly released swipe files:

The Gary Halbert Letter

Gary Bencivenga's Marketing Bullets

http://www.hardtofindseminars.com/Copywriting.html

http://www.michelfortin.com/

Dr. V's Brutal Beyond Belief

Good salesletter copy sample:
Autopilot Profits

Copywriting Tips for Online Marketing Success From Copyblogger | Copyblogger

7 Breakthrough Info Marketing Offers, 127 Winning Advertising

Headlines, 6 Consulting Rules To Break in 2008, 100 Good Advertising Headlines…And Much More!

Eugene Schwartz Copywriting Swipe File

7 Free Copywriting And Marketing Websites Nobody Talks About

Emergence of Advertising in America, 1850-1920: Early Advertising Publications (1870 - 1925)

Jack Forde's "Learn to Sell or Else..."
http://copywritersroundtable.com/

Nick Usborne
http://www.excessvoice.com/archive.htm

(9) Where do you find expired domains?

Some of the sites most used by Internet Marketers to find expired domains:

https://auctions.godaddy.com/

www.snapnames.com

www.namejet.com

www.pool.com

www.deleteddomains.com

How a domain expires

The thing about domains is that they do not expire exactly on the date stated and it surely doesn't mean that you will be able to buy it instantly.

On the date of expiry, the domain in question gains an expired status where the owner has the next 40 days to renew the domain. During this 40 days, the website becomes inactive but is still not available for sale.

Once the 40 days are up and the original owner still has not renewed the domain name, it enters a redemption period where all WhoIs information is removed and it now costs the owner an additional fee to re-activate and re-register the domain.

After 40 days are up, the domain's status changes to "redemption period". During this phase, all WhoIs information begins disappearing, and more importantly, it now costs the owner an additional fee to re-activate and re-register the domain.

The fee is currently around $100, depending on your registrar. When a domain enters its redemption period, it's a good bet the owner has decided not to renew.

Past the redemption phrase, the domain is now locked and is awaiting deletion. This takes around 5 days and after the 5 days, the domain is open to registration.

In total, this usually takes around 75 days.

(10) Where do you get your best ideas?

Some of the best ideas hit us in the most unlikely places at the most unlikely times. Many internet marketers recommend bringing a notebook around.

A notebook is basic but highly efficient at taking down random and sudden ideas that flood into my head. There is no boot up delays like a laptop or fumbling with keypads with a phone.

Other marketers swear by finding places that encourage the flow of your creative juices. By the beach, at a park, beside a swimming pool – getting away from an office environment can help to assist you in thinking differently.

Sometimes, I get great ideas from reading about other successful people's autobiography. While reading about their success, similar strategies may suddenly ring a bell and I find that it is often directly applicable to my own business.

…See you in our next newsletter!

Recommended!

Get the latest updates and offers from our sponsors

www.autopilotprofits.com

The Turnkey Money Machine That Prints Non-Stop Profits For You Automatically, The Lazy Way!

www.optinprofits.com

"How I Built A HUGE List Of Subscribers And Generate Massive Income On Complete Autopilot Every Month...And How You Can Too!"

www.workingfromhome.com

Secrets To Working From Home and Making Money On The Internet!

www.24hourinternetbusiness.com

How to have your own profitable internet business in 24 hours or less, even if you have no experience and no special skills... Or you're so frustrated you wanted to quit!