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Gail Buckley & Greg Land



If Content Is King. Then The
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**3 Powerful,
Free Ways to Get
Online Media Publicity**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"Our problem is not the lack of knowing; it is the lack of doing. Most people know far more than they think they do."
Mark Hatfield

3 Powerful FREE Ways Get Online Media Publicity

Press Releases

While publicity is the most powerful advertising tool there is (since it has more of an impact, is more far-reaching, and far more credible than advertising) it is one that is least effectively used and often misunderstood. For example, all too often business owners view a press release as a form of advertising, when actually it is nothing more or less than a newsworthy story, one that should be of interest to a news media's readers or viewers.

A press release is a document that is written in a specific format and used to pitch a reporter or editor or to make an announcement that you believe is newsworthy. One of the very best and least expensive (virtually free) ways to generate a lot of traffic to your Web site is to get yourself mentioned by the press. In fact, a press release can be one of your most effective marketing tools, and announcing your site via a well-written and newsworthy one is a powerful way to drum up business. Of course, the keywords here are... "well-written" and "newsworthy."

5 Things You Must Do In Your Press Release

1. Make your press release newsworthy. Make sure that you have something to say that'll be of interest to the readers of the publication that you're sending the press release to. Keep in mind that the media love news stories with a human side to them. Make your angle on the story entertaining, interesting or newsworthy or don't bother sending out a press release at all.
2. Target your releases. There's no point in sending a press release about the launch of your jewelry store to "Fishing World" magazine.
3. Use the proper press release format. Have a professional check the press release for grammar and spelling.
4. Keep the press release concise. Get to the point in the first paragraph. Use clear, concise, vivid language. There's no better way to get your story ignored than sending a lengthy release which doesn't state it's purpose (Who, When, Where, What) right upfront. Don't fill the press release with buzz-words, hyperbole and exaggerated claims.
5. Write an excellent headline. The headline is 90% of your press release. Here are a few headlines that worked extremely well

- *I Can Help Anyone Find the Love of Their Life in 90 Days Or Less!*
- *Abraham Lincoln's Office Is Being Given Away... For Free!*

- *Brooklyn Bridge Sold By New Jersey Man... For \$14.95!*

Write headlines that attract attention, stir emotion and create pictures in the mind of the reader.

Newsworthiness Is The Foundation

Reporters are always looking for newsworthy items on which to report, that's their job. They like human interest stories that are related to current events or have emotional appeal. They also like stories that appeal to a wide audience, which is particularly true for the larger media. Targeted or specialized media, on the other hand, love to report on stories that appeal to their specific market and thus help capture more of it.

Newsworthiness is the most important element of a good, almost always published story - and the one most often ignored. But if you do have a good story to tell, your press release should provide enough information to generate interest - but it should not tell everything. It must say just enough to incite the media to want to know more.

An excellent press release - or any form of media coverage - tends to be a more effective form of promotion than advertising since it is coming from an objective third party. It can be used for announcing important company changes, new appointments or recruits within your organization, or your company's new products.

Online Press Release Options

You have three options when it comes to press releases:

1. You can pay someone else to do it on your behalf.
2. You can use an online press release service or automated software tool.
3. You can write and send them out yourself.

If your business is large enough to hire a professional publicist to write, send out and follow up on your press releases, by all means go ahead and hire one. It'll be money well spent. However, if you can't afford a publicist (which is a safe assumption) yet you do need some help, there are several less expensive, online press release services, that might fit the bill. You can try one of the following:

- [OnlinePress Releases](#)
- [Gebbie Press](#)
- [Dr. Nunley's PR Service](#)
- [GAP Enterprises, Ltd](#)
- [Internet Wire](#)
- [NetPromote](#)
- [URLWire](#)
- [Press Promoter](#)
- [Press Release Network](#)
- [NewsBureau.com](#)
- [XpressPress.com](#)
- [USA News](#)

Since its a good idea to make a habit of sending out media releases at least every other month, or whenever you make any newsworthy additions or changes to your Website, having outsiders do it can become a costly business. For the sake of your business budget, it's a good idea to find a way to expedite this crucial, albeit time-consuming, promotional activity.

Fortunately, there are two excellent online resources, [Media Magnet](#) and [PressBlaster!](#) that will allow you to put your press release agenda on auto-pilot. Not only do they help you create your press release, assuring that it is in top form, they also take care of the submission and distribution process, on a massive scale.

How to Write A Press Release

If you're really a diehard do-it-yourselfer, or you simply don't have the resources to take advantage of the above services at present, you can go ahead and tackle the task yourself. Several things you should bear in mind:

- Don't dawdle. Make sure to send your press release off as soon as your Website is up and running. The media isn't interested in old news.
- Don't use hype or make your product or service out to be anything other than what it is. Your press release cannot simply be a sales pitch, nor should it talk about you too much.
- Make sure your message is compelling, targeted and newsworthy. Tie your release into current or timely news events if at all possible. This will enhance its chances of being published.
- Continue to write and send press releases off for any newsworthy addition or event having to do with your business or Website.

The key elements of a well-written press release are:

- a. The headline
- b. The story
- c. The appeal
- d. Quotes and reactions
- e. Contact information

The following is the accepted format or protocol that you should adhere to when writing your press release:

1. On top of a blank sheet of paper write your full contact information: company name, contact person, phone & fax numbers, email address and Website URL.
2. Skip a line and write: "For Immediate Release," if your press release can be sent anytime, or "For Release On or Before (give a date)" if your message is time sensitive.
3. Skip another line and create an attention-grabbing headline. This is the key to whether your message will get published and read or not.
4. Skip two lines and write your opening paragraph, telling the who, what, when, where and why of your message - the basic 5 Ws of media news. If you have a newsworthy angle, so much the better. You'll hook the editor into reading every word.
5. In your second paragraph concentrate on building your credibility. State your credentials and use testimonials and quotes, if you have them.
6. Elaborate on your topic a bit in the following paragraph, but don't tell the whole story. This will give the press editor a compelling reason to contact you for more information or to visit your Website.
7. Spell check your release and, if necessary, edit it down to a single, double-spaced page of 250 words or less.

Two other helpful services are:

- [CanadaOne](#) provides a free, interactive press release builder.
- [WebAware](#) provides guidelines for writing releases and a press release submission form for you to fill out.

SIDEBAR: Be careful who you send your press release to. When compiling your own media list don't waste your time getting the email addresses or fax numbers of every newspaper and magazine in the country, just the ones who would be interested in your story. Likewise, when you purchase a media list, don't send your press release to every contact. Take some time to filter out all the ones who wouldn't care about your press release, no matter how good it is.

Sending Out Your Press Release

Although press releases have traditionally been sent out via mail or fax to the media, you can reach a far broader audience, for far less money, by sending them off by e-mail.

Good online sources of Press Release Media Databases include:

- [Gebbie Press](#) Provides over 10,000 links to print and electronic media.
- [Click Place Direct](#) Receive access to a press release contact list of 1800 of the nation's top business-related newspapers and magazines.
- [Gap Enterprises](#) Enables you to send your press release to over 7,600 media. (You write your press release or they'll write it for you.)
- [PR Web](#) Provides a host of public relations services and resources, in addition to press release distribution.
- [Automated Press Releases](#)
- [PRWeb](#)
- [Standard Rate and Data Services](#)
- [Direct Contact Publishing](#)

You can get the fax and email addresses for the all the media you need here:

- [The Top 100 US Newspapers](#) - Use this resource if you are targeting a national market.
- [Directory of Local Daily and Weekly Newspapers](#) - Use this resource if you are targeting a local market.
- [The US Media E-mail Directory](#) - Go here if you are interested in obtaining our entire database of media contacts. The US Media E-mail Directory lists 10,000 fax numbers and email addresses for key contacts in magazines, newspapers, radio and TV across the united States.

Although email delivery has the advantage of being fast and free, this can also be a disadvantage. Editors receive thousands of emailed press releases daily, so your release will merely be one of thousands and may be overlooked. If you want to assure that your message gets read and published, it's a good idea to send it out by fax as well.

- For faxed press releases you can either use your computer fax software or your can use a company such as [Fax Broadcasters](#).

The media is a very powerful medium to use to promote your business, so you should definitely take the time to learn about it and do it well. Below are several excellent sources of information on the subject of press releases that I'd recommend:

- [Trash Proof News Releases](#) by Paul Krupin
- [How to Obtain a Flood of Publicity for Your Product or Service](#) Marlon Sanders
- [Insider Secrets to Marketing Your Business on the Internet](#) has a great section on writing press releases.
- [Power Publicity - The Secret to Internet Wealth and Fame!](#) Rick Beneteau's collaboration with Anne Marie Baugh
- [The Warrior Group](#) Among the multitude of downloads this site offers is Media Access 7000, the names, addresses, phone and fax numbers, e-mail and website addresses of important media contacts. You can also download the "Addresses of Thousands of Weekly Newspapers from Every State in America."

Basic Outline for a Press Release

FOR IMMEDIATE RELEASE

For Further Information Contact:

Full Name of Contact

Email Address

Direct Phone Number

URL

Headline

Some City, Some State -- Date (i.e. January 27th, 2001) -- Introductory paragraph that answers Who, When, Where, What and So What?

A second paragraph offering more information.

Third paragraph includes a quote that's attributed to somebody important, for example: "It's a revolutionary product," says Joe Smith, CEO of Big Company Inc.

Fourth paragraph includes some more information, perhaps another quote.

Fourth paragraph often includes history and background information about the company.

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The entire press release should be no more than 400 words, or one printed page.

Press Release Templates for Various Types of Announcements

Template: Product Update

P R E S S R E L E A S E FOR IMMEDIATE RELEASE

Contact: <contact's name>
<contact's phone number>
<contact's fax number, optional> <date>

<product name and new version number> Now Shipping
<key feature and benefit>

<city, state>-<date>-<your company> <today released

New Features

<new feature 1>. <description of feature and benefit>.

<new feature 2>. <description of feature and benefit>.

<new feature 3>. <description of feature and benefit>.

<new feature 4>. <description of feature and benefit>.

Pricing and Availability

<product name> is available now at a suggested retail price of <retail price>. Registered owners of version <old version number> may upgrade to version <new version number> for <upgrade price>. Those purchasing <old version number> after <cut-off date for free upgrade> will receive a free upgrade. <your company> is offering a special introductory price of <discounted intro price> on <product name> from now until <cut-off date for intro price>. Demonstration disks are available for <demo disk price>. To order <product name> or to get a demo disk, call <phone number>.

<company info, including awards> For more information, contact <contact name> at <your company's name, address, phone and fax numbers>.

Template: New Product Announcement

P R E S S R E L E A S E FOR IMMEDIATE RELEASE

Contact: <contact's name>
<contact's phone number>
<contact's fax number, optional> <date>

<name and short benefit of new product>

<city, state>-<date>-<your company> introduced <name of new product> to <benefit of new product>.

<short descriptions of product's features, detailing benefits to customers>

<pricing and availability>

<your company> specializes in <your main type of service> for <your clientele>. <other company info, optional>. For more information, contact <contact's name> at <contact's phone number>.

Template: New Service Announcement

P R E S S R E L E A S E FOR IMMEDIATE RELEASE

Contact: <contact's name>
<contact's phone number>
<contact's fax number, optional> <date>

<name and short benefit of new service>

<city, state>-<date>-<your company> introduced <name of new service> to <benefit of new service>.

<short description of service, detailing benefits to customers>

<your company> specializes in <your main type of service> for <your clientele>. <other company info, optional>. For more information, contact <contact's name> at <contact's phone number>.

Template: Award Announcement

P R E S S R E L E A S E FOR IMMEDIATE RELEASE

Contact: <contact's name>
<contact's phone number>
<contact's fax number, optional> <date>

<employee's name> Wins <award>

<city, state>-<date>-<employee's full name>, <job title> of <your company>, won <award> given by <awarding organization>.

<employee's last name> was chosen from a select group of talented <type of people in competition for the award, or "individuals"> because of <accomplishment, reason for winning>. <list experience, credentials, anecdotes, career highlights, number of years with company, other awards, etc.>

<your company> specializes in <your main type of service> for <your clientele>. <other company info, optional>. For more information, contact <contact's name> at <contact's phone number>.

Online Classified Advertising

Chances are, you won't make much money with online classified ads - they're a far cry from their offline equivalents - but as one branch of your marketing campaign, posting online classifieds can help to spread the word about your business. And they do have a few advantages over their print counterparts worth noting:

- *Larger audience:* Instead of hundreds or thousands who might view your ad in print, tens of thousands or millions can view it online.
- *Search-ability:* Online classifieds are often indexed so that customers can search for particular items with their Web browser. This makes it easier for shoppers to find exactly what they're looking for.
- *Time:* On the internet, ads are posted instantly and are often online for a month or more.
- *Cost:* Online posting is far less expensive than offline and many advertisers (like Yahoo! and Excite) let you post for free!

Perhaps the biggest benefit online classifieds offer is as a testing forum for your advertising copy and headlines.

Classified ads work much the same way online as they do off. You pay a fee (or not) and write a short description of your product or service, including contact information and Website URL, and the e-publisher makes your ad available to potential customers online.

I wouldn't devote too much time to this advertising method, however. There are a few huge classified ad sites (Yahoo and AOL) that you may want to post to yourself, but you're best off using ad posting software or a network service to submit to the rest. On top of this, a large percentage of the visitors to free ad sites are other online marketers like yourself, who are trying to advertise their own businesses. So, unless you're targeting other marketers, your ads probably won't be seen by many qualified prospects.

10 Points to Remember When Posting Classified Ads

1. Be sure to place your ad in the most appropriate category, section or subsection. This is the single most important factor in determining whether or not your ad is seen by a targeted or qualified audience. Select a category that best targets your prospective customers.
2. Post your ads consistently. In order for classified ads to be effective as a traffic generating tool, you must post them regularly, in many different venues as possible.
3. Use an attention grabbing headline. Your headline should stand out in bold or colored print. DON'T USE ALL CAPS or lots of exclamation marks(!!!). Most readers are put off by such obvious gimmickry, and it may actually interfere with your reader's ability to take your ad's content seriously.
4. Write intriguing/compelling ad copy. Since classifieds usually lack graphics, it all comes down to the words you use and the way you use them. For help in writing traffic pulling ads, see the resources listed below.)
5. Curiosity is a powerful motivator. Cater to it. How many information product Websites have you come across with the word "secrets" in their headlines? Too many, granted, but they wouldn't keep using it if it didn't draw in traffic!
6. Don't try to actually sell your product or service in your ad. All you want to do is generate interest, so that the person reading your ad will visit your Website or email you for more information.
7. The content of your ad will determine which, if any, potential customers actually read and respond to it. Rather than focusing on the features of your product, your ad copy should tout its benefits.
8. In addition to reader stopping content, the body of your ad must appeal to your target audience. It helps to have a mental picture of your readers, to gauge which benefits of your product or service are likely to attract their interest.
9. Most actions people take are stimulated by desire and desire is sparked by feelings. You want to focus on the features of your product or service that will make potential customers feel good, excited, confident, secure, hopeful or powerful.
10. The point of the whole exercise is to get your readers to take action! Don't be afraid to use a directive, like "Act now!" or "Call this number" or "Go to this Website for details." Don't request. Command!

TIP: The first thing you must do if you're even considering posting to Classified or FFA sites is to get and set up an autoresponder. Never post ads or links using your personal e-mail as the contact address as, along with a smattering of interested queries, you'll be deluged with junk mail or spam! And be forewarned, once the spam dam breaks, it is unstoppable. At least with an autoresponder you can fire back with your own promotional message!

Classified Ad Copywriting

Master copywriters Joe Vitale and Larry Dotson have just released an amazing collection of over 1,550 copywriting gems in their [The Hypnotic Writer's Swipe File](#). This is their personal file that they use to create world famous sales letters responsible for generating millions and millions of dollars of revenue.

In fact, the number of courses out on copywriting - whether it be for the ads or for web sites - now boggles the mind - but you have to understand that when you get right down to it, the importance of being able to write excellent web copy can not be over-estimated. If you cannot convince your prospects to take the action *you most want them to take* through the words you write, all your efforts will be for naught. Here are just a few of the top copywriting courses available today...

- Joe Vitale's [Hypnotic Selling Secrets](#) and entire [Hypnotic Writing Library](#)
- Marlon Sander's [Amazing Ad Copy Secrets](#)
- Ken Evoy's and Joe Robson's [Make Your Words Sell](#)
- Yanik Silver's new [Ultimate Internet Copywriting Workshop](#) and [Web Copy Secrets](#)
- Ted Nicolas' [How I Sold \\$400 Million Dollars Worth of Products and Services](#) and [Magic Words That Make You Rich](#)
- David Garfinkel's [Killer Copy Tactics](#) and [Advertising Headlines That Make You Rich](#)
- Terry Dean's [Million Dollar Web Copywriting](#)

...the list goes on and on...

Several leading marketers have also created template-based sales letter tools that make professional copywriting easier than ever. Check out Marlon Sander's [Push Button Sales Letters](#) and Yanik Silver's [Instant Sales Letters](#). And recently Joe Vitale came out with his own [Hypnotic Writing Wizard](#), which I have to admit that I snapped up right away, without a moments hesitation. If you are looking for a sales letter generation tool, this one is tops, no question about it... because when it comes to ANY TYPE of writing Joe Vitale is at the top of the heap. So, my advice to you? [Get the Hypnotic Writing Wizard Today and Become one by Tomorrow!](#)

Best Classified Ad Services

Where you post your ads is another very important factor in their effectiveness. There are over a million classified sites to choose from, some of greater, some of lesser merit. I've tried to narrow down the dizzying selection to some of the [best](#). But even if you limit your posting to the ones I've listed, it would take hours of effort to do so consistently, and odds are the response you'd get would be less than overwhelming.

Your best bet is to use a [networked classified service](#) that will enable you to submit your ads to a network of thousands of free ad sites with just one form or automated submission software like: [Classified Ad Wizard](#), [Classify Pro](#) or [Ad Blast 5000](#).

This said however, there are two stand-out, individual classified services - Yahoo and America Online - that if worked properly will generate a fair amount of targeted traffic to your site. Here's the scoop on how you can get the most out of your ad placements with these services.

Yahoo Free Classifieds - If you place your ad nowhere else, place it here.

- To submit go to: [Yahoo Classifieds](#) and set up an account.
- Click on the "Classifieds" link and then on "Post Ad."
- Place your ad title, description, URL and photo or GIF address (i.e. <http://www.yourdomain.com/yourphoto.gif>).

You can place up to 10 ads under 10 categories. Yahoo lists ads in the order they are posted, so when your turn comes up for posting you are listed on the top of the list. This is when your ads have the most pull. Although they remain posted for 60 days, they lose their effectiveness after the first day they appear, as they gradually sink lower and lower on the pages and eventually get relegated to the bottom of the heap.

One way to counter this and keep your ads productive is to follow a simple "delete and repeat" procedure. Since it takes Yahoo about 2 days to place your ads after you submit them, you should wait 3 days (2 day delay + 24 hours) and then go back, delete your original ads (under "edit ads") and re-submit them. This will insure that your ads remain at the top of the pack.

You should repeat this process every three days if you want to remain on top. However, don't forget to vary the headline and ad slightly for each submission in each category. This gives you the opportunity to try out different headlines and ads with each posting to check their effectiveness, and it also insures that the "Powers that Be" at Yahoo accept your ads.

AOL Classifieds

AOL is by far the biggest gun after Yahoo. In several articles I've read by prominent online marketers, AOL classifieds have been singled out as surprisingly effective.

To get to the AOL classified section from the main menu simply click on "keyword," type in "classifieds" and click "go." You can read all about their classified advertising by clicking on "Welcome to AOL Classifieds." They offer both free and premier (paid) classifieds. (The paid - not surprisingly - work much better).

Free & Fee-based Classified Networks

All these sites offer the opportunity to post your ads in your pick of popular categories and places. Just click on the category, the region or state, and send your ad out to targeted millions for FREE! (Some of these sites offer both free and fee-based advertising.) The cost of placing ads on these sites varies according to the category, the length of the ad, the number of ads and the targeted audience, so I will not go into pricing here. All are excellent sites guarantee to give a good solid boost your site traffic.

- [Adland Pro World's Free Classifieds](#)
- [Ad Track Classifieds](#)
- [Online Classified Club](#)
- [Excite Classifieds/Classifieds2000](#)
- [Epage Web Success Listings](#)
- [MegaResponse - BRC](#)
- [Classified Central](#)

Classified Ad Submission & Tracking Software

Below are excellent tools for efficiently handling your classified ad submissions. Remember, whenever the classified sites you submit to get indexed by the search engines, your link density ratings will go up, resulting in higher search engine placements.

- [Ad Wizard Classified Software](#)
- [Classify PRO](#)
- [Ad Blast 5000](#)
- [AdMinder](#)
- [HyperTracker](#)
- [AdTrackZ](#)

Banner Exchanges

Although banner advertising is no longer as popular or effective as it once was, it can still be helpful and successful if done right. While e-mail marketing and search engines are limited in how many ads you can buy and positions you can create, banner advertising space is virtually unlimited. There are thousands of targeted places to advertise in every conceivable market. However, your ads will only be successful if you pay enough money to keep them visible in high traffic areas of cyberspace for a long period of time.

The "good news" answer nowadays is much less than you used to have to pay when banner advertising was in its heyday. Still, unless you understand the basics of banner advertising, you'll likely wind up wasting either your time or your money.

The success of banner ad campaigns depends upon the click through rate. In general, websites have two methods of charging for banner ads:

- *CPM or Cost Per Thousand*: A charge based on the number of people who visit the Web page on which your ad appears. The more visits the Website gets, the higher the ad rates that site can charge.
- *CTR or Clickthrough Rate*: A clickthrough occurs when someone clicks a banner ad that links to your (the advertiser's) Website. In this case, you are billed after the ad has run for awhile and the clicks have been tallied.

One way to reduce the cost of banner advertising is by joining a banner network program; a group of businesses that join together to exchange ads. You can think of a banner exchange as a cooperative advertising program in which participants work together to advertise each other's Websites, products or services using a credit system. By publishing banner ads for other companies on your site, you accumulate credits or points, which then enable you to get your own ad posted around the Internet with other banner network members - for free.

In other words, the amount of free advertising you receive is directly proportional to the amount of advertising you give to other participants.

No two banner exchanges are alike. When it comes to selecting a banner exchange program you have to look past the bells and whistles that say you can promote your Website for free. Banner exchanges use what is called an exchange ratio to indicate the display-to-credit ratio offered by the exchange. The most common exchange ratio is 2 to 1. This means that for every two times that someone views a banner on your Website, your banner will be displayed at a member site one time. (Half the impressions you rack up go to a sponsor, as a means of paying for the free service you get.)

Some exchanges offer additional features, such as targeting. With targeting, you can select the specific categories of Websites that will display your banner and the categories of banners displayed at your own Website. In this way, your banner is seen only by audiences that you select, which includes audiences that are interested in products, services or information similar to what you offer at your Website.

An added benefit of banner exchanging is the ability to track and view the performance statistics for your banner. Depending on the banner exchange system, your performance statistics can range from up-to-the-minute accounting to weekly account summaries. Either way, the stats usually tell you how many times your banner was displayed, as well as how many times someone clicked on your banner.

Banner Exchange & Promotion Services

- [BannersGoMLM](#)
- [Microsoft Bcentral Banner Advertising](#) (formerly bCentral)
- [Ultimate Edge Banner Program](#)
- [Banner Power Banner Exchange Program](#)
- [Mass Marketing Program](#)
- [Free Banners](#)
- [LinkBuddies](#)
- [Exchange-It](#)

Paid Banner / Impression Ads Programs:

- [Mega Response](#)
- [Search King's Pay Per Day Advertising](#)

Automated Traffic Generators

I know I said three ways, but I am listing a fourth because these sites are so prevalent online that I would be remiss not to include them – and it never hurts to join a few of them. I wouldn't count on them sending a whole lot of 'quality' traffic your way, but if you are more concerned with quantity than quality...

Here's How They Work

While each generator is a little different from the next, they all basically run the same way. You sign up, for free, to become a member and your website goes into a member pool. You then visit sites within the member pool and begin to earn credits. You may also refer others to join the system and earn additional credits. The credits are then used to send members from the pool to your site, thus generating new traffic.

Depending on the traffic generating system, you may have a choice on how to visit sites in the member pool... either through start page exchanges or click-through exchanges. Many also offer the additional option of buying additional credits to drive even more traffic to your site. The credits usually earn you pop-up or pop-under advertising exposure for your web site, usually at a ratio of 2 credits to one exposure.

If you're wondering why I listed this promotional method under "Paid Advertising" when you can indeed use it for free, it's because, if you're serious about building your business online you will not have time to waste away the hours opening and closing your browser or viewing site after site in order to earn your

advertising credits. If you are serious, you are going to go directly to the "buying traffic" option most of these services offer, and purchase yourself thousands of credits for a very reasonable sum.

A few words on the subject from respected marketing mentor, Sam Robbins:

"In my experience, one of the biggest reasons most Internet marketers fail is that they waste huge amounts of time constantly looking for and testing new promotional strategies - because nothing they seem to try ever works very well. At the end of the month they find themselves no better off than they were the month before ... because they have no traffic-generating SYSTEM.

Taking into consideration time, money and effort ... your number one priority should be to develop one or more traffic-generating systems. Ideally, this "system" will drive traffic to your site day after day without a huge investment of time or money, either initially or on an ongoing basis.

I think just about everyone would agree that an automated traffic-generating system that had the potential to generate an unlimited amount of traffic, for a very small investment of time and/or money, is every struggling web marketer's dream. I mean, wouldn't that solve a lot of YOUR problems?"

If it would, you should look into the automated traffic generating programs listed on this page. Based on my own experience, they are the best of the lot. There are some caveats, however.

Some Important Points to Bear In Mind When Using Pop-ups or Pop-unders

=> If you do decide to purchase pop-up or pop-under traffic, you won't want to send that traffic to your main page. Heed Keith Baxter of EasySiteHits advice: "It's essential that advertisers create a 'Hit and Run' page. They need to grab attention quickly and make customers respond to ONE THING ONLY!" (This being the case, be sure to use a powerful, enticing, benefit-laden headline.)

=> Although most services allow you to target your traffic, you'll have very little control over the quality of the web sites you are advertising on. Unfortunately, when you're dealing with networks, you essentially go in blind. Which is why it is important to be selective.

=> It's important to be the ONLY pop-up or under on the page. Some companies will spawn many windows, which dilutes the whole point of the exercise and wastes your money.

=> Because someone visiting your site from a pop-under ad did not opt to do so voluntarily, they are not going to be as receptive to what you have to sell them, so start cautiously. Track and test everything. You need to be able to measure how many sales and/or newsletter sign-ups result from the traffic you purchase.

As Sam points out, however, even if you only get a 1-2% conversion rate per 1000, the traffic is so cheap, you're still bound to come up on top!

Bottom line? Not all automated traffic generating systems deliver on their promises, but if you choose wisely, they can help you gain a significant amount of new traffic to your website with little or no cost and very little effort!

Remember This Equation:

TARGETED TRAFFIC = LEADS = BIG PROFITS! (Provided, of course, that your website can convert the targeted traffic into sales!)

Some Popular Automatic Traffic Generating Services include:

- [NoMoreHits](#)
- [Traffic Swarm](#)
- [eHitPlus](#)
- [Exit Blaze Traffic Multiplier](#)
- [StartBlaze](#)
- [Exit Exchange](#)
- [Adminder Guaranteed Visitors](#)
- [EasySiteHits](#)
- [ViralVisitors.com](#)
- [OnlinePromoter](#)
- [Clicks2You](#)
- [Web Hits Direct](#)
- [I-Web-Marketing.com](#)
- [FastClick](#)

Five Rules Of Effective Pop-Up Marketing

One of the most popular new ways to market online currently is with pop-up windows. This amazing new marketing tool can dramatically increase your ability to capture opt-in names, make "second chance" sales presentations to site visitors, and test headlines and hot buttons. Some site owners have even claimed pop-ups have turned their unprofitable online businesses into regular monthly cash generators!

All this said, the unfortunate fact of the matter is that many inexperienced Web marketers abuse pop-ups, which alienates their prospects and also costs them hard earned cash.

The following are five guidelines to follow when implementing a pop-up on a site in order to retain the good will of your site visitors while maximizing the marketing power and response to your pop-up window.

1. Don't over-do it. Limit your pop-ups to one, or at the very most, two. One upon entry and one upon exit.
2. Be careful not to trap surfers in a circular path. Sometimes, a site owner will create a pop-up hell without meaning to, because they inadvertently lead a prospect down a navigational path without considering its impact. Make sure to consider who is getting your pop-ups, where they are getting them and when they are coming up. If you use exit pop-ups, make sure to direct users to "clean pages" that don't put visitors into a loop.
3. Use cookies to limit pop-ups on repeat visits where appropriate. Familiarize yourself with scripts that use cookies to track users, so they aren't bothered with the same pop-up again and again. A nice benefit of using a cookie-enabled script is it prevents people who navigate using their back button (which is very common) from seeing the same pop-up more than once.
4. Allow sufficient user control. You can make pop-ups of many types, with or without toolbars, scrollbars and the option to resize. As a general rule of thumb, it's best to include as many options as you can so that viewers can close the window easily, resize it to accommodate browser settings or minimize it so they can look at it later.
5. Last but not least, make sure you thoroughly battle test your site after you install any pop-up code, especially if you are using exit scripts. Check out the links on your pop-ups and thoroughly explore each one. Make sure they work, the windows open correctly and the paths are clear and easy to follow.

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Traffic Building Basics Portfolio**.

Click the link below to download this mighty pdf publication right now for FREE!



[Traffic Building Basics](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[The Ultimate Marketing Seminar](#) *Mark Joyner et al.*

This is the legendary last seminar that Mark held before leaving Internet marketing. Recorded on 15 DVD's. **The Greatest Collection of Marketing Masters EVER In One Room!**

Discover How To Apply Proven Principles And Timeless Techniques to Internet Business to Create Massive Results! This seminar on DVD is a recent gathering of the top living marketing minds brought together under one roof for a rare meeting of the minds for Internet business. The featured presenter is the 400 million dollar man, Ted Nicholas.



- 3 day event
- 14 Marketing Masters
- 15 DVD's
- ~~\$4,000 a seat~~
- Best of the Best
- No Fluff or Filler
- Only Solid Information You can Apply Right Away

This is radically different from all of the other "me to" Internet marketing seminars out there. This is strictly [the "best of the best" real world marketers](#) - people who have sold close to 1 billion in product over the years, and more importantly, know how to share their knowledge with you so you can apply start using it in your business right away. It is all geared towards how to use proven marketing concepts online. You get solid, proven timeless principles and tactics that are proven to work.

[Magnetic Marketing Systems Kit](#) *by Dan Kennedy*

How would you like to finally stop throwing your advertising money down a blackhole? Get accurate measurable, quick results from each and every dollar you put into ANY kind of advertising, marketing or promotion? And...at will, attract a flood of new customers and spark a huge cash flow surge? Define and DOMINATE any "target market" of your choosing? If you own a small business of ANY KIND you'll rarely come upon information as powerful and practical as this. In fact, it's not just information - it's a complete direct marketing department in a box. Everything is a real no-brainer because at least 80% of the work is already done for you.

The [Magnetic Marketing Kit](#) is much more than just a manual and a set of tapes. It includes a whole host of "power documents": prospecting and sales letters, ads, postcards and so on, designed for 11 different businesses and 4 different sales careers in 6 different business categories. AND all the documents are marked 'Copyright Free', which gives you permission to take them and use them, virtually as-is! (there's over \$75,000.00 worth of copywriting services provided in this Kit!).



[The Guerrilla Marketing Association](#) - *Jay Conrad Levinson*



At its heart, [The Guerrilla Marketing Association](#) is an interactive small business support group that exists to help its members increase their profits with Jay's famous Guerrilla Marketing tactics and techniques. That's why you should join. And that's what this group delivers in spades - for less than the cost of a cup of coffee a day. Here's what you get in a nutshell: When you join the Association you will receive "*The Guerrilla Marketing Insider*," a monthly online report which will give you an inside track to profits. Each report has five streaming videos of interviews with guest experts or commentary by Jay himself.

As a [Guerrilla Marketing Associate](#) you'll also get to participate round the clock in the Guerrilla Marketing Coaching Forums. Ask a select group of professional business coaches, marketing pros and ex-corporate honchos your hardest questions. Have them check out your website, create a headline for you, solve a sticky problem. They are there to help you out 24/7 and will get back to you pronto. And to top all this off you get Wednesday evening telephone Q&A sessions - interactive, real time, with Jay, your coaches and guest experts. (You can download audios of the calls if you can't be there live.) Guerrilla Marketing Daily & Weekly Intelligence, first-rate, immediately helpful marketing information posted at the site or emailed to you once a week. And plenty of hands-on materials to help you prosper. The moment you [sign up](#), you'll receive their PDF *Guerrilla Marketing Coach Jumpstart Program* - a 31-page manual to jumpstart your profits. It's valued at \$49 and includes downloadable audios.

[How To Profit With A Direct Sales Web Site - "Mr. H Tapes"](#) - Corey Rudl

Learn the brilliant sales strategies of a regular guy from Oregon (a man we'll call Mr. H) **who makes over \$23,850.00 per DAY** -- with a web site that even HE admits is ugly!



Would you be excited if I told that YOU COULD EARN \$3,500 EVERY DAY from a web site that gets only 100 visitors a day... and sells a product that costs less than \$150? You could be earning over \$100,000 every month! This isn't hype. This is proven fact. It's already being done by this guy who has developed a simple but highly effective approach to web marketing that brings in \$3,500 a day, every day like clockwork. (To save you from having to do the math, that's \$1,277,500 a year!)

Since releasing the original interview in 2001, Mr. H has actually fine-tuned his follow-up system, exploded his referral business, and ballooned his revenues from \$1.2 Million to \$8.1 Million in 2003. How did he do it? Surprisingly, his techniques have nothing to do with running ads, trading links, mass e-mailing, getting ranked high in search engines, or promoting his site to the general public. Instead, he has five innovative strategies -- and now you can learn about them ALL -- through this updated 101-minute-long interview! "[How To Profit With A Direct Sales Web Site](#)", also known as the "[Mr H Tapes](#)", contains every last mind-blowing detail of an intimate and exclusive interview, conducted by Corey Rudl, that will change the way you approach Internet marketing forever!

SPECIAL BONUS: Also included with the 101-minute revised interview is the original 92-minute long Mr. H interview PLUS a 32-page workbook that breaks down Mr H's system into its five key components AND a fast-paced thirty-minute 'Question and Answer Period', where Corey collected questions from my listeners and asked some hard-hitting follow-up questions.

[Create Advertising That Sells](#) by Joe Vitale



This is an interactive advertising course featuring book, workbook, and video instruction in which **Joe Vitale** teaches you specific tricks you can use to literally triple the results of any ad you write -

guaranteed! This video is probably the most important marketing education I've ever had. It's amazing how Joe can distill his decades of advertising experience into just 45 minutes, but he does.

The [Create Advertising That Sells](#) package comes with 4 instant bonuses, including instant access to: "The 21 Most Powerful Copywriting Rules of All Time," Joe's famous exclusive interview with P.T. Barnum, "How to Create Advertising that Really Sells," an exclusive workbook that builds on and lets you practice what Joe teaches in the video and a forth bonus that is a surprise - one that you're sure to love if you own any type of business. All in all, a great package - dirt cheap, to-the-point, info-packed, highly entertaining and guaranteed to triple the response of any ad you write!

[Web Ad Magic](#) by Yanik Silver, Cindy Kappler and Jeff Grant



Stop Agonizing Over Your Autoresponder Messages, Emails and Ezine Ads. Finally the **Ultimate 3-in-1 Web Advertising Resource Guide is Here...** Now you can quickly and easily generate amazing autoresponder messages, killer emails and profit-pulling ezine ads using a massive collection of prime examples from the World's Top Internet marketers. You can simply model, copy and swipe your pick of these winners and watch your website sales explode! [Web Ad Magic](#) is the long awaited, follow-up version of Yanik Silvers' runaway best-sellers "[Million Dollar Emails](#)" and "[Autoresponder Magic](#)" e-books.

It is the most comprehensive web advertising package you will find on the Net today. It is 1,235 meaty pages jammed full of ALL NEW and profit-producing autoresponder messages, killer emails and ezine ads, market tested and proven to pull in sales by the sharpest Internet marketers around. People like Yanik Silver, Jonathan Mizel, Jim Edwards, Jimmy D. Brown, Joe Vitale, Stephen Pierce, Alex Mandossian, John Reese, Armand Morin, David Garfinkel, Mike Litman, Jim Maddox and a whole slew of others... The result is a true EMAIL AD ENCYCLOPEDIA. Stop banging your head against a wall trying to come up with your own powerful autoresponder sequences, emails and ezine ads! Do yourself a favor and use the proven copy of the pros!

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