

Netpreneur News Issue 80

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* Issues of NetNews are PACKED with valuable links and information. Take your time, save it to your desktop, print it out... savour the content! *

There's no way a marketing ezine like this can get through the sp@m filters no matter how hard I try. Please bookmark the on-line edition, and you can also get a PDF to read/print from the same page. Online Copy --> <http://www.netpreneurnow.com/latest.shtml>

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===== 1. Editorial =====

It's been a long time since I've published "Netpreneur News".

In fact, the last issue was issue 79 in May 2006.

I stopped writing due to many reasons - mainly the feeling that "e-zines" were not as useful as just regular e-mails.

But now I've changed my mind. An e-zine is a great way to send structured, regular information.

From now on, Netpreneur News will be sent each Sunday. It will contain unique content, guest articles, and the best of the weeks gifts and launches.

Make sure you add "productpacks.com" to your whitelist, and bookmark "netpreneurnow.com" where you can find the latest issues in web and PDF format, as well as our Blog.

-Stuart Reid

===== 2. Your Weekly Tip =====

You are probably a member of various Affiliate Programs that you like and promote. It's one of the first ways to earn online new marketers usually discover and the appeal is timeless:

You provide the customer (as the affiliate) and the company will provide the product and pay you for that customer.

It means you don't need your own product, receive payments, provide support,

But think for a moment why these companies provide affiliate programs in the first place. It's so that you make sales for them - and then both of you profit. After all, whatever they pay you (and it should be at least 60%) it's a sale they wouldn't have made anyway.

And think again - why not do this yourself...

Your OWN affiliates is a much more powerful proposition.

1. You'll get sales, the promotion is done for you. 2. You'll get customers and signups. Your affiliate makes you a sale, but that person is then a customer you can mail again. Not so good for affiliates (eventually, your entire list who would be interested is now in effect owned by the company) 3. You'll get affiliates. They can help you promote your new products (bearing in mind point 2 above).

Getting affiliates isn't easy. It takes as much effort and the same techniques to recruit affiliates as it does to make sales (i.e, `recruit customers`). You also have to take care of your affiliates, and provide them with information, materials, help and advice.

However, just ONE good affiliate is enough to make you tons of sales. Not all your affiliates will be like this, but for the small amount of super-affiliates you can recruit all effort is worthwhile.

There are many ways to run an affiliate program. Hosts such as Third Sphere boast an automation system that includes an affiliate control system. Sites such as Clickbank can help for a one-off \$50 charge. And others like PayDotCom do the same for free (using PayPal).

For the most control, you'll need your own script. JV Manager is very popular, and if you search you'll find "JV Manager 1" heavily discounted.

Finally there are simple scripts that can run affiliate programs such as the \$7 Script (where customers can promote your products) or Firesale/Dimesale scripts that do the same. You can get the \$7 Book/Script fr-ee here: <http://www.productpacks.com/cgi-bin/arp3/arp3-t.pl?l=114>

Running an affiliate program, teaching your affiliates, providing marketing materials and support can be done quickly and you can learn through the time tested "trial and error" method - but for those who would like specialised knowledge and advanced tips and techniques I recommend....

Affiliate Dashboard, from Marlon Sanders.

This is great for three reasons:

1. It's from Marlon Sanders. Who happens to have one of the biggest groups of affiliates in the business.
2. It's one of the only products available that tell you exactly how to run an affiliate program, professionally.
3. It's the kind of product that has very little filler, it's designed to cover one subject which is does very well. It's a highly focused, innovative, informative read.

Affiliate Dashboard has just launched at the following URL and if you act fast it includes special limited-time bonuses:

<http://getyourprofits.com/z/370/CD13443>

===== 3. New Launches =====

Here's a selection of the new products I've been happy to promote and/or give away this week.

i. Video Cash Blueprint - \$4.95

This is a well written guide to video marketing from Liz Tomey. It covers everything from the technical aspects of making your video (which is easy... honest!) through to marketing techniques such as making your video Viral, creating brand awareness, and more.

Get it here: http://www.cashnfast.com/videocash/go.cgi/essjayar_ad

ii. How To Use And Install JOOMLA

Forget the hype about certain "Content Management Systems" that were released recently, since Joomla is one that can be used for many, many purposes and is a fast, secure, stable and fully featured alternative.

This is a site management system that means you can create a content-site with news, forums, uploads, galleries, blogs and more with ease.

However, Joomla - although free - can be a pain to install and use if you're unfamiliar and the learning curve can be steep, which is where this Video Tutorial comes in!

PLUS: You'll get Joomla Magic - another thorough insiders guide to the power of Joomla and Joomla Template Creator - an excellent way to create a unique one for YOUR Joomla :)

All for \$12 while stocks last: http://www.dirks crazyweek.com/cgi-bin/dcw477/go.cgi/essjayar_ad

iii. RSS Website Builder and Bonuses

This RSS tool is ideal for building automated websites about almost any subject you like. It scours the web for content and can incorporate it into a unique design of your specification.

Ideal for creating "adsense sites" or "traffic portals". These sites have automatically updated content, and can be focused on any niche.

Include Amazon feeds, AdSense code, blog contents and more in any number of RSS Sites of your choosing.

As a bonus you'll also get "SEO Secrets Uncovered" complete with audio version and master resale rights.

Only \$7.30 at: <http://www.dimesaledollars.com/go/essjayar/home>

As always, everything else is at the Blog including many more gifts and bargains: <http://www.netpreneurnow.com/blog>

(Each of the sites above also pay 100% Commissions!)

===== **4. Free Gifts and Memberships** =====
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Todd Gross has an amazing screen presence, in his videos he comes across as much more professional than the usual online marketer - maybe because he was in fact a TV Weatherman.

And this is a weatherman who's become an internet marketer - not your usual career path, but as we all know this is perhaps one of the most lucrative yet flexible businesses you could be in.

Todd's latest site is "[Free Monthly Gift](#)" and it does exactly what it says in the title. Except so far it's not been monthly. Todd has been adding stuff like crazy :-)

This is not a giveaway. You do not have to sign up for each gift. These are hand picked gifts that WILL benefit you, that you can download immediately.

Visit the link below to sign up to Todd's site:

<http://www.productpacks.com/cgi-bin/arp3/arp3-t.pl?l=120>

(ii) You can also have a free copy of "[Income 4 Dummies](#)" here:

<http://www.income4dummies.com/index.php?uid=1196>

This is a "System In A Book" you enjoy and work with.

(iii) and get your own "\$7 Mall" here!

<http://www.productpacks.com/cgi-bin/arp3/arp3-t.pl?l=114>

This includes the \$7 Book/Script plus other bonuses but most importantly the ability to earn from everything in the Mall!

(iv) Finally, here's two products uploaded to NetpreneurNow you can download, read, and even resell:

"Viral Marketing Made Easy"

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

"Article Writing Super Secrets"

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

===== 5. Further Resources =====

This is where I share the useful sites and informative pieces I've discovered lately.

SEOMoz's guide to the Search Engine Optimisation Basics:

<http://www.seomoz.org/article/beginners-guide-to-search-engine-optimization>

10 Articles All Serious Bloggers Should Read

<http://performancing.com/10-articles-all-bloggers-should-read-at-least-once>

15 Minute SEO

<http://www.webconfs.com/15-minute-seo.php>

===== 6. Guest Report =====

Your guest report this week is "Affiliate Scams Revealed" from Derrick Van Dyke.

In order to save space in this newsletter you can read it in PDF format here:

<http://www.netpreneurnow.com/affiliatescams.pdf>

===== 7. And Another Thing.... =====

Other sites and pages from us you may like:

i. Bonuses Galore

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

ii. Interviews With Marketers

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

iii. Article Marketing Report + Sites Directory

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

iv. How To Use Private Label Rights

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

v. Our Original Articles

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

vi. The "No Bull" Guide:

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

vi. The "Newbie" Guide:

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

v. Marlon Sanders Special Page

<http://www.netpreneurnow.com/marlon-sanders>

vi. Free Site Building Tools

<http://www.ultimatesitebuilders.com>

v. Free AdSense Book + Sites

<http://www.ultimateadsense.com>

vi. Free Ebooks

<http://www.instantmarketinglibrary.com>

vi. Copywriting Checklist

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

Thanks for reading,

If you have any suggestions for this newsletter or wish to discuss anything about internet marketing in general, please send mail to

stuart@netpreneurnow.com

Yours,

Stuart Reid

NetpreneurNow.com