

Internet Marketing Secrets Newsletter

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I was chatting on the phone yesterday morning with my dear old friend Jonathan Mizel. For those of you who don't know him, he's the one that humbled me from SEO guru to launch my "real" internet marketing career.

It was at his famed Boulder seminars back in '97 & '98 that I first learned about front end sales, back end sales, autoresponders, and Email Marketing to followup with customers. Funny how not much has changed in the fundamentals of running an online business.

Throw in a blog and a little social media into the plan, and that's all any small business needs to gain traction. If you add a continuity program into the mix, you're pretty much set with a community of enthusiasts.

One of the things Jonathan passed along was the amount of domain names that are becoming available. He directed me to DomainSmash.com which lead me to NameJet.com which listed 17,177 domains expiring on Oct 17th alone.

Jonathan said that some people are letting their entire portfolios go. Any name that doesn't get at least 100 hits a day from type-in traffic is on the chopping block. That's fine with him as he's scooping up the best ones and parking them for rev share deals with various domain registrars.

Although searching the NameJet lists with a list of keywords is a good idea, I prefer to automate the process. The software I use to find domains <http://cdzn.com/dst> is produced by Rod Beckwith.

I've used it to find a ton of domains that have residual type-in traffic. Just plug in any keyword and it goes to work in the background.

Jonathan and I also shared thoughts and ideas for SEO, blogging and social media. But those will have to wait for another day, as there's so much other stuff going on at the moment.

Brian Maroevich is another name you may not know. He specializes in lead generation both online and off. He's made a couple of short videos to share some of his "dirt-world" lead generation techniques, that you could also apply to an html newsletter.

The first one is on the anatomy of a prospecting letter <http://snurl.com/4fivx> and the second is a lead generation technique that's proven to work <http://snurl.com/4fj4x> . Yea, I had to shorten the urls because they're like 100 feet long.

My friend Christian the PayPerClickNinja.com continues to "knock it out of the park" with his PPC to landing pages. He says that with the recession, people are cutting back on ad budgets. (Which you should never do BTW.)

He's finding all sorts of keyword gems on the Google content network for just pennies a click. He told me that despite the recession, he had one of his best months ever. You can hear more from Christian on the Affiliate Marketing Secrets Podcast at <http://www.dynamicmedia.com/podcasts/>

Sherman Hu released a new series of videos at TutorialU.com last week. I didn't get a chance to watch them all. (I'm not giving up sleep Sherman. ;-)) but the ones I did watch were well paced and very thorough in their training.

The videos show you how to set up a Wordpress blog and monetize it. How to get videos on your blog and syndicate them. Plus there's a series on how to set up your own budget video studio. Good stuff.

Speaking of training, if you want one-on-one coaching, then it's hard to best Colin McDougall. He's the nicest, most honest person I know. He's also very patient - way more than me - when it comes to mentoring.

If you don't know Colin, he's the real deal. A super star affiliate, social media expert, and an SEO coach that can get his site into the top five at Google for bankcard related terms.

No I can't even say what. Those words are so competitive that if I were to mention them here, I'd risk getting canned by the spamfilters.

Colin has just released his VEO 2.0 mentoring program. I know space is limited. So stay undecided, or take action now.

But before you decide, can you imagine the coin you'd get from a top 5 listing in Google? HooWa! Go visit <http://cdzn.com/veo> if you want his mentoring and absorb his success.

Here's good news if you're tightening your belt on a really small budget. There's actionable advice with Nathan Anderson's third edition of SEO Tactics.

I've always been a fan of Nathan for his no-nonsense approach to SEO. You get the whitepaper when you sign up for his newsletter at SEOtactics.com.

It covers all the fundamentals of SEO. And I'm sure you're tired of hearing it, but understanding and practicing the fundamentals is 95% of winning the game.

Speaking of fundamentals, are you monetizing your blog? If not, or not enough, there's a spiffy new Wordpress plugin by MaxBlogPress.com, called the Ninja Affiliate. It lets you designate which words on your blog lead to affiliate programs.

You install the plugin and simply specify which keywords should link where and how often. You can cloak your affiliate links, prevent commission theft, and decide if the links are nofollow or not. Plus you have full control over link management, so you only enter the data once.

There is a 20% discount in effect if you order through this custom link <http://snurl.com/4fj5v> but only until October 24th. Go watch the short video and see it in action. You won't believe how easy it is to use.

When I saw it I blurted one word... Gimme! It's the fastest and easiest way to monetize a blog, even if you already have 500 posts. It takes care them all with a push of a button.

World Wide Brands - the source for dropshippers - have created a series of videos to help you get the most out the upcoming retail season. The first <http://snurl.com/4gohs> is holiday trends for 2008. The second <http://snurl.com/4gojv> is beating the recession with ecommerce.

(Sure advertising in other mediums is slowing down. Print, radio and TV revenue all continue to shrink. The internet has one big advantage over traditional media. You don't have to guess. You can track every single ad dollar and focus your attention on what's proven to work.)

So when you get a moment, both the WW Brands videos are worth a look, even if you're not into the lucrative drop shipping business. Because believe it or not, online shopping is NOT slowing down compared to the malls. It continues to grow exponentially.

In other news, Ryan Deiss has created a series of videos at <http://cdzn.com/cb> that could have been sold as a course in the 500 dollar range. It raises the freeline so high that you need binoculars to see it.

I'll bet that he pitches you a high end course at the end of the third or fourth video, but you must watch these videos no ifs ands or buts. He demonstrates a simple yet eloquent business model that all successful people use to their advantage. One that you'd be wise to emulate.

As long as I'm on the topic of "must see" videos, I'll leave you with one more in the wowie zowie category by super affiliate Michael Rasmussen. He's about to dispel several marketing myths that you may have been told.

I'm fortunate enough to have received a prerelease version of this course and can tell you that it's a good one. I started applying the core of his strategy right away.

If you want a preview of what you'll be getting, watch this little teaser video at <http://snurl.com/4fk4a> . It could take your business to the next level.

Finally... one last thing before I sign off for today. I want to apologize for my mistake, and take full responsibility for the decision to sell my podcasts at such a high price during a recession.

Here's what I'm willing to do, in order to rectify the problem. I'm dropping the price of the Affiliate Marketing Secrets Podcast series from 49.95 down to 15.95. That's a 34 dollar savings for you.

I concluded that... just because it's internet marketing information, I don't think it should cost more than your average audiobook. So I examined a few titles in my collection:

4-Hour Work Week by Tim Ferriss 13.95
All Marketers are Liars by Seth Godin 15.95
Predictably Irrational by Dan Ariely 20.95

So as you can see, selling my podcasts for 15.95 is actually a fair price. You can't even get a decent pizza delivered for that. ;-)

And for everyone who purchased at the old rate, you get a full rebate. How's that for fair and honest?

So buy it or not, it's up to you. But here's what you won't get...

No continuity program. No monthly membership fees. No one time offer, upselling, long winded time-wasting salesletter, pop ups, or other tricks.

What you will get is over 3.5 hours of little known, previously undisclosed, scarce affiliate marketing secrets, from a panel of well-respected 6 figure income earners.

Order Affiliate Marketing Secrets now for only 15.95. I've made it simple and affordable. The rest is up to you. Click to order your copy now.

Click: <http://www.dynamicmedia.com/podcasts/>

That's it for this issue 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

P.S.

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