

The Niche Content Site Manifesto

THE WEB 2.0 SUCCESS SECRET GREAT CONTENT IS ALL THAT MATTERS!

- ✓ Great Content will cause you to Stand Out From the Crowd.
- ✓ Great Content will Provide Real Value to Your Site Visitors
- ✓ Great Content will Cause Your To Succeed or Fail. Period.

So you've been thinking about starting a business online? Great idea.

Only one problem. **Millions of other folks are thinking along the same lines.** Seems everybody and their uncle these days want to hop on the internet marketing bandwagon and far too many are convinced that **this is going to be their ticket to the "good life."**

And while it is true that there probably is no quicker or easier method to start your own business than to set up a website, there are a lot of loopholes, as W. C. Fields would say☺

For one thing, you have to know HOW to set up a website. But that is actually the least of your problems. You can always pay someone else to do that for you.

But Having a Website DOES NOT mean that You Automatically Have a Business, MUCH LESS, a Profitable Business.

The two DO NOT go hand in hand.

Once you have your website you still have to figure out what you are going to sell, set up some type of order processing and learn how to market effectively -- or all you really have is a bunch of html or php pages.

Still, this is are not the biggest obstacle you are going to face. Can you guess what that is going to be?

Tick toc, tic tock, tick tock. Time's up.

COMPETITION. That's right. Everybody and their uncle -- and we are talking about MILLIONS and MILLIONS of folks - will soon be setting up their websites right along side of yours and doing exactly the same thing you are doing.

Come on, you didn't really think you were the only one that had the brilliant idea of starting up a business online, did you? So... it stands to reason that...

**If You Want to STAND OUT From the CROWD
You Will Have To Do Something DIFFERENT
or BETTER than ALL the REST!**

And what will that something be? Well... if you aim to make a lot of money online in this day and age... **you had best plan on providing more VALUE to your visitors.** And I am talking genuine, honest to goodness, knock their socks off VALUE!

As the well known and widely respected internet marketer John Reese puts it. "Your business must be built around truly making people's lives better or you are, ultimately, doomed to fail online."

Blunt words, but the man speaks the truth. The plain fact of the matter is... a new age has dawned when it comes to internet marketing and...

**You Must Adjust Your Mindset to One of
GIVING rather than one of GETTING.**

You must think always in terms of what you can give your prospects that will make them feel good, what will really provide value and make their lives better. Don't concern yourself with GETTING. That will come in due course.

Now... since you are going to be running a business online **there is ONLY ONE THING that REALLY MATTERS when all is said and done. And that is INFORMATION... CONTENT.**

Yes... Content really is King. Always has been. Always will be.

People come online looking for information to solve their problems, answer their questions or satisfy their interest, and if you can provide that information for them, you are in the cat bird's seat.

Don't kid yourself. Nothing else matters. Nothing. Yup...

Content is HOT. Hotter than EVER!

You can have the smartest designed website and the best product in the world, but you won't get folks to come to your site, stick around, tell others about it or, more importantly, buy your product, if you don't first provide them with GOOD CONTENT.

There is a saying, "You may be able to fool some of the people some of the time, but you can't fool all of the people all of the time."

Folks these days have built in crap detectors, so if your content isn't the real deal, don't even bother publishing it up.

Gone are the days when you could just throw up a hype filled sales letter or AdSense article site and expect to rake in the dough.

We Have Entered the Age of Web 2.0 and Folks Have Smartened Up Big Time!

They aren't in the least bit interested in hype or ads. **They are interested in SOLID, USEFUL INFORMATION... Information that will solve their problems, answer their questions or concerns or address their specific needs.**

If you can supply that INFORMATION, you are going to get their business - and by business, I mean, they will grace your website with their presence. If you are smart, you will have ENOUGH GREAT CONTENT to make sure that they make numerous return trips to your site, and even recommend it to others.

What exactly is Web 2.0? You've no doubt heard the term bandied about a lot lately, and I am not sure that it has an exact definition, but it generally refers to the way the Web has evolved in this past year from being a computer-driven entity to being a user driven one.

This evolution has upset the entire applecart as far as the way business is conducted online. Nowadays, all new rules are in play and you either abide by them or you fall by the wayside.

And the most important NEW RULE is...

You Want to Make Your Site(s) as "People or User Friendly" as Possible.

You want to provide a better visitor experience. You want to increase the VALUE of a site visit to your visitor.

Fact is, in the olden AdSense and pre-AdSense days, **the game plan was to LIMIT OPTIONS for visitors as much as possible**. Get them to your site and get them to click where you wanted them to as soon as possible -- either on an order button, a subscribe link or an AdSense ad. Generally, you gave them only one option per page.

Now... in the new world of Web 2.0, **the idea is that it is perfectly OK to provide visitors with MULTIPLE OPTIONS**. Yes, you can have AdSense ads, but you can also offer other contextual advertising programs AND you can offer Affiliate Program products AND you can also toss in a product or two of your own!

Amazing! Who would have thunk it even six months ago!

But the idea here is to **let your visitor decide what he or she wants to do** -- to maximize their options instead of trying to force them to jump through a single hoop or squeeze through a single funnel.

Speaking of which, you can say "Good Bye" to your squeeze pages. Their day has passed. If you want to keep using them, by all means, be my guest, but you are doing so at your own peril.

Because folks nowadays are impatient with this kind of blatant marketing gimmick.

Folks These Days Want Quick and Easy Access To the Content They are Seeking.

They DO NOT want to have to stop and fill in their name and email address before they can access your web page. NOR do they want you to send them email when they do not know you OR trust you!

So... not only do you want to give all your visitors free and easy access to your home page, **but you want to make sure that that home page is chock full of USEFUL and VALUABLE INFORMATION!**

Now... I am not saying that you shouldn't still get your visitors' contact information, all I am saying is that you need to change the way you go about getting it. **Remember, you are GIVING now - not GETTING**, so no more squeeze pages or pop up sign up forms promising one measly little report or mp3 in exchange for an email address.

NOPE. Now you are just going to go ahead and give every visitor to your website a great product and I mean a TERRIFIC PRODUCT, perhaps several products, having to do with the subject of your site. The key here is to familiarize yourself with the CONTENT of these products, so you know that they offer REAL VALUE.

Then... you can just start doling them out. Boy, will that knock people's socks off!

Talk About Setting Yourself Apart from the Competition! When was the last time you visited a site where they gave you great products for FREE, with NO STRINGS attached!

No forms to fill out. No emails to verify. Nothing. Practically no one is doing this... YET!

But they will be. So... my advice is to get started SOON.

But first... you need to make sure that you do three things.

1. Set Up a Name/Email Capture Form Page for Returnees.

This page is not going to precede or pop up from your main page. It is not a trap. It is rather a page that folks returning to your site will seek out. They will be looking to sign up for more of your KILLER FREE CONTENT.

2. Let Your Recipients Know How To Get More Great Stuff...

The easiest way to do this is if your product is private label, because then you can just alter the first and last page of the contents to let readers know where to go to sign up for more great products.

However, if your product is not private label and you are not free to modify the contents, you can always add "READ ME FIRST" text directions to your product package and zip it up in a Winzip file.

Alternately, you can have your visitors download your original gift(s) from a separate page on your site where you display some of the other great products they will have access to if they want to return after they have sampled your initial offering.

3. Turn Your Products Into A Virtual Viral Sales Force.

If you are smart, and you have private label rights to your product(s), include a message on the cover and back pages giving recipients the right to pass them along to whomever they choose. Of course, you'll also want to add a short tag line and a link or two back to your website(s), in order to turn the ebooks into virtual viral lead generators.

But... remember, and this is key, **you are giving your visitors the OPTION of joining your list**, you are no longer obligating them to join. And...

Your Visitors Decision to Join or NOT to Join Your LIST will be based ENTIRELY on the QUALITY of Your CONTENT!

Perhaps for the first time, **the name opt-in will actually be appropriate**, because your visitors will actually be exercising their own free will.

And **the quality of your list will be that much better** because your recipients will genuinely WANT what you have to offer them. They will be actively raising their hands and asking you to please count them in. They will actually look forward to your emails.

We've covered a lot of ground, so let's review briefly now.

- We've figured out that if you want to make your living online **you are going to have to OFFER SOLID VALUE to your market in the form of GREAT CONTENT or INFORMATION that REALLY makes people's lives better.**
- We've figured out that you have to **start thinking more about GIVING instead of GETTING.**
- **You need to GIVE AWAY GOOD CONTENT FREELY and give as much of it as you can!** Don't concern yourself about what you will get back in return. Because if your content is really good, those who get it will want more and they will take

action to get more. They will come to your site and sign up on your list.

And you had better make sure that what you send them lives up to what they received the first time or they will simply opt out and that will be the end of them. You see, you can't just send them one or two GREAT PRODUCTS, you have to keep 'em coming.

**You Have to Prove to Your Prospects
That You REALLY ARE THE BEST!
That You Really Do Have the MOST VALUE TO OFFER**

But... after a while... after you have GIVEN THEM TREMENDOUS VALUE, they will begin to trust and respect you. They will see that you really do care about them and their needs and they may even begin to feel a bit obligated towards you.

So... guess what? If you email them with a product purchase recommendation or you invite them to take advantage of a special offer you have put together (especially for them) at your site, how many of them do you think will take you up on it?

Word of caution, however. What you offer cannot be junk. It has to be great stuff and it has to be stuff that you have purchased and read or used and that **you genuinely believe will help them lead better lives... or with a single bad recommendation you could undo months worth of customer courting.**

What I am saying here is if you are going to be SUCCESSFUL in building an internet business long-term, you are going to have to provide better, more interesting, more informative and more consistently valuable information than the next guy... or you might make a few quick sales, but you aren't going to gain the kind of reputation it takes to hang around for the long haul.

**If You Always Deal with Your Prospects From a GIVING –
GENUINE CARING Frame of Mind,
You Will Profit BIG TIME in The End!**

Of course there is another big reason WHY you want to provide TOP QUALITY CONTENT that we haven't even touched on yet. Any idea what it is?

Well, remember a few pages back when we were talking about the big switcheroo that has taken place in online marketing recently

from the revolving door days when you only wanted to provide enough content on your site to get your visitor to click on your AdSense ads or sign up for your newsletter?

Back then it really didn't matter if you used junk, hype or duplicate content, because your goal was NOT to keep your visitors on your site -- it was actually to get them to leave -- and good material would actually have been counterproductive to this aim.

But... as we all know, not only have internet users smartened up, **but the search engines have also smartened up BIG TIME!**

Have you Heard About What Google, Yahoo! and A Few Others Have Come Up With Lately? It's Called a QUALITY SCORE!

Yup. **The search engines are deadly serious about purging all the garbage sites out there because their very livelihood is at stake.** If they cannot provide their users with VALUABLE search results, their users will go elsewhere to search for VALUE. And if this happens, their advertisers will abandon them and they will be up the proverbial creek.

So...**Google now assesses the QUALITY of your site and it either passes muster or it doesn't.**

And if it doesn't, you might as well forget about getting listed in any position that matters in the SERPS!

On the other hand, **if you do provide VALUABLE, INFORMATIVE, TOP NOTCH CONTENT, you can count on getting good search engine rankings naturally.**

So you see...

GREAT CONTENT Really is the Driving Force of Your Business. The Amount and Quality of Your Content Will CAUSE YOU TO SUCCEED OR FAIL.

If you have GREAT Content, and plenty of it, Everything Else just naturally falls into place.

- ✔ With Great Content, your search engine rankings will naturally soar. This will drive traffic to your website.
- ✔ With Great Content, visitors to your site will stay there because they are impressed with the information they get. It truly makes their lives better. Many may be so impressed that they will bookmark it and/or tell others about it. This will drive more traffic to your site.
- ✔ With plenty of Great Content you can let your visitors download your free material liberally and pass it around. If you give them articles, they might post them on their blogs. All this GIVING creates more 'viral' traffic and links back to your site.
- ✔ Most important of all, by GIVING away Great Content, you build a steady, strong relationship with your visitors and this built up trust turns them from clients into long-term customers and often friends as well.

So... are you beginning to see the light? Are you beginning to understand that if you really want to set yourself APART from the crowd and make good money online, **you need to START by thinking about how you can provide the BEST VALUE to your potential customers by giving them the VERY BEST INFORMATION you can lay your hands on.**

All This Sounds GREAT, Only One Problem. Where DO I Come Up with ALL This QUALITY CONTENT?

Well, that is a BIG Problem. Because frankly, if you want to SUCCEED in building a profitable business online, you have GOT to have a LOT of EXCELLENT CONTENT in your niche. And you have to keep adding to that content to keep your site fresh.

Now... you could pay a ghostwriter to write your content, and here are some great resources for that (because in all honesty, you may have to employ one at some point).

- Rent-A-Coder - <http://www.RentACoder.com>
- eLance - <http://www.eLance.com>
- ScriptLance - <http://www.ScriptLance.com>
- Guru - <http://www.Guru.com>

Just be prepared to shell out thousands of dollars, because that is the going rate for quality content these days.

And there are a gazillion private label article sites out there where you can grab a bunch of articles of dubious quality (generally the more you spend for membership, the higher the quality) and try to create your own products. 'Course one of the problems here is that you don't get to pick the article topics, so you could be stuck with a bunch of articles that have nothing whatsoever to do with your niche.

But... if you aim to have a lot of different niche sites and you are of the do-it-yourself persuasion, these sites can be a very worthwhile option.

Still there is a MUCH BETTER option... one that stands head and shoulders above all the rest, simply because it offers every TYPE of DIGITAL CONTENT you could possibly want on just about every conceivable topic.

It doesn't matter what type of product you are looking for -- be it private label, public domain, resale right, affiliate, articles or reports, the [WOW Content Club](#), not only offers a VAST SELECTION, it is..

The Only Full Spectrum Content Provider on the Web Today. Suffice to Say, We have NO COMPETITION!

If you have any doubts about this, you can [click here](#) and take a look at some of what we offer. Our index of products is VERY extensive, so be prepared to spend quite awhile if you want to do a thorough job of checking us out:-)

Here is a brief rundown of what we offer our valued members:

- ✓ Instant Access to over 3000 Quality Resale Rights Products in our Exclusive Private Vault
- ✓ Monthly Packages of 40 or more Brand New Money Making Products worth in excess of \$3000
- ✓ Heaps of Valuable and Original Niche and Public Domain Content (24 new products each month!)
- ✓ 4 Private Label Packages Each and Every Month, complete with ready to sell websites
- ✓ 20 Private Label Niche Report Packs complete with Professional Cover Graphics every month

- ✓ 300 Private Label Articles on 12 hot niche topics complete with AdSense sites every month
- ✓ Unlimited Access to Our Exclusive Reseller Website Generator Software
- ✓ Unlimited Access to our Exclusive WOVeBookToAudio Converter Software

Now... if this sounds like an awful lot it's because... it is!

Fact is, Overdelivery Is Our Specialty☺

We don't our stack all our eggs all in one basket, however, and recognizing the growing VALUE of all types of AUDIO content to our market we also offer the [WOW Audio Bookstore](#) as and adjunct to our Content Club.

This store feature well over 5000 audio titles from the world's leading publishers such as Harper Collins, Simon and Schuster, BBC, Time Warner etc. These works, all by bestselling authors, span 160 categories, covering a range of topics from business and self help, through history to languages and the classics. If you can't find a CD or mp3 that you are looking for here -- odds are it doesn't exist!

So now you know where you can get your own products. And plenty of GREAT CONTENT to use on your sites.

But EXACTLY how are you going to build your business or, if you aim to have more than one site, your Empire? Do you know? Do you know the BEST WAY to incorporate your CONTENT into your site(s) to insure that you get optimum rankings from the search engines?

Won't do you much good, will it, to have all this GREAT CONTENT if you don't know what to do with it?

You see, having the right stuff only gets you half way to the finish line. Knowing how to use it in the right way, well now, that is what ultimately separates the winners from the losers.

So... that is what I will reveal to you in Part 2 of this Manifesto.

If you are interested... You can [click here](#) to sign up to receive it.

All best,
Gail Buckley