

**Corey Rudl's incredible new ebook now available  
from Netpreneur Now - with Resale Rights!  
"How to Create a Fortune on the Internet in Just Four Simple Steps"  
<http://www.netpreneurnow.com/coreyrudl>**

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## Netpreneur News Issue 71 (C) Stuart Reid

\* Issues of NetNews are PACKED with valuable links and information. Take your time, save it to your desktop, print it out... you have two weeks until the next issue! \*

There's no way an marketing ezine like this can get through the sp@m filters no matter how hard I try. Please bookmark the on-line edition. Online Copy --> <http://www.netpreneurnow.com/latest.shtml>

This issue: Traffic Review, New Google Tool, Corey Rudl Book, Free \$197 E-Course, and more!

Article: Affiliate Alternative (Google Adsense), Driving Traffic to your Blog

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Hello , and Welcome!

The strange Christmas period is now over :-). I say strange, since it's usually a quiet time for Marketers but a busy time for everyone else!

Now whatever happened last year you can focus on 2005. If you were successful, build on it. If you weren't as successful as you wanted to be - work on it. The new year is always a great time to try something new.

There are so many ways you can earn money on the Internet it's easy to get confused or overstretched. Learn to walk before you can run. Find something you LIKE doing that WORKS for you and stick to that for a while. The main problem most people have is abandoning their projects before they give them a chance to get going.

Whether you're going to focus on building sites, affiliate programs, reselling software, MLMs, creating products, or anything that falls between that lot I wish you all the success I can :-)

-Stuart

P.S. For new readers, there is no "format" to Netpreneur News. It is a sheet of tips, links, asides, and other bits and pieces of information. Hopefully you'll find something of interest to

you!

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There's a new article posted to Netpreneur Now where I explain my favourite Traffic Tips from the last year that should work well into the new.

Go to <http://www.netpreneurnow.com/trafficreview.html> to read it.

If you want an Instant Buzz account read the article then send me an e-mail. I'll get you invite sent out as soon as possible!

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Martin Frantzen has been very generous and allowed his \$197 E-Course "Internet Marketing Master Plan" to be distributed for free! If you would like to sign up for this please use the link below.

<http://www.netpreneurnow.com/ecourse.html>

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There's been one or two little updates to the Netpreneur Now main site over the past few days. First, I've tidied the online store a little with some descriptions of the products there. I've tried my best to include quality products in this store - and everything comes with full Resale Rights and are at attractive prices to start with!

<http://www.netpreneurnow.com/shop.shtml>

I've also included a new Site Tour to NetpreneurNow.com - mainly for new visitors, but if you're not familiar with the site you may find it useful:

<http://www.netpreneurnow.com/tour.shtml>

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Talking about the new look Store I've added the incredible ebook by Corey Rudl recently. This is an excellent step by step tutorial to Internet Marketing by one of the first real Millionaire "Gurus". Corey has been at the top of his game for a few years now and most people will know him from his Internet Marketing Center and it's affiliate program.

What's special about this book is Corey goes beyond the usual "Do This, Then That" approach and basically shows you how he himself works, from back in his own teenage years. It's a very interesting read and one that everyone should own.

The second point you should note is (strangely for Corey) this comes with Resell Rights - yep, you can offer the book yourself!

Get it from:

<http://www.netpreneurnow.com/coreyrudl>

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I've also added a cool little package called "Super Sales Booster". It's just \$19 with full Master Resale Rights included! It's a very targeted collection - it contains utilities to help you PROMOTE your site and increase the amount of hits you receive. There's some real gems in there. Take a look at the Super Sales Booster site for more information -->

<http://www.netpreneurnow.com/supersalesbooster>

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F'ree CD!  
(Still Available)  
"Greatness Held Hostage"

<http://www.netpreneurnow.com/greatness>

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I'm now a member of the e-zine Prize Patrol. This means I can offer brand new freebies to you all each week as the Prize Patrol releases them.

Here's one to start you off. Future prizes will be just that - they will involve a question you can answer for a chance of winning...

Username: bonus Password: monthly  
Small Business Success Secrets  
An Insider's Guide To Small Business Success:  
Retail Value \$25.00 W/Resell Rights  
<http://www.profitscoop.com/Bonus/SBSS.zip>

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This is a cool site for searching RSS Feeds and Blogs:  
<http://www.faganfinder.com/blogs/>  
Looks complicated at first, but you don't need every option!

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A Radio Station for Webmasters:  
<http://webmasterradio.fm/>  
And you thought you'd seen (heard) it all :-)

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Just read this in Michael Wongs Blog...  
"The largest domain transaction of all time was announced last week. Seattle based Marchex, Inc., said they have reached an agreement to buy a portfolio containing around

100,000 domains from Name Development Limited in a deal worth just over \$164 million"1  
All I can say is... WOW!

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Here's a great new tool from Google called Google Suggest:

<http://www.google.com/webhp?complete=1&hl=en>

As you type the search term, it comes up with suggestions AND includes the number of searches at Google. Very useful information for Marketers :-)

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Affiliate Alternative; Google AdSense

by S. Housley

### The Rise and Fall of Affiliate Programs

Affiliate programs were once a great source of online revenue, a savvy webmaster with an eye for marketing could easily parley a site into a money making machine with a little luck and effort. However, the evolution and growth of the Internet has hampered the growth of fortune making affiliate programs. Constant search engine algorithm changes, along with the search engine's clear distaste for sites participating in affiliate programs; have made it a little more difficult to earn a healthy affiliate revenue. An influx in the use of software programs that terminate cookie tracking and privacy programs that prevent webmasters from tracking referrers, have also hindered the affiliate sales channel. While it is still possible to make money through affiliate marketing, other alternatives ought to be considered.

### A Healthy Alternative or Supplement

Google's AdSense program allows approved websites to dynamically serve Google's pay-per-click Adword results. This has become a popular alternative and an effective revenue sharing program for webmasters. Google's spider parses the adserving website and serves ads that relate to the website's content. While the Google's AdSense program still has some issues, they are making efforts to improve it.

The website maintenance related to AdSense is very easy and requires very little effort. Webmasters need only to insert javascript into the webpage or website template. The

javascript calls the ad from Google and will ensure that ads are served each time a visitor goes to the webpage. If the visitor clicks one of the AdSense ads served to the website, the website owner is credited for the referral.

The implementation, while simple, has its drawbacks. Google dictates the format of the ads. Webmasters can select from a handful of preformatted text boxes that lack creativity. A recent improvement allows webmasters to modify the ad boxes to resemble the website's color scheme. Still, a far cry from some of the creative ads webmasters are accustomed to.

The example below reflects how the color scheme can be modified to match the look of the website, but the ads physically don't fit well into the overall website design.

sample modified to match sites color scheme:  
<http://www.hospital-software.com> (scroll to the bottom)

Google determines the content of the ads that are shown/ Sometimes the ads are poorly targeted, and of no interest to the website visitors.

sample of poorly targeted ads:  
<http://www.real-estate-supply.com>

Adwords can be a great addition to a website, and when well matched to the content the revenue stream from Google is consistent and effortless.

sample of effective AdSense program:  
<http://www.police-supplies.com> (scroll to the bottom)  
<http://www.small-business-software.net> (scroll to the bottom)

Not that the Google AdSense program is not without its problems.as the reporting provided by Google is lacking. Google has not implemented any way to track multiple sites that serve ads; they simply show the number of ads served, the percentage of clicks received, and the revenue earned each day. Google does not disclose the amount of the revenue they share, what percentage of the revenue they earn and what someone can expect to receive for each click. Webmasters with multiple sites will have difficulty determining which websites are producing the money in the AdSense program.

With affiliate programs many webmasters implement a new browser launch with each click off the site, AdSense removes the visitor from the website and there is not currently an option to launch the visitor into another browser.

Early on Google implemented a filtering system that allowed webmasters to prevent a specific domain's ads from being served on the website. Ad blocking meant that webmasters could prevent their competitors ads from being dynamically served on their website.

Overall, adwords are great supplements to websites where affiliate programs are either not performing or when affiliate programs don't exist that target the sites content.

Give it a Try

Implementing and maintaing Google AdSense program on a content site requires very little effort and can often bring a steady stream of additional revenue for webmasters. Consider supplementing content and see what happens.

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About the Author:

Sharon Housley manages marketing for NotePage, Inc.

<http://www.notepage.net> a company specializing in alphanumeric paging, SMS and wireless messaging software solutions. Other sites by Sharon can be found at

<http://www.softwaremarketingresource.com> . Additional articles available at:

<http://www.small-business-software.net/free-website-content.htm>

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New Downloads at the Members Site this week:

All on the "Whats New" pages at:

<http://www.memberssite.net/members>

Ebook Fixer

A very useful tool that will enable older ebooks to work that no longer work with SP2.

21 Habits of Successful Millionaires

A Special Report from Fabio Marciano.

Cam Studio

The hard-to-find free version of this incredible software. Create video on your site with ease!

### Forums List

A useful resource listing 93 of the top Marketing Forums in one handy guide.

Last weeks downloads are now on the normal Tools, Tips or Ebooks pages.

P.S. If you missed the Fr'ee Resale Rights Vault it's still available: <http://www.netpreneurnow.com/resalerightsvault>

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### New Articles in the Database this week:

- Maximize Your Lead Generation Efforts by "Recycling" Your Leads
- Putting Your Website to Work
- Free Internet Secrets That Will Instantly Drive Up Your Traffic and Sales
- Dont lose the sale in the Internets Last Three Feet

Find them at <http://www.netpreneurnow.com/internet-marketing-articles>

(There are now 170 Articles in the Database!)

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### How To Build Traffic To Your Blog (C) Priya Shah

With the growing interest in blogging as a means of online promotion and branding, a lot of marketers are starting blogs to promote their opinions, products, books and services.

But a blog is like a website. "Write and they will come" isn't exactly a magic formula to bring in traffic by the boatload.

If you need to promote your website in order to build traffic to it, you need to promote your blog as well.

Here are some ways you can become a well-read and influential blogger.

#### 1. Write Posts That People Will Want To Read

This should be common sense, but many marketers tend to forget that their readers are real people and that you need to use the principles of online copywriting to make your headlines and copy interesting to your readers.

If you write posts that people enjoy reading, they will reward you by returning to your blog regularly.

Make your posts conversational, pithy and topical. Keep them short and stick to one topic

per post.

Write often and regularly so that both readers and search engines visit your blog more often.

## 2. Optimize Your Posts for Search Engines

I cover this topic in detail in my article on "Search Engine Optimization For Blogs" <http://www.blog-maniac.com/blog-seo.htm>

But here are the most important rules to follow to get your posts listed for keywords of your choice.

- \* Make sure your blog URL contains the primary keyword you want to optimize for
- \* Use your primary keywords in the title of your post
- \* Use your secondary keywords in the body of your post
- \* Use your keywords in the anchor text of links in the body of your posts

## 3. Submit Your Blog and RSS Feed To Directories

If you publish a blog you should submit your blog and RSS feed to big directories like Yahoo and Dmoz, as well as the numerous blog directories and search engines.

Here is the best list I've found of places to submit your feed or blog, compiled by Luigi Canali De Rossi, who writes under the pseudonym Robin Good.

Best Blog Directory And RSS Submission Sites <http://www.masternewmedia.org/rss/top55/>

Another list of sites to submit your Blog. <http://www.rss-specifications.com/rss-submission.htm>

## 4. Ping The Blog Services

There are a number of services designed specifically for tracking and connecting blogs. By sending a small ping to each service you let them know you've updated your blog so they can come check you out.

Bookmark the Ping-O-Matic ping results page so you can visit it and quickly ping a number of services with a single click.

<http://pingomatic.com>

## 5. Build Links To Your Blog

I recommend the methods here as the best ways to get links pointing to your blog

- \* Link to your blog from each page on your main website

- \* Trackback to other blogs in your posts
- \* Post legitimate comments on other blogs with related topics
- \* Offer to exchange links with other similarly themed blogs and websites

## 6. Edit Your Blog Posts Into Articles

One of the best methods for promoting your website is to write articles and submit them to article directories.

The suggestion for extending this to edit your blog posts into articles and submit them to directories came from the coach at "Explode Blog Traffic" who also has other noteworthy suggestions at his blog here. <http://bloghit.blogspot.com/2004/11/how-to-explode-blog-traffic.html>

You'll find an extensive list of article directories here <http://ebizwhiz-publishing.com/write-articles/submit-articles.htm>

## 7. Create Buzz About Your Blog

Creating a buzz about your blog posts and topic in the local and online media will give your marketing a viral component.

- \* Create a controversy around your blog or it's topic.
- \* Distribute bumper stickers or other merchandise with your blog's URL and tagline.
- \* Write a press release about something newsworthy and tie it in with your blog topic.

## 8. Capture Subscribers By Email

It may seem strange for a blogger to send out updates by email, but email is still the #1 choice of most people who want to receive news and information.

Using a free service like Bloglet to manage your subscriptions is easy and it allows your subscribers to manage all their subscriptions from one interface. <http://www.bloglet.com>

However, if you want more control over your list and don't mind mailing out the updates yourself, you can use an autoresponder system to capture and follow-up with subscribers.

RSS responder is a new script that allows you to keep in touch and follow-up with your subscribers without the hassle of email. <http://ebizwhiz-publishing.com/rssresponder.htm>

These tips should give you a good start to building your blog traffic.

About the Author:

Priya Shah is an ezine publisher at <http://ebizwhiz-publishing.com> by day and doubles as a



Join at:

<http://www.memberssite.net/cgi-bin/locked.cgi>

Netpreneur Now Links- (some lead to sub-pages)

Daily Blog --> <http://netpreneurnow.blogspot.com>

Top Programs --> <http://www.netpreneurnow.com/1prog.shtml>

NewsFeeds --> <http://www.netpreneurnow.com/news.php>

Past Issues --> <http://www.netpreneurnow.com/latest.shtml>

Online Store --> <http://www.netpreneurnow.com/shop.shtml>

Top Programs --> <http://www.netpreneurnow.com/1prog.shtml>

My Articles --> <http://www.netpreneurnow.com/mini.shtml>

NetNow Forum --> <http://www.netpreneurnow.com/forum>

Site Tour --> <http://www.netpreneurnow.com/tour.shtml>

FR-EE Audios --> <http://www.executiveaudioinstitute.com/reid>

Traffic Tips --> <http://www.netpreneurnow.com/2traffic.shtml>

Buy Traffic --> <http://www.netpreneurnow.com/traffic>

Fr'ee Hits --> <http://www.netpreneurnow.com/freetraffic>

AutoSurf --> <http://www.buttonswap.com/auto2>

Hits Exchange -> <http://www.exitlove.com>

Button Ex. --> <http://www.buttonswap.com>

Randomizer --> <http://www.netpreneurnow.com/random>

Hosting --> <http://www.netpreneurnow.com/hosting.shtml>

Links --> <http://www.netpreneurnow.com/links>

FFA --> <http://www.netpreneurnow.com/cgi-bin/links.cgi>

Classads -> <http://www.netpreneurnow.com/cgi-bin/classifieds.cgi>

Advertising --> <http://www.netpreneurnow.com/advertising.shtml>

Resell Rights -> <http://www.ProductPacks.com>

ToolBar --> <http://www.netpreneurnow.com/setup.exe>

Newbie Guide --> <http://www.netpreneurnow.com/quick.exe>

Ultimate eBay -> <http://www.productpacks.com/ebay>

Site Award --> <http://www.netpreneurnow.com/award.shtml>

Forums List --> <http://www.netpreneurnow.com/boards.shtml>

Article Subs --> <http://www.netpreneurnow.com/submit-article>

"Moans" --> <http://www.netpreneurnow.com/moans.shtml>

Internet Marketing Articles Directory ->

<http://www.netpreneurnow.com/internet-marketing-articles>



please feel free to email us with your questions, suggestions, requests or queries.

We do not hide from anyone. The webmaster (Stuart Reid) is available via email from [webmaster@netpreneurnow.com](mailto:webmaster@netpreneurnow.com) and will respond within 24hrs whenever possible.

Thanks for reading,

Stuart.