

Netpreneur News Issue 83

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

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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
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I've been catching up reading a few of the reports and books I've downloaded recently.

A few things have struck me already...

1. Many - no, make that MOST - people will never read the products they have on their hard drive. And yes, I'm guilty of this too. By browsing through a few I've already learned a lot. And this is from a somewhat "arrogant" man who's repeatedly claimed there's not a lot to learn in this business...

In one sense, I'm right. There's no real secrets, but a well written report can - and will - open your eyes to opportunities you've overlooked, techniques you're not using even if you do know about them, and fresh ways of viewing methods you may already be (under)using.

2. Internet Marketing is not an overcrowded niche. Sometimes it might feel like it, but that's because of the masses of information pumped out into your inbox. Actually, only a relatively small amount of people practice what they learn. There's a small percentage of top performers raking in millions. There's many more who are earning a nice part-time income. And there's a vast majority who don't earn much at all - or even worse, are losing money.

3. Customer lists are everything. That means an e-mail list, unless you are one of the growing number of marketers who rely on traffic to your site or Blog - or even RSS Subscribers - to get your messages across. My list IS growing, but I know I can do much, much better. I'm guilty of concentrating on promoting and marketing at the expense of list building.

It's because list building doesn't give you that satisfactory instant income which we all strive for. It's an investment in the future. As is development of further sites and products.

4. And to elaborate on that last point, your own product, site and list is essential. Affiliate Marketing can work even if you don't have a list, for example by purchasing e-mails, traffic, and ads, but with your own list building you're saving cash as well as growing a real business.

And with your own product you'll have full control of whatever you're selling. You can support the product properly, and you can even have affiliates of your own selling it for you.

5. The Paradox...

Although I urge you all to do everything you can to start earning it's actually in my interest that you don't. If every wannabe marketer was successful then the whole market would be diluted. Look at it this way, if everyone was an expert car mechanic, then all garages would go out of business overnight :-)

Well - true and false. This is a huge market. It could conceivably hit the point where success was impossible but it would take a long time. New people are discovering it every day. They all need to start

somewhere, and learn the tricks of the trade, so there's new customers coming into the system all the time. The business is about making money, a subject that is understandably very popular.

Read, download, purchase but above all APPLY what you learn. Don't be in the majority who are not succeeding.

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2. Your Weekly Tip

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Detailed Site Stats from Google Analytics

Google continues to astound with tools for everyone. This - their site management tool - lets you see at a glance exactly how your site is performing, where your traffic comes from, and much more besides.

Perhaps you already use a stats service at your site host such as AWStats, but I'd still urge you to give Analytics a try. After all, it's free!

There's some excellent tips on the rather comprehensive Google tool over at Blogstorm:
<http://www.blogstorm.co.uk/blog/advanced-google-analytics/>

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3. New Launches

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Affiliate Rescue

<http://www.productpacks.com/cgi-bin/arp3/arp3-t.pl?l=151>

(Note - this is listed as \$47 on the salespage but by clicking the words "Buy Affiliate Rescue" under the order form/button you'll get it for \$9 !!)

This is an excellent guide for the frugal marketers among you -- because the authors focus on starting from scratch and using a minimal outlay to make affiliate sales!

It's a safe non-risk method you can use to promote almost any affiliate program. As the salespage says you won't become a millionaire but you could easily achieve a few thousand bucks per month, something I'm sure you'll all want :-)

Traffic Tidbits

<http://www.productpacks.com/cgi-bin/arp3/arp3-t.pl?l=152>

This is a great audio guide on how to generate free traffic for your website. Since it's in MP3 format it's ideal for listening to on your iPod/MP3 Player, burning to CD to listen on your commute or in your car - or whatever. There's also a transcript if you prefer to read.

The guide covers many well established techniques such as Forums, Blogging, Niche Directories, YouTube, Networking and Articles.

Only \$7. You'll even get new audios/transcripts as updates when they become available!

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Killer Web Copy

<http://www.productpacks.com/cgi-bin/arp3/arp3-t.pl?l=152>

This is a 3 Volume guide to Copywriting for the web. The focus is on writing sales letters that convert well, and then optimising, tracking and tweaking this content until you get the possible response you can.

Only \$5.

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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!)

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4. Free Gifts and Memberships
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"My Free Website Builder"... This is a cool tool you can use to build your sites without having to spend cash on other software, or use that perennial favourite "Nvu". Worth \$197 - free from here...

<http://essjayar.freese.hop.clickbank.net>

Todd Gross and "Free Monthly Gifts" have now added "Blogging For Profit" and a bunch of great Tutorial Videos to the site. Get it here!

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

(These are not "Screen Capture" vids BTW, they are hosted by Todd who's a bona fide TV presenter....)

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 can enjoy and work with.

And you can 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!

Finally, here's some 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>

Affiliate Scams Revealed

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

Everything else is here:

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

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5. Further Resources

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

Sometimes, there's no need to download bloated or expensive software for simple tasks online. There's a massive amount of complete online applications you can use.

Sometimes in the blinkered world of IM you'll see an product you think is unique, that can help you work better and profit more. But take a moment to look at the wonderful World Wide Web. Often you'll

find free products that do the same job!

One of the fastest growing business models today is to build and give away these utilities. Get the customers and the traffic and the money will follow later...

Online Image Editing.

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

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

Free Web 2.0 Logo Creator

<http://creatr.cc/creatr/>

Free Web Template Creator

<http://www.dotemplate.com>

Here's a revenue model you might not have thought about -- the growing market for web apps built on some of the biggest sites around. With places such as Google now providing open access and developers kits, there's a way for companies to leverage some of the traffic these massive web properties generate.

Here's a report on one such site, Facebook (a Web 2.0 social network) and how simple Facebook Apps can quickly generate millions of users...

http://money.cnn.com/2007/08/22/technology/facebook_economy.biz2/index.htm?postversion=2007082307

FYI: Facebook, in the UK at least, is now bigger than MySpace. Anyone who's ever entered a MySpace page and hit a horrifying world of audio, flashing images, videos, garish backgrounds - a la the web circa 1997 - will understand why :-)

Finally, in addition to this post:

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

where I listed 10 of my favourite marketing sites such as other peoples blogs please include this as an official 11th :-)

Jason Moffat - The Profit Moffat Blog:

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

Always informative and entertaining!

6. Guest Report

6 Easy Tips For Finding Article Publishers

Most everyone knows that article marketing is a great way to bring in loads of free and highly qualified traffic... Unfortunately most people fall short at finding article publishers with real readers leaving a huge untapped market for their articles.

Most people think they can't get there work in a real publication but the reality is editors are constantly on the lookout for proven writers who can deliver good quality articles. Let's look at six simple tips for finding some of these places to get published:

1. Search For Publishers

By far one of the easiest methods and the most tedious is pulling up your favorite search engine and tracking down publishers of articles. With your favorite search engine start scouring the web for your market topic and see what sites come up, in particular search for or check out any site that has a submission link or email for sending submissions to the editor.

2. Opt in forms

Opt in forms aren't just for potential customers anymore. Start placing forms for publishers to sign up on your article or other content sites and watch over time as that list increases in size on almost complete auto pilot with zero effort.

3. Directories

Scattered across the web are several large directories listing thousands of ezines. These aren't exactly goldmines and you will spend a lot of time researching these sites but often times you can pick up a few new places for several minutes of time searching.

4. Newsletters

If you have been working in your market for any length of time you should be very familiar with any of the email or printed newsletters that exist. Many of them accept outside submissions.

5. Subscribe

if you are currently subscribed to a newsletter don't just start submitting articles to the editor, by now you should have a good feel if your work is a fit for it or not. You will also want to see if the newsletter prints articles from outside authors, if they do then send the editor a quick yet personalized query message including some clips of your best work.

6. Trade Journals

Go visit your local bookstore or magazine shop and you will undoubtedly find a rather large section with tons of magazines and other printed trade journals spanning various profitable markets. These magazines tend to have larger readerships when compared to some online mediums and are a great place to try and get published. If you do succeed you will gain a ton of instant credibility and name recognition.

At <http://www.articlelistcourse.com> find the best methods to super charge your article marketing efforts...
Guaranteed!

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7. And Another Thing...
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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 contact me here:

<http://www.productpacks.com/support>

Yours,
Stuart Reid
NetpreneurNow.com