

# Internet Marketing Secrets

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## **How to Produce Video that will Impress Your Audience**



What do your videos look like? Shaky camera, poor lighting, scrolling messages like a car dealer? This isn't 2004. That kind of video just doesn't cut it any more.

You must keep the audience engaged, motivate and persuade them to take action. An effective video - that matches your content - will do that.

Spend only a couple of minutes on this site and you'll see what I mean. You CAN produce this level of quality, and it won't take years in a broadcasting school, or bust the bank.

[Learn to Create Video that Sells Like a Pro:](http://www.cdzn.com/wvu) <http://www.cdzn.com/wvu>

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## INTERNET MARKETING NEWS

### Quick... Stick Your Hose in THIS Revenue Stream

What I'm about to tell you has to be the fastest road to profits. It felt like I was speeding down the highway at 100 MPH. I couldn't wait to buy this course but came to a screeching halt when I couldn't buy it. WTF?



I came to the end of what amounted to a five page sales letter and then had to enter my email addy if I wanted more info. Sheesh man... I just wanted to buy the damn thing.

Finally I got my grubby little hands on Andre Chaperon's Marketing Bully and couldn't put it down. It's good... real good. But instead of babbling praise, here's what I testimonialed the author:

"I read your ebook and checklist last Friday. Great stuff! It reminds me of the kind of thing Gauher Chaudhry, Dave Tropeano, and PPC Ninja are doing, but yours is easy to understand and implement, and looks seductively effective.

I never thought my Clickin it Rich ebook circa 2001 (combining market research with a PPC ad that leads to a landing page and conversion) would have such an impact. But you guys have taken it up so many levels, that the once mighty guru (LOL) is now your humble student. :-)

Thanks for writing the course, I'm going to apply it. I think it's a fantastic methodology. One that affiliate marketing students should absorb like manufacturers embrace Deming's Chain Reaction, or ISO 9001 Standards.

The key to success? Get it down to a process, improve the process, repeat the process, which means you can earn more with less work. And most importantly it leads to a better lifestyle, more freedom and more fun."

Andre told me in reply, "I wanted to be transparent and share some of the real effective stuff that I do. There is just way too many "mediocre" products getting pimped as "gotta have" products now a days. Not fair to those struggling to makemoney."

[Trip the Marketing Bully](http://www.cdzn.com/mb): <http://www.cdzn.com/mb>

### The Way We Were

Misty water colored memories... oh wait... sorry about that. I was just reminiscing about the old days, now that Google just celebrated its 10th birthday.

Seems like only yesterday that Infoseek, Alta Vista, Excite and the others ruled the search engine world. Oh how the mighty have fallen.

Like a clear cut forest, Google's chain saw cut down everything in its path. Yahoo kept buying crap without having a clear idea what to do with it once they bought it. MSN waddled along like a big bloated bimbo where even the paper clips were designed by committee. Sigh!

All jabbing aside, if you'd like to take a quick trip down memory lane, here's an SEO list that I used to maintain. Yes kids, gather round and I'll tell you a story... it was way back on May 31 2001, that Google became the #1 search engine.

Seriously... if you're in the mood for a little nostalgia, reminisce this ancient SEO List from the past. Just like flipping through an old photo album, it's good for a laugh. :-)

[Ye Olde Search Engine List](http://www.internetmarketingsecrets.com/se.html): <http://www.internetmarketingsecrets.com/se.html>

## **NicheRockets Ready for Blast Off**

NicheRockets is pretty well-known for its forum that gets frequented by popular marketing types. In addition to the active community, there are over 300 videos and all sorts of product discounts. But the real value in my opinion, are the PLR ebooks.

Each month, members receive at least five info products, complete with salesletters and graphics, but what's interesting is that they've dropped the price to 10 bucks a month. So that means you get five topical info products to sell, at only two bucks apiece.

That's nuts! How are they gonna stay in business giving away five resellable ebooks, complete with graphics, professional salesletters, and thank you pages at that price?

Oh well, jump in right now and take advantage of it. Get those products listed in Clickbank, and let your affiliate salesforce go to work. You'll make back every penny - and then some - with one single sale.

[Get NicheRockets Now for Only \\$10 per Month](http://www.cdz.com/nr): <http://www.cdz.com/nr>

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### **\*\*\* New Membership Software Raises the Bar \*\*\***

Introducing a simple, fast and intuitive way to create your own money making membership site, combined with all the marketing tools that you'll ever need.

Membership includes content management tools, site design tools, Wordpress blogging, smart autoresponders, affiliate program software, payment gateway integration, hosting, analytics and whole lot more. Learn how you can earn more money with less work by using continuity programs like membership sites. Take the video tour for more details.

[Start Your Membership Site](http://www.cdz.com/em): <http://www.cdz.com/em>

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## INTERNET MARKETING FAQs

### How Do I Master SEO?

Hi Michael, I've already made over 100K net online doing PPC and affiliate marketing. Now I want to learn SEO. Do you have any suggestions for the easiest, fastest way to master SEO? I'd guess about 200 hours of learning and doing? ~ Chris

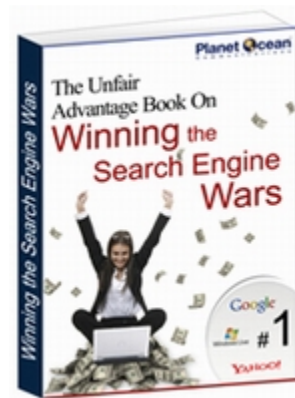
Hi Chris, there are two essential sources of wisdom when it comes to mastering SEO. Since you want to do it in a hurry, I suggest the following home study course and newsletter.

### SEO Fundamentals

Planet Ocean's Unfair Advantage eBook - This manual is the oldest SEO publication - 11 years and going strong - and still one of the best. It's updated monthly so it's always relevant.

The information is presented in a linear fashion, which is so important for learning. It starts from picking a domain name and works step-by-step through the entire process of SEO. If you read the Unfair Advantage, you'll have a complete understanding of SEO.

[Get Planet Ocean Here](http://www.cdzn.com/pob): <http://www.cdzn.com/pob>



### Advanced SEO Strategies

SEO Revolution by Jerry West - This newsletter is like a live experiment, with hundreds of websites being tested and tracked on a continual basis. As soon as changes occur in the search engines, you'll know it.

Jerry provides competitive analysis, SEO tactics, and practical tips that have an immediate impact on your search engine rankings.

[Get SEO Revolution Here](http://www.cdzn.com/jwr): <http://www.cdzn.com/jwr>

It takes about two days to read the Planet Ocean book and highlight all the important bits. Jerry's newsletter comes every week and you get access to all the goodies in the storage room, including the latest directory list and the Google best practices guide.

So I figure about a week to learn the fundamentals but then again, that's 95% of winning the game. Once you've finished the ebook, you can go back to all your landing pages and apply what you've learned. All your new pages can be SEO'd on the fly.

You'll be amazed at the difference just a little SEO can make. Sprinkle it on and you'll leave the competition wondering how you managed to get ahead of them in the search engine results.

## **Want Links? It Only Takes 30 Minutes**

Well Michael, I was skeptical if it was actually possible to get high quality one way backlinks in only 30 minutes, but I gave it a shot anyway.

Not only was I able to do this quickly, but I actually had a fun time creating the software! Thanks for turning me on to this great backlink system. ~ Nick A.

Hey Nick, thanks for the feedback. I know, it's totally awesome, isn't it? People tend to over-think things or over-complicate things, when sometimes the easiest solutions are also the best.

Who would have thought something as simple as a toolbar, background photos, wallpaper or a screensaver could get so many backlinks?

It's simple and it really works. If you can point and click a mouse that's all it takes. You simply fill out a form using your web browser. Select from multiple choice options. And create your own software in as little as 30 minutes using freely available components.

30 Minute Backlinks by Michelle MacPhearson is simply brilliant. It's search engine friendly. Totally white hat. And it's one of the best linking strategies that I've seen in a long time.

[Get Backlinks Fast](http://www.cdzn.com/30): <http://www.cdzn.com/30>

## **How to use Datafeeds for Affiliate Marketing**

Hey Michael, do you have any insight into using data / product feeds from affiliate companies to do SEO. Any recommended reading on the subject?

My thinking is that if I can get the data feeds from a company, perhaps I can create more themed individual product pages that Google would love. I'm not sure however if my thinking is in line with reality. Are there any products that clearly describe how to do this? ~ Brian S.

Yes Brian, there are products that describe in detail how to add data feeds into your affiliate marketing mix. Two tops that pop are Dave Tropeano's LongTailCash and Dr. Neil Shearing's 10 Day Cash Secret.

Dave uses my favorite method of focusing on product makes and model numbers. His videos show how to find profitable markets and install their datafeeds into your webpages. He includes a script to help you get started. [Click to get started with Long Tail Cash datafeeds.](#)

[Long Tail Cash](http://www.cdzn.com/ltc): <http://www.cdzn.com/ltc>

Neil uses another favorite in Wordpress. His script - which is included - is a Wordpress plug-in. He shows you how to get the datafeeds into Wordpress and start turning a profit in as little as 10 days. [Click to reveal Dr. Shearing's 10 day secret.](#)

[10 Day Cash Secret](http://www.cdzn.com/tdc): <http://www.cdzn.com/tdc>

Most people I've talked to buy both and smush, or mashup the two ideas concurrently. With this knowledge, you'll be able to set up search engine friendly sites with unique products, makes and model numbers that satisfy all sorts of search queries. (And that means you can makemoney from those searches. :-)

## Deceptively Simple and Highly Effective

Michael, how good is that Dave Tropeano thing REALLY? I read a review of Long Tail Cash and it seems to cover a heap of really basic stuff. SURELY there's more to it than that. Why do you recommend it so highly? ~ Fred B.

Yes Fred, Dave's LTC is deceptively simple. He's so smart it's scary. The course includes a datafeed script so you can start using his methods right away.

Yes, his course and Andre's Chaperon's Marketing Bully are simple, yet highly effective. The process is PPC ad, to landing page, to conversion process. It really doesn't have to be any harder than that.

Once you understand the principles which are covered in my - yet to be released - podcast series, then you can apply a single methodology - Andre or Dave's- and do extremely well, without needing SEO, autoresponders, newsletters, or all the other stuff.

Get traffic and convert it. It's that simple.

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## Exclusive SEO Secrets



If organic search traffic is important to your online business, then you cannot afford to be misinformed. Forget the hype, rumors and speculation. One organization truly knows what's going on. And it's a Revolution.

First attend all the major search engine conferences. Then combine that inside information with a large private testing facility, with an exceptional staff, cranking out test pages day after day, measuring the results, and what would you have? The world's leading SEO authority.

[Are You Ready for an SEO Revolution?](http://www.cdzn.com/jwr) ==> <http://www.cdzn.com/jwr>

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## FEATURE ARTICLES

### Are eBooks and Info Products Dead?

Here's something that I get asked about all the time. Are ebooks dead? Some of them yes.

The ebooks that are dead, are the ones that teach internet marketers how to write ebooks on internet marketing and sell them to "junior" marketers. The ones that are alive and well, are far away from the internet marketing realm.

The markets that are alive and well include, self-help, health, fitness, how-to books on everything from how to lose weight to quit smoking. Pretty much anything to do with human vanity.

If you know a lot about a topic, you can make your own 50 page ebook and sell it on Clickbank. Or if you prefer, you can always hire a ghost writer with experience and credentials on the topic. Better yet, join NicheRockets and get five fresh ebooks to sell every month.

[Join NicheRockets](http://www.cdzn.com/nr): <http://www.cdzn.com/nr>

[Sell on Clickbank](http://www.cdzn.com/cbn): <http://www.cdzn.com/cbn>

Don't worry about the noise out there. If there's competition, it means there's a good market and profits to be made.

Why Clickbank? Because it's fast and easy to set up. Won't your commissions get stolen? No! Only the internet marketing crowd knows how to do that.

The average mom and pop, surfing the net looking for quick solutions to problems, have never heard of affiliate marketing. They couldn't care less if a cookie is tracking the click from the PPC ad and someone is going to make a commission. They don't have a clue!

So yes, you can make a mighty fine living as an affiliate, selling other people's stuff. I do it all the time. However, if you can write an ebook on a mainstream topic like fat loss, the super affiliates will be lining up to sell it for you.

In fact, the [PayPerClickNinja.com](http://PayPerClickNinja.com) reverse engineered a top selling weight loss info product. He estimated that the author is earning 70 to 80K per month profit. That's after paying out 60% of the selling price to the affiliates.

So yes, creating an ebook on a mainstream topic can be more profitable than you could possibly dream. Pay the lion's share to the affiliates, so they can do the heavy lifting like taking out PPC campaigns, making landing pages, etc, and you can sit back, relax and keep the rest.

### **Top 3 Affiliate Marketing Methods**

Ok, so what about the other side of the coin. Say that you don't want to create your own info product and put up with the customer service.

You just want to sell stuff and collect the commissions and remain anonymous. No problem.

So how do you earn a fortune selling other people's stuff? You stick to the fundamentals. Over 95% of all success is achieved that way.

You must learn the principles, then apply a method. Because principles teach the "what." Methods teach the "how."

In a couple of weeks, I'll be releasing a series of podcasts, featuring experts that teach the principles of affiliate marketing. (And I do mean experts, as they rake in 20 to 50K per month in pure profits.) After that, all you need is a method.

Three methods come to mind. Dave Tropeano's LongTailCash. Neil Shearing's 10DayCash. And Andre Chaperon's Marketing Bully. Any one of these methods will work, but you do have to work the method.

[Marketing Bully](http://cdzn.com/mb): <http://cdzn.com/mb>

[Long Tail Cash](http://cdzn.com/ltc): <http://cdzn.com/ltc>

[10 Day Cash](http://cdzn.com/tdc): <http://cdzn.com/tdc>

I got them all - as they're not expensive - and plan on doing a mashup of all three - as soon as this newsletter gets done - as they are all similar in what they do. They get affiliate marketing down to a repeatable process.

It means that you follow a simple plan. You practice it daily. You get damn good at it, and ignore all the shiny offers piling up in your inbox. Trust me, there'll be another dozen product launches next week and the truth of the matter is... you don't need any of them!

These methods are deceptively simple and seductively easy. The best methods usually are. They are as simple as possible.

They're so simple in fact, that most people don't believe they could work. Yea right. Try telling that to the affiliate who's living in the tropics and making 50K per month... PART TIME.

The point being, you need at least one proven method to make it work. Download it into your brain. Lather it up. Massage it in. Absorb it. And get damn good at it.

Listen and practice. Do what they tell you to do. Pretty soon, just like them, you can work part time, from anywhere in the world, and you won't have to worry about finances anymore.

So let me ask you. What have you been focused on? Are you busy or productive? One keeps you fussing from 9-5. The other buys a lifestyle. Which would you rather have?

## **(Traffic + Conversion = Money) + Followup = Sustainable Business**

Want to get good at affiliate marketing? Want a better converting web site? Need actionable step-by-step advice? Sustainable revenue? A clear path? Better understanding of the big picture? Help with your marketing, sales or advertising? Give me a call.

Consultations are \$300 an hour for newsletter subscribers. The minimum is 20 minutes. Phone me when you need help. Even if it's just a couple of questions. **You can reach me at my home office by phoning 604-322-5400.** The initial phone call is free.

I could pretend to be your buddy and give you warm fuzzy affirmations, but I won't string you along. What you'll get is an honest assessment, based on my 30 years experience in sales, advertising and marketing. Over the last 10 years, I've answered over 7,000 email questions and performed over 500 coaching sessions. Most problems take less than 20 minutes to solve.

**Are you ready for success? Pick up the phone and call 604-322-5400 now.**

That's it for this edition my friend. Thank you for reading. We'll chat again soon. Until then, here's wishing you all the best for online success.

**Michael Campbell**

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