

ELECTRONIC MARKETING

ADVANCED BUTT CAMP:

Sit on Your Rear and Bring in the Bucks



with Tom Antion

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<http://www.GreatInternetMarketing.com/mentorprogram.htm>

<http://www.GreatInternetMarketing.com/generators> (Lots of tools I use)

Revenue Streams

Direct Sales
Joint Venture Sales
Residual Affiliate Sales
Ebay Direct Sales
Ebay Affiliate Sales
Adsense
Other Advertising
TeleSeminars
Mentor Program / Retreats

Search Engine / Directory Stuff

Google print is now Google book search

<http://vivisimo.com/> Search results clustering

<http://www.kartoo.com/> Visual Search engine

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

<http://www.nexidia.com/default.asp> Search audio files no price

<http://www.findsounds.com/> Free place to find sound effects.

<http://www.AllTheWeb.com> Audio, Video, Text, images

<http://www.searchenginecolossus.com/> Search engine of International search engines

<http://www.Singingfish.com> Search engine for audio / video files

Article Directories

<http://www.dmoz.org>

<http://www.directorysubmission.com/> Submit to 200 directories to get back links at .37 each. They submit by hand.

<http://www.directorydominator.com/> free download can use with 10 directories. Has over 100 in paid version \$47.00

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One Stat.com number of keywords in the search Feb 2004

2 KW	32.6 %
3	25.6
1	19.0
4	12.8
5	5.6
6	2.3
7	.98

Start Your own search engine

Coming up with your own person article directory

Web A & B. A=Multimedia, B static. B will get higher search engine ranking, So use b to catch traffic and drive them to A.

<http://www.searchengineworkshops.com/articles/se-optimization-future.html> Michael Cambell

Side Door Portals <http://www.Public-Speaking.org>

Dynamic Pop ups <http://www.GreatInternetMarketing.com/generators> (Look for Hover Ads) Sample at <http://www.Public-Speaking.org>

Buying Text Links for Page Rank

Check your back links in MSN, Yahoo, and submit them to Google.

Make sure your site maps have some text in them, not just links.

<http://www.searchengineneews.com/se-news-thanks/GIM/>

```
username: thanks  
password: giving
```

Free Issue of Planet Ocean

Used to submit to search engines, now you make a blog and ping posting.

Article Submission

When submitting articles to other sites the old method would be to submit the page your article is on to the search engines.. Now use Blog and Ping

<http://www.Kazaaplus.com>

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<http://www.interspire.com/articlelive/> Turnkey article upload site. You can run your own article directory with this.

Keyword Research

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

<http://www.thesaurus.com>

<http://www.dictionary.com>

Advanced Keyword Tools

Adwords Analyzer <http://hop.clickbank.net/?powertips/digital247>

Review of Adwords Analyzer

<http://www.klausdahl.com/Jeff-Alderson-AdWord-Analyzer-review.htm>

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

Jim Tools <http://www.virtualpromote.com/tools/>

Google Sandbox (Speculation on delay in getting good rankings)

Keyword Avalanche <http://www.KeywordAvalanche.com>

<https://adwords.google.com/select/KeywordSandbox>

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

<http://www.adwordgenerator.com/> 97.00

<http://www.nichebot.com>

Review <http://www.recommendedwebtools.com/index.php/135/nichebot-review/>

<http://www.Googspy.com> Find out what keywords your competitors are bidding on.

<http://www.associateprograms.com/googspy-competitor-research.shtml> Great Article explaining all the cool ethical spy things you can do at GoogSpy.

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RSS / Blogs

Blog and ping – Get your website indexed in 48 hours.

My Yahoo <http://my.yahoo.com/>

<http://www.newsgator.com/home.aspx> Will send content to outlook, mobile phones, podcasts,

<http://www.newsmon.com/> Publish with rss

<http://www.rssautopublisher.com/> RSS Autoresponder

Moblogging

RSS Equalizer <http://hop.clickbank.net/?powertips/rssalizer> (brings in content to your webpage based on keywords you supply)

Splogs...Spam Blogs

<http://www.insiderscripts.com/cb/> Will rotate Clickbank products so you always have a new selection.

RSS Stores

C3 Scripts <http://www.c3scripts.com/> Build stores pre-populated with content from another supplier.

Online Advertising

Retinal Studies -, eyes actually avoid banner ads.

Text Based Banners can be effective. Try to avoid standard sizes.

Text Based Endorsement Ads are Best

Blended and in context advertising

New Terminology

Advergaming

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Game vertising
Entertainment comes first

Behavioural Advertising—Watch what you are doing and show ads related to that.

Pay Per Click
PPC

Shoot for position 2 or 3

Google Adwords	3	https://adwords.google.com/select/
Overture Yahoo	41	http://www.overture.com
Kanoodle	646	http://ads.kanoodle.com/signup/basic.cool
Miva (Findwhat)	1593	http://www.miva.com/us/
searchFeed	1617	http://www.searchfeed.com/
7Search	1647	http://www.7search.com/
Epilot	2230	http://www.epilot.com/
Goclick	4139	http://www.goclick.com/
Search 123	4748	http://www.search123.com/
Enhance	6039	http://www.enhance.com/

<http://www.resultsgenerator.com/> Check overtures' keyword selector tool and bid price tool at one time.

<http://www.Perrymarshall.com/keywords> Free Audio
Get Perry's Google Adwords Course at the link below
<http://www.greatinternetmarketing.com/generators/>

Exact match always, never content match. Exception- New feature to make separate bids on content sites.

Automatically Optimize NO NO NO NO NO!

According to ComScore Networks 7% or 200 million searches a month in US Use Geographic Qualifiers.

Typing in domains into search boxes and bidding on the pay per click

Qualifiers for Pay per click

No Qualifiers
Title is most qualifying
Description is less qualifying.

Price
Experience Level

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Education Level
Profession
Location
Geographic Qualifier
Age
Opinion – People must like baseball
For beginners only
Retired
For Britney Spears fans
Must be Catholic

<http://www.chitika.com>

<http://www.digitalpoint.com/tools/adsense-sandbox/> See sample adsense ads

<http://www.Searchads.overture.com> \$100.00 credit

<http://www.vibrantmedia.com/site2005/index.html> IntelliTXT

Adsense <https://www.google.com/adsense/>

Google Web Search

Top Paying Keywords <http://www.toppayingkeywords.com/>

<http://www.EzineAdvertising.com>

Classifieds

<http://www.pcworld.com/resource/article/0,aid,123497,pg,1,RSS,RSS,00.asp> Article on Google Automat attacking the online classifieds market.

<http://powertips.megaprom.hop.clickbank.net> Classified ad submission

Off line ads require separate website.

E-Mail / Ezines

Multi Publishing

Blacklisting

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Whitelisting

<http://www.doctorebiz.com/08/030910a.htm>

<http://www.wilsonweb.com/art/email/blacklist-removal.htm>

<http://directory.google.com/Top/Computers/Internet/Abuse/Spam/Blacklists/>

<http://www.WhatIsMyIPAddress.com> Look up your IP address

<http://openrbl.org/> Automatic IP address Lookup

<http://www.trendmicro.com/en/products/global/kelkea.htm> Map of spam locations and IP address tool telling you if your IP address is being blocked.

Antion@xyz.com

Anything@antion.com

Spam avoidance (incoming)

Graphics

Encryption <http://www.saeler.com/tools.html> (email address encryptor)

Forms

<http://www.e-filtrate.com/>

<http://www.KickStartCart.com> is connected to the spam assassin database

Email Exchange Server <http://www.mailstreet.com>

Co-registration

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

<http://www.LeadFactory.com>

Put testimonials on your ezine subscribe pages

<http://www.EzineUniverse.com> <http://www.EzineArticles.com>

<http://www.DirectoryofEzines.com> \$147.00 lifetime membership

<http://www.PennMedia.com>

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Babelfish translation <http://babelfish.altavista.com/>

Web Site Stuff

<http://www.gritechnologies.com/tools/spider.go> poodle predictor. See how your site looks like to google.

<http://www.Web-Inspect.com> “Seo Preparation Tool”

<http://www.seocompany.ca/tool/seo-tools.html> List of over 100 search engine tools

<http://www.syndk8.com> Black hat, Clone Sites, multiple ppc accounts,

<http://www.acatravelcall.com/> Put call back button on your website

<http://www.pool.com> Deleted domains

Google Mobile message 46645

<http://www.google.com/sms/index.html>

<http://www.Elance.com>

<http://www.RentACoder.com>

<http://phpcareer.com/>

<http://www.workaholics4hire.com/>

<http://www.craigslist.com>

Programming Eastern Europe

“This job should be easy for someone who knows what they’re doing.” – Armand Morin

<http://www.KayHubin.com>

Membership sites

<http://www.VisionGatePortal.com>

<http://www.GreatInternetMarketingTraining.com>

Bill Myer

Turnkey webs

RSS stores – Mentioned above

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Dedicated Servers

Try to get several IP addresses if you get a dedicated server.

<http://www.HostGator.com> \$6.95 per month – unlimited domains

<http://googleblog.blogspot.com> - check blog often for news and tips on latest google add-ons and features.

<https://www.google.com/webmasters/sitemaps/login> - Google Sitemap - which helps you organize a webpage called a sitemap of all your websites to ensure that google's spider finds all pages in your site. Google claims that this will improve indexing of your site, will not affect pagerank, and you will never be penalized for doing this.

Google Base - Google Base is a place where you can easily submit all types of online and offline content that we'll host and make searchable online. You can describe any item you post with attributes, which will help people find it when they search Google Base. In fact, based on the relevance of your items, they may also be included in the main Google search index and other Google products like Froogle, Google Base and Google Local
<http://base.google.com>

Page Rank

<http://www.marketleap.com/publinkpop/> Link popularity tool

Article Submission

Directory Submission

Buying Text Links

<http://www.text-link-ads.com/>

<http://www.linkadage.com>

<http://www.TextLinkBrokers.com>

Beware: Block level link analysis (advertisements, sponsored links)

MUST LOOK NATURAL THERE COULD BE PENALTIES

Arranging your own links

http://en.wikipedia.org/wiki/List_of_websites_with_a_high_PageRank

Super Trick – Buy or negotiate an article page on the high PR site and link to your site.

Artificial Intelligence

<http://www.Subjectx.com>

<http://www.aiagentz.com> Has brains that you can train. But we found it to be a slow learner.

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<http://www.Sitepal.com>

Ebay

December 03 1 million January, 04 1.3 million, February 04 Ebay affiliate 1.4 million,
Ebay affiliates

<http://www.CoinWorldUSA.com>

Use advanced search of completed listings to find out what is selling and for how much.

Find big name person and give away something with their name in it to work their name legitimately in your auction.

Digital Delivery on Ebay http://www.adamginsberg.com/?a_aid=e6c044ae

Ebay Tricks Put two auctions up side by side

<http://www.SellAThon.com> how they got there, what search terms, what times, keywords, \$5.00 per month.

Ebay Website Types

Dropship Website

Affiliate Website Example -- Collection Agency

Ebay Affiliate Website <http://www.CoinWorldUSA.com>

Linking Website

Recruiting Website

Sales site (for hosting)

Casino site (for hosting and leads)

Auction Site (they want to sell their script and also want hosting)

Adsense Site (they still want hosting) <http://www.FirstClassBusinessTravel.com>

Viral Site (resale rights)

Adult

Advanced eBay Tips

1. Selling Manager Pro – Get this, great seller tools, about \$25 a month. Organizes your orders extremely well, monitors all problems, questions, messages. A ton of automated tools built in, including Automatic Listing, Relisting, notifications, feedback posting, and a recent big one – automatic second chance offers!

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2. Second Chance Offers – Make a ton of money with second chance offers. Always, ALWAYS sell by 1 quantity at a time. If you sell at multiple quantities your final sale value will be cut in half. Instead of selling multiple quan. Setup automated 2nd chance offers through Selling Manager Pro. You can set a minimum price to send a 2nd chance offer directly to a buyer who barely lost the auction. The cost of sending a 2nd chance offer is extremely cheap, only 2 cents per person + the final value fee, but only if the person accepts it. This DOUBLES our monthly income!
3. The lower you start the auction, the more bids you will get and the higher it will sell for at the very end. Start your auctions at 1 penny, with no reserve. Put it up for 5 – 7 days. Near the end of the auction, you will see that you have over a dozen bidders bidding for your products to the last second. This creates high competition and your products will sell for a higher value THEN you can send them second chance offers ☺
4. Never sell more than 1 quantity at a time, we have tested this and it does not work. We sold an item for \$150 with a single quantity, when we put the same auction up but with 3 counts of the product, they sold for \$50 a piece. Selling 1 at a time creates a scarcity factor. People think there's only 1 so they are going to fight for it. Use the 2nd chance offer tip to sell even more of each item.
5. Create an eBay store – Items in an eBay store cost pennies to list and they can be listed for free in Froogle – Google price hunter.
6. Do an advanced search for your keywords and click on “completed auctions” Look at the green ones, and see which ones sold for the most \$. The red ones didn't sell, so don't bother with those. Open up the highest green one, and see what your competition did to get the highest buck for a similar product. See if you find some mistakes, or ways to improve it and get even MORE \$.
7. If you want to drive up your final selling price, there is a simple trick to do this. Lets say you're selling a Gizmo. You start the gizmo at 1 penny, with no reserve. What you do is create ANOTHER auction of the gizmo to run around the same time as your first one, except don't start this one at 1 penny, but create a buy it now, for lets say \$300. This will show buyers what the product is really worth, and allow them to think that even if they get it for \$250 they still got a great deal. This will encourage them to bid much higher on the gizmo you started at 1 cent.
8. Don't fall for eBay scams. You will get at least 2-3 emails a day of scammers trying to steal your ebay accounts. These pages they lead you to look almost identical to that of eBay so it can be hard to detect. Look at the URL, make sure the page you're at has ebay.com right at the beginning. Something like <http://pages.ebay.com/> is legit but <http://232.231.23.1/ebay.com/> is not, or <http://text.sk/ebay.com> is also not. A way to work around this, is put in a fake username and password and see what happens when you click submit. If it's a

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real ebay page, it will tell you the username/pass is wrong, if its not a real ebay page, it will accept whatever you put in. Also don't fall for Nigerian scams, or any money transfer scams.

9. If your item does not sell, relist it. EBay will credit you with the relisting fee if your item sells the 2nd time you try to sell it.
10. Make sure you put all your ebay buyers into a database. Email them promotions, but be careful with that.
11. <http://www.sellathon.com> \$5.00 per month. Tells what keywords people used to find your auctions,

Animation

<http://www.reallusion.com/default.asp> Animated character with your face.

<http://www.talkingbuddy.com> Animated Characters

<http://www.oddcast.com> Animated Characters

Affiliate Marketing

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

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

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

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

To keep people from skipping your affiliate link offer them a bribe.

Affiliate Newsletter

Paying affiliates Small Checking Account, PayPal,

Affiliates go to a landing page. Register for a freebie. You get their email and then the autoresponder sends them on to the affiliate site.

Multiple promos get more sales.

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Multiple follow ups get more sales.

Create Game and Create Games where affiliates can embed their links. Viral.

Links in new window

Camtasia Options "Jump to" Url

Buy copies of your own book at ClickBank

Provide your own bonuses if allowed.

Write an honest Review of the product (or use one provided for you by the vendor). Tell what you like about it and what you don't like about it.

Prepare the person to buy and lead them step-by-step before they get to the affiliate site. "When you buy the product here's the first thing you do. Here's the second thing you do, etc."

Interview the vendor

Tell about your results

<http://www.cj.com>

<http://www.linkshare.com>

<http://www.websponsors.com>

<http://www.clickexchange.com>

<http://www.directresponse.com>

Using Commission Junction

Signing-up and using Commission Junction

Signing-up

- Go to <http://www.cj.com>
- Someone who uses CJ links on their web site is considered a publisher. Advertisers are the companies that make products or services available through CJ.com .
- Click on "Learn about other Commission Junction solutions"
- On the next page, select "Publishers"
- Next, click on "Learn more about CJ Marketplace"
- At the bottom of the page, select "CJ Marketplace Publisher application"
- Follow the process by completing the fields on the next few screens.
- CJ.com will send you an email with you information.

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Logging in:

- Go to <http://www.cj.com>
- Click on CJ Account Manager, this opens up a short form
- Complete the fields and click on "Go"
- The next screen is your account management area.

Establishing Relationships with Advertisers

- Login to your account management area (see above)
- The next screen allows for you to search or browse for an advertiser, product or links
- Search for the advertiser you are interested in (For example, Bass Pro Shop)
- In the search results, click on the company's name ("Bass Pro Shop")
- A window will pop up with information about the company.
- Scroll to the bottom of the screen and look for "Apply To program"
- Click the "Apply To" button and follow instructions.

Note: In some cases you are enrolled instantly.

- Continue to enroll with as many advertisers that you wish.

Getting Links

- Login to your account management area (see above)
- Click on "Get Links"
- Click on "By Relationship" tab
- The listing shows all of the advertisers you are related with.
- Click "View Links"
- Search through the links to find the ones you are interested in using.
- Click the checkbox next to these links.
- Click on "Email HTML" and the links coding is sent to your email.
- Check your email and the HTML coding for the links should appear as attachments to the email

Tracking and Statistics

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

VistorVille <http://www.VisitorVille.com>

Google Analytics <http://www.google.com/analytics/> Free, not totally ready to go yet.

Adword users, get unlimited page view tracking.

Google Analytics explanation;

<http://www.google.com/support/analytics/bin/answer.py?answer=26803&topic=2950>

E-Books

Viral E-books <http://www.ViralPDF.com>

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<http://www.HowToUseAShoppingcart.com/myebook.htm>

International Stuff

<http://www.onerealworld.com/index.htm> Teaches how to market to the Hispanic market online.

<http://www.Baidu.com> Chinese search engine larger than Google.

Website Translation need a seo person who speaks the foreign language.

<http://www.translate-to-success.com/> Translation bids

Online Publicity

Alex Carroll – Free MP3

<http://www.GreatInternetMarketing.com/alex>

<http://www.PRWeb.com>

Public Relations and Press Releases

Use comment box to start relationship with writers

Sales Tips

Harris Trick

<http://www.DataBack.com>

Camtasia – <http://www.HowToUseAShoppingCart.com>

Sponsor your own stuff.

Send Out PDF files as content Avoids Filters, Longer Shelf Life and Perceived Value

Web rings, but make all the sites yours.

Take Resale rights into niche markets that never heard of this idea.

Audio Postcards <http://www.KickStartSound.com>

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Multiple Email courses

Split Testing

Poor Man's Ezine Signup Testing

System, Kit, Plan, Method

Ask for Testimonials in autoresponder series.

Ask for success stories

Date Scripts

<http://www.HowToUseAShoppingCart.com> Videos, merchant account, Free Ebook,

Product Tips

<http://www.gutenberg.org/> Public domain ebooks

<http://www.PublicDomainRiches.com>

<http://www.BooksForABuck.com>

Using ClickBank for research

Using Amazon.com for research.

Get Keywords from Book Titles and Descriptions

For product Ideas watch <http://www.elance.com> for what people are bidding on.

<http://www.Rentacoder.com> <http://www.Craigslist.com>

Get a catalog from the industry or <http://catalogs.google.com/>

Get magazines / trade journals from your industry and see what is being sold in the ads.

Palm Format

Microsoft Reader Format

<http://www.Lightningsource.com>

How to Write a Minicourse

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<http://www.google.com/press/zeitgeist.html> Gives trends and most popular searches

<http://www.Alexa.com> movers and shakers

Camtasia Training Videos on line and on CD

<http://www.InternetAudioGuy.com> Equipment and In & Out Music

More Royalty Free Music

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

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

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

<http://www.MusicBakery.com>

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

<http://www.blazeaudio.com/> Voice Changing audio (Voice Mask)

<http://www.latestsoft.com/products/voice.htm> Voice Changing Audio

Greed, ½ price deal.

Amazon Best Seller Program

Miscellaneous Tips

Play MP 3 double speed.

VOIP Vonage

<http://www.copyscape.com/> See if someone is stealing your content.

Anthony Blake Forum <http://www.ablake.net/forum/>

Warrior Forum <http://www.warriorforum.com/forum/>

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<http://www.smarterscripts.com/> Get ppc scripts, (smart search), search engine scripts, linking scripts

Phishing

Fraudulent orders

Forward this article to a friend.

Recommended Resources

Joel Comm Adsense Book

Joel Comm Chitika Book

John Reese Traffic Secrets

Marc Harty PR Course

Corey Rudl Email Marketing Ebook <http://www.greatinternetmarketing.com/rudl.htm>

<http://slashdot.org/> News for nerds

<http://www.woot.com/> Sells one product a day

Scraping

Vortals

Even to Cell phone.

Ideas:

I am not a poodle <http://www.IamNotAPoodle.com>

Public Speaking Reviews (review sites, how to find the best deal sites, where to buy sites, tips sites)

<http://www.PowerpointStinks.com>

Buy sites that are highly ranked and that have incoming links.

PayPal Directory.

<http://www.xsitepro.org/>

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Work For Hire Agreement

Note: The agreement below was not written by an attorney. I'm giving it to you as a sample for you to get the idea of what a "Work for Hire" agreement looks like. I suggest you consult your attorney to see if an agreement like this is right for you.

Antion & Associates/Anchor Publishing, Work for Hire Agreement

I _____ understand that the writing and research work I do for Antion & Associates/Anchor Publishing, is considered "Work for Hire" and that I retain no rights to or claims against this material other than the amount of money agreed upon for each project.

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