

Matt Benwell's

Covert Cash Conspiracy

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Introduction

Hello, and welcome to Covert Cash Conspiracy, the e-book that will teach you everything you need to know to be a successful Internet Marketer. Let's start with a definition of Internet Marketing, followed by a list of ways that it is different from normal marketing.

Internet marketing – the design, development, and advertising of products or services marketed to a global audience through an interactive medium, the Internet, typically using one or more of several strategies including email, search engine optimization, banner advertisements, and social media marketing.

Though professional internet marketing strategies borrow from traditional marketing fundamentals and practices, they depend heavily on the use of new media. Companies are adopting internet marketing strategies for a number of very good reasons. **First**, the internet is able to reach significantly more people than traditional marketing. A flyer posted on a lamp pole may reach a few thousand people on the busiest street corner. A flyer posted on Facebook may reach a hundred thousand people from your local area. At the time of this writing, the most popular YouTube videos have well over 100 million views. That's more views than the Super Bowl! Which brings me to my **second** point, internet marketing is significantly cheaper than traditional marketing. Airing that thirty-

second TV spot during the Super Bowl will cost millions, but uploading a video to YouTube is free. **Third**, unlike traditional marketing, the Internet creates new tools we can use to aid our marketing objectives, from new types of marketing, like Facebook pages, to new technologies that allow us to track our marketing, like cookies.

The purpose of this ebook is to teach you the skills necessary to succeed online. There will be competition, so the first step is identifying a niche where you can dedicate more resources than your competition.

Chapter 1 – Market Discovery

The goal in selecting a good market is selecting a niche that is large enough to be profitable but small enough that we don't have to spend a fortune to get level with our competitors. The first question we have got to ask ourselves is what kind of market we'd be interested in researching in greater depth.

Step 1: Write Down Your Interests

Everybody wants to work in a field that they are interested in, and this is your chance. Writing down things that interest you lets you connect with other people who share the same interests. Your marketing will be that much more effective, and you'll be able to speak as an expert.

For instance, my interests would be:

Surfing

Playing Golf

Playing the Guitar

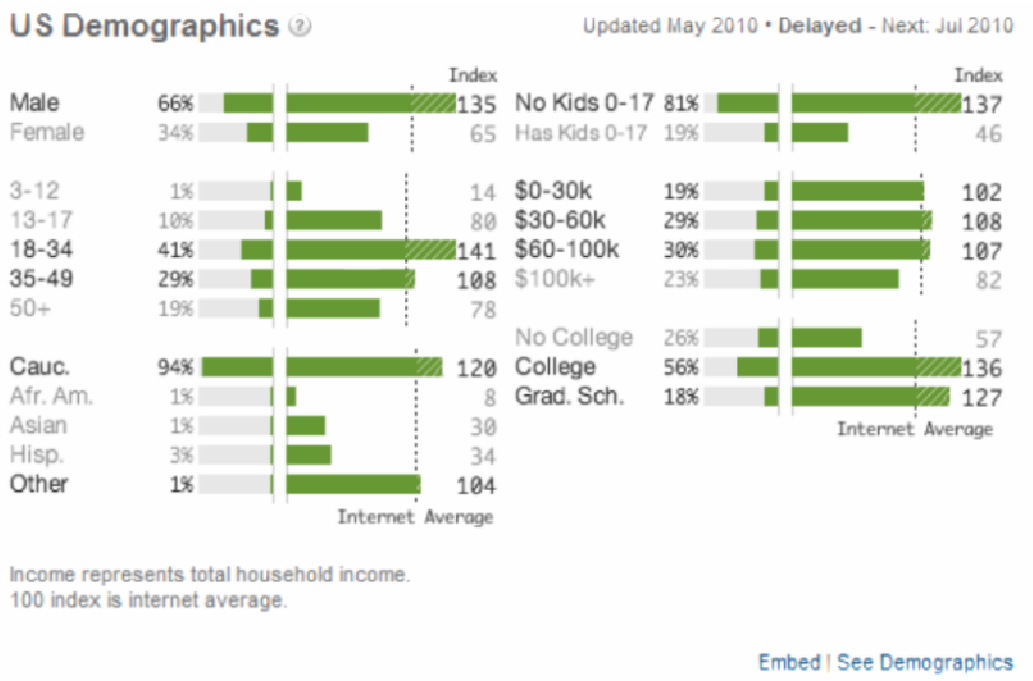
Playing Ice Hockey

Watching Ice Hockey

Using these interests as a starting point, we can identify our target audience for more effective marketing.

Step 2: Using Quantcast to Identify your Audience

To begin, we need to have a look at our markets demographics. To do this, we're going to use a site called Quantcast (<http://www.quantcast.com>). To use Quantcast, simply enter a major website in the niche you're identifying. So for example, for my interest "Surfing", I'd want to **first** go to Google and search for surfing websites. One of the top search results for this search query is Magic Seaweed, a surf forecast website. **Second**, we put the URL for Magic Seaweed, magicseaweed.com, into the Quantcast search. If you scroll down on this page, you will see a box titled **US Demographics** which contains most of the information we need. The US market is the largest English speaking market in the world, so that's the market you should focus on targeting.



Taking a look at this information, we see that most of our visitors will be males between the ages of 18 and 49. When we're writing copy for our Web site and marketing material, we want it to have a tone that targets this demographic. Particularly worth noting is the fact that there's a fair bit of money floating around in this demographic, which you might not expect from surfers. 60% of our visitors will earn between \$30,000 and \$100,000 per year, so there may be a market for selling high-end products as well, like equipment or vacation packages.

By using Quantcast to identify our market before we begin building our website, we can begin to think about our audience and shape our marketing strategy based on what we find.

Repeat this process for several different sites in your niche. If they all attract a similar audience, you can be confident that you will attract that audience as well. If they attract a different audience from each other, try to find out why certain demographics prefer one site over another.






Step 3: Using Forums to Research your Audience

Now that we've identified our audience, it's time to do some recon. We're going to infiltrate their meeting spots, typically Internet forums, and we're going to find out what they're talking about and what they're buying.

To find forums in your particular market, type in your interest followed by the word "forums". So in our example case, the search term is "surfing forums". The top result is the Surfing Waves Forum at <http://www.surfing-waves.com/forum>, let's click on that and take a quick peek around.

Welcome to Surfing Waves Forum

[View unanswered posts](#) • [View active topics](#)

SURFING WAVES STUFF		TOPICS	POSTS
 Welcome to Surfing Waves Forum Rules and Site News. Please read the rules section before posting for the first time.	29	48	
SURF TRAVEL		TOPICS	POSTS
 Surfing Travel Tips and Information Share your useful surf travel information.	1685	8665	
SURFING LESSONS		TOPICS	POSTS
 Surfing Lessons For All Questions and answers for those needing help or advice when learning to surf, improving technique or just comparing notes.	1772	14247	
GENERAL SURF STUFF		TOPICS	POSTS
 Surf Chat Have a chat about any general surfing related topics.	4502	47241	
 Shortboarders Only The shortboard only forum.	812	7592	

This forum offers information about surf travel, surfing lessons, and general surf stuff. A great way to find out what products to offer is to see what people recommend on the forums. In a thread titled “Surf Boards for Beginners,” a lot of advice mentioned getting a thick foam board. This is interesting to note, and it might fit our target audience very well. If you can find names of products that come highly recommended, you’ve done what you came here to do.

Step 4: Assessing the Competition

Now that we've talked a bit about monetizing our Web site, let's take a moment to see what our competitors are doing to monetize theirs. Our goal is to notice what kind of products they're promoting and what techniques they're using to promote them.

The **first** place you need to look is Google by doing a search on your interest, followed by the word "tips". The "tips" search query will typically lead you to affiliate websites similar to the one you will be developing. In this example, I'm searching for "golf swing tips" and looking at the first sponsored link. If you want to be nice, don't click on the link itself, which will cost them money, instead, copy and paste the URL and visit the website that way. It's also a good idea to take a look at the top Google result or two as well, as these guys have spent money to make sure their site ranks so highly. This usually means there's money to be made in the market.

The **second** place I'd want to research is the blog catalog at <http://www.blogcatalog.com>. I'm going to search for "golf swing tips" and take a look at the top few blogs. The goal is to see what kind of content your competition is writing about. You'll probably get a few good ideas for articles of your own. Write these down, since you'll be developing a blog later as the backbone of any reasonable internet marketing strategy.

The **third** place I'd look is Technorati, <http://www.technorati.com>, another blog search engine. Again, I'm searching for "golf swing tips" and clicking on the top couple of links that seem relevant. We're not really interested in news updates or the latest Tiger Woods shenanigans, but if you put a little time into your Technorati query, you can find what people are doing within your chosen market.

The **fourth** resource I use is Ezine Articles, <http://www.ezinearticles.com>, probably the largest article catalog on the Web. See what articles are being written about your niche, their topics, and the number of articles about your selected topic. Just for the phrase "golf swing tips," there are over 15,000 articles written and posted on the Ezine Articles website. This shows that it's quite a big market to go after. Another directory similar to Ezine Articles is Go Articles, at <http://www.goarticles.com>. It's best to use both, though it's likely there will be a good deal of overlap.

The **fifth** and final domain I use to assess the competition is good old YouTube (<http://www.youtube.com>). Simply search for your term and see how many results you get, and more importantly, how many views each video has. This will give you a very good metric for judging the interest in very different markets. Additionally, we can embed the best videos that we find into our own blog, so long as they're not pushing anything like their own website at the end of the video.

These five resources are a great way to investigate the market before investing anything other than some time. If your interests are too esoteric, you may find that there's not a market for them at all. We'll talk about which markets to pursue in the following chapters.

Step 5: Finding Products to Promote

All of the market research looks good so far, so now it's time to select a few products which we'll promote on our blog.

These affiliate networks offer products that you can promote on your site to generate commissions from sales.

Best Affiliate Networks

<http://clickbank.com>

<http://e-junkie.com>

<http://cj.com>

<https://affiliate-program.amazon.com>

<http://pepperjam.com>

The **first** affiliate product I want to look at is a Clickbank eBook. Let's visit the Clickbank website and click on the Marketplace link at the top. **Next**, we can browse to the category that fits our niche. I'm going to look at Sports, and then one of the top affiliate products is **The Simple Golf Swing**. If we choose to promote this product, we will earn 75% commission on every sale. Clicking on the product, we're directed to their webpage. At the bottom, there's an **Affiliates**

link. If you click on the affiliates tab of the site, there's more information about becoming an affiliate and reselling The Simple Golf Swing.

Ideally, you'll find some mix of high-cost and low-cost products. It goes without saying that all of the products that you select should be relevant to your demographic. Advertising office furniture on a blog about your golf swing is likely to penalize you in Google's rankings – they're wise to this type of link stuffing.

In Practice

Now it's time to do some research for your own interests. I know that this is the boring part of marketing, but it's also the most important. **Take a few days to do this** – the more research you have, the better!

Step 1: Write down as many interests and hobbies as possible

Step 2: Research your potential customers, find out what they're talking about

Step 3: Spy on your competition using Google and blog directories

Step 4: Find some products to sell, the more the better!

Place all of this research in a folder and move on to Chapter 2.

Chapter 2 – Keyword Research

In this chapter, I'm going to show you how to select the keywords that you're going to target in your domain names, your page titles, and in the content on your website. After all, keywords are how the Web works. If you want to find something online, the keyword phrase in the search box determines what results you are shown.

Step 1: Find your Main Keywords

The first tool we're going to use is Wordtracker, which can be found at <http://freekeywords.wordtracker.com>. The **first** thing we're going to do is type our keyword into the search box on Wordtracker. If you can't think of what keywords to use, just type in a generic word related to your market, like "golf," and Wordtracker will deliver a bunch of simple keywords. **Next**, search again on one of the keywords and you'll find a good list of long-tail primary keywords. Write down as many possible keyword phrases as you can.

The second useful tool for keyword research is the Google keyword tool (<http://adwords.google.com/select/KeywordToolExternal>). To use the keyword tool, simply type your keyword into the "**Word or phrase**" box and click **Search**. The results that are delivered are both long- and short-tail keyword phrases.

The lower the number in the “global monthly searches” column, the more attainable the results are with the keyword phrase.

The easiest keywords to target reach between 2,000 and 10,000 monthly searches.

Step 2: Research LSI Keywords

LSI Keywords are keywords that are similar to your main keyword, but do not use the same word, so they trigger different searches. Here are a few examples:

Main Keyword	Related Keyword	LSI Keyword
Fish	Fish Tank	Aquariums
Printer	Laser Printer	Inkjet
Zoo	Zoo Animals	SeaWorld

Finding LSI keywords is as easy as performing a Google Adwords search and looking through the list for any keywords that are synonyms but don't contain the keyword phrase.

Tip: Download all of the results to a spreadsheet, and start working from the bottom up. There are more LSI keywords towards the end of the AdWords tool results.

In Practice

Step 1: Make a list of all your keywords, preferring long-tail keyword phrases with more than three words in the phrase.

Step 2: Add as many high-ranking LSI keywords to the list as you can find.

Chapter 3 – Initial Market Testing

Now that we've decided on a market and keywords, it's a good idea to test our market before sinking any more time into the project. To do this, we're going to use the Yahoo! Network's Pay Per Click (PPC) program.

If you can't make sales when you pay people to visit your page, there's a good chance you won't ever make any money on the project and you need to find a new angle.

However, if we do make some sales, even if we don't make a profit, then we can be confident enough to begin building links and improving our organic search engine rankings.

Step 1: Sign Up for an Account

First, visit <http://advertising.yahoo.com> and **sign up for the small business sponsored search advertising platform**. Be sure to select the US/Canada region for your initial testing. Once you've registered and signed in, you'll find yourself at your Dashboard.

From the Yahoo! Dashboard, you will be able to completely configure your Yahoo! direct marketing campaign.

Step 2: Collect All Needed Information

Open up Notepad or Word, because it's time to craft our marketing strategy. In this example, we are targeting a Digital Photography eBook.

Here's a GREAT example of the information you should have:

Product: Learn Digital Photography Now

Affiliate Link: <http://www.learn.digitalphotographynow.com/a.php?a=mboffer>

Keyword #1: learn digital photography – 3,600 (monthly searches)

Ad #1:

Learn Digital Photography

Lessons To **Learn Digital Photography**

Guaranteed To Make You Shoot Like The Pros!

Keyword #2: digital photography lessons – 14,800 (monthly searches)

Ad #2:

Want **Digital Photography Lessons?**

Learn How To Shoot Like The Pro's With

These Easy Step-by-Step Lessons!

Keyword #3: learn digital photography now – 390 (monthly searches)

Ad #3:

Learn Digital Photography Now!

Lessons To **Learn Digital Photography Now** And Shoot
Pics Like The Pros. Enroll Here!

That's it! When crafting your own advertisements, bear in mind that you can use 40 characters for the headlines and 71 characters for the body. **Make sure to use your keyword as often as possible in your headline.** Each time words in your ad match words in the user's search terms, the keywords are bolded in the results. Users will see your ad and notice that it matches their query, and this will get lots of clicks!

Step 3: Create a Campaign

To begin, click on the + **Create Campaign** button. You'll find yourself on the first step of the campaign creation process.

1. Enter Campaign Name and Targeting

Campaign Name: Digital Photography

Description: Digital Photography Now US Test

Geo-Targeting: Limit geo-targeting to US-Only (No Canada).

Once this is filled out, we can move on to the next page.

2. Create an Ad Group

Ad Group Name: Digital Photography Lessons

Distribution Tactic: Sponsored Search

Match Type: Advanced

Next page...

3. Choose Keywords

On the right side of the screen, in the **Select Keywords** box, type **digital photography lessons**. Next, on to bidding...

4. Set Your Ad Group Bid

As you can see, due to this being one of the more competitive keywords, our bid amount is going to be a little higher to get a decent ranking. When setting your bid price, pay attention to the **Average Position** in which your ad will land. Anything between 2 and 5 is great. Decrease your bid amount until you're not in the top position, but somewhere in the middle of the page.

5. Create Your Ad

Since we've already written our ad, we just need to enter the details. For the **digital photography lessons** keyword, we wrote the following Ad copy:

Want **Digital Photography Lessons**?
Learn How To Shoot Like The Pro's With
These Easy Step-by-Step Lessons!

Enter this information, and make sure your Ad Preview looks good. In the **Display URL** box, we can put anything we want, so long as it starts with www. I like to put the product name in here, so enter:

Display URL: www.DigitalPhotographyNow.com

Destination URL: http://www.learn.digitalphotographynow.com/a.php?a=mboffer

6. Review Your Ad Group

Review your ad groups and make any necessary changes. Create another ad group using the buttons below or proceed to budgeting.

Budget, Scheduling and Performance				
Name:	Digital Photography	edit	Estimated Monthly Campaign Results***	
Description:	Digital Photography Now US Test		Monthly Impressions:	
Targeting:	Campaign Level		Monthly Clicks:	
			Daily Cost:	
Budget:	Not Set	edit		
Schedule:				
Targeting				
Ad Groups + Create Ad Group				
Ad Group	Max PPC	Keywords	Ads	Avg. CPC (\$)
Digital Photography Lesson	Sponsored Search: 0.61	1	1	0.31
Display <input type="text" value="10"/> lines per page				
Create Another Ad Group -or- Budget Schedule Campaign >				

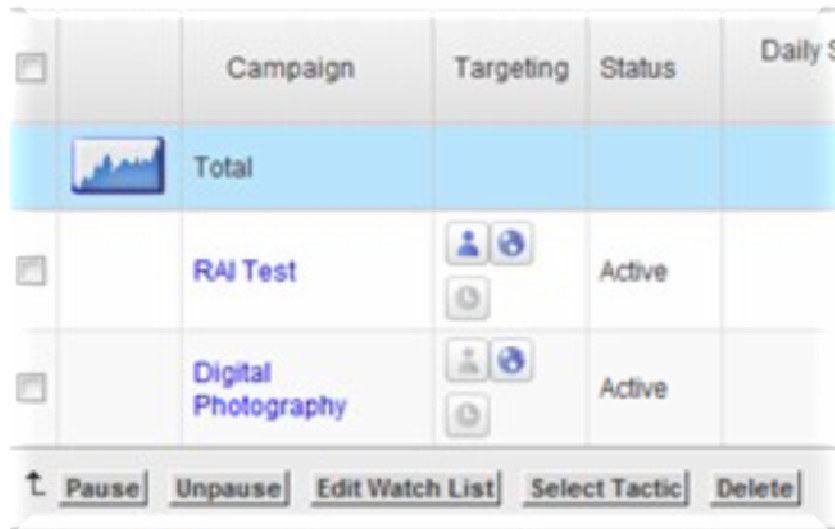
As you can see now, we've got all our details entered except for our budget and schedule, which we'll modify later.







7. Campaign Budget and Schedule

Selecting a budget keeps you from overspending on your test campaign. The minimum daily budget is \$20, and if it does well, maybe increase it to \$50.

8. Review and Activate Campaign

Review your campaign details. Then click **Activate Campaign**. You'll see that your campaign is now active!



	Campaign	Targeting	Status	Daily S
<input type="checkbox"/>	Total			
<input type="checkbox"/>	RAJ Test	  	Active	
<input type="checkbox"/>	Digital Photography	  	Active	

↑ [Pause](#) [Unpause](#) [Edit Watch List](#) [Select Tactic](#) [Delete](#)

You should pay for testing until you get between 100 and 200 clicks on your product. If you still haven't made any sales, disable the campaign and go back to the drawing board.

In Practice

Step 1: Sign up for an account on Yahoo! Advertising as a sponsored search marketer.

Step 2: Gather all of the information you need to set up your campaign, like your keywords, your ad copy, and your affiliate URL.

Step 3: Enter the information into Yahoo! and then activate your campaign.

Intermission – Writing Great Ad Copy

What makes an advertisement sell your product, and how can you write high-converting ads? There are a few steps you should follow for every advertisement that you write.

Step 1: Use the Search Terms!

The secret here is relevance. By integrating the exact terms that your users are searching for, you implement extremely targeted advertisements that garner a lot of clicks.

Step 2: Creating a Good Headline

The headline is your only chance to catch your viewers' attention. You need to convince them to look away from the search results and toward your advertisement.

The simple way to create a good headline is to do a search in Yahoo! or Google and write down the top five headlines. These internet marketers have already

done the leg work testing headlines and seeing what works, so just piggyback off their success and you'll have a strong ad headline.

There are a few other techniques you can use to write good Ad headlines.

1. The Social Proof

The goal with the social proof is to convince people that everyone else is doing it, and so they should be too.

Example Headlines:

Millions Use This to Learn Guitar
How 16,987 People Learn Guitar
How Thousands Learn Guitar

2. The Eye-Grabber

The goal of this headline is to create something that grabs the user's attention immediately.

Example Headlines:

Want to Learn Guitar? Don't Bother.
Stop. Is this a mistake?
Is [keyword] a scam?

The idea being that you answer with a strong NO in your Ad body. Don't bother learning guitar, because there's an easier way.

[Learn Guitar](#)

Gibson reviews the top self-study **guitar** course on DVD. **Learn at home**
Gibson.com/learnandmaster

[Jamorama - Guitar Lessons](#)

Purchase for \$39.95 and Get More! Why wait? Read to Find Out For More
Jamorama.com/

[Learn Guitar Online](#)

Online **guitar** courses and programs from Berklee College of Music.
www.Berkleemusic.com

[Learn Guitar FAST and FUN](#)

Simply **PLAY** along to **learn**. No sheet music, no tabs!
PlayItNowTunes.com

[Learn Guitar Live Online](#)

Video Chat Instruction With LA Pro \$50+/lesson. \$750+ classes.
www.edfinn.com

[Guitar Lessons](#)

Learn to Play the Guitar in the Comfort of Your Own Home
www.ActiveVideos.com

[Home Study Guitar Course](#)

Serious **Guitar** Instruction 20 DVDs of lessons
ASKaMusicTeacher.com

3. The Mind Game

The Mind Game works around reverse psychology. We tell our readers NOT to do something, and then follow up with relevant text in the body.

Example Headlines:

Stop trying to Learn Guitar Now!

Don't buy [keyword], or else!

Looking for [keyword]? Don't bother.

4. Mega Benefits

These show the benefits of your ad over the other ads, and over the main search results. Including things like “cheap” or “clearance” is a good start, but you can also find success with phrases like “free shipping” or “no tax.” Which angle you target depends on what your users are looking for.

5. Lazy Marketing

This is simply the headline, “Looking for [keyword]?” It's that simple, and yes, it works like a dream.

Step 2: Write a Good Ad Body

You can mix and match the same techniques discussed for headline marketing when writing the body. Try to highlight the benefits of your ad relative to other ads. If you can highlight something that everyone offers, but most do not highlight, you make the other ads look like they don't offer that service.

Step 3: Use Good Display URLs

Always try to make your site look as official as possible. Typically, use the URL of the product that you are trying to sell. Remember to capitalize every word of the title. For example: www.LearnGuitarTuition.com is a lot easier to read than <http://www.learn guitartuition.com/a.out?a=mbu20328ah>.

Step 4: Test Several Versions of the Same Ad

You can easily set up the same keywords to run with slight variations between ads. You might find that one gets quite a few more clicks than another. Both Google and Yahoo! automatically show the best-performing ad copy by default.

Chapter 4 – Setting Up Your Sales Medium

In this lesson, you'll learn how to buy a domain and set up your website.

Step 1 – Researching a Domain Name

We're going to buy our domain from HostGator.com. The first thing you need to know before buying a domain is the keyword you're targeting and the niche you're going to enter. If the keyword is sufficiently long, the dot-com domain will probably be available. If it's not, try adding words like "basic," "free," "tips," or "blog" to the domain name where it makes sense. For example, if

digitalphotographylessons.com is taken, try

DigitalPhotographyLessonsBlog.com as well! You can also use your own name, like **PhilsDigitalPlayground**, or abbreviations like **DPTCentral** for of **Digital Photography Tips**.

Step 2- Buying Hosting and Your Domain Name

To buy your hosting and domain name, visit <http://www.hostgator.com> then click on **Web Hosting**. Purchase the **Hatchling Plan**, if you're going to set up just one page and the **Baby Plan** if you're going to be setting up more than one page. Fill out the billing information and click **Create Account**. It can take up to 24 hours for your domain to be set up.

Step 3 - Using CPanel

CPanel is your control panel for your site. You can typically access your control panel at <http://www.yourdomain.com/cpanel>, but if you can't find it, contact support at your web hosting provider.

Using CPanel, you can set up email accounts, set up and manage subdirectories, implement MySQL databases to link with your lead generation campaigns, check stats, manage your files, password protect parts of your site, and back up your site.

To begin, we're going to set up an email address. In the CPanel mail options, click on **Email accounts**. I'm going to encourage people to email me at the address **phil@basicdigitalphotographytips.net**, so just type in "phil" with a password to set up your email.



The screenshot shows the Host Gator Control Panel interface. At the top, there's a navigation bar with "Host Gator Control Panel" and buttons for "Register" and "Transfer". Below this, there's a "Register a Domain" button. The main content area is titled "Email Accounts" and contains a form for creating a new email account. The form includes fields for "Email" (with "phil" entered), "Password", and "Password (again)". The "Strength" indicator shows "Very Weak (0/100)" and there's a "Password Generator" button. The "Mailbox Quota" is set to "250 MB" with an "Unlimited" option. A "Create Account" button is at the bottom.

To check your e-mail, simply use the **Access Webmail** link in CPanel.

Step 4 - Setting up a Blog

To set up a blog, go into your site's CPanel and click on the **Fantastico De Luxe** icon. When we click on it, it takes us to another screen in CPanel and allows us to install any of a number of services in just a few clicks. We're going to install **Wordpress** by clicking on the Wordpress link in the left hand bar.



The screenshot shows the Wordpress installation form with the following fields and values:

- Installation location:**
 - Install on domain: mydigitalphotographytips.co.uk
 - Install in directory: (empty)
- Admin access data:**
 - Administrator-username: admin
 - Password: password
- Base configuration:**
 - Admin nickname: Phil
 - Admin e-mail (your email address): phil@mydigitalphotographi
 - Site name: ty digital photography tips
 - Description: (empty)

An "Install Wordpress" button is visible at the bottom of the form.

We're going to install it twice, because later in this course, you'll learn how to do split testing, and the easiest way to do that is to set up two blogs right now. In fact, Wordpress is simple to set up; this won't take very long at all.

The image on the left shows the proper settings for the Wordpress installation. Simply enter **your admin name** and **password**, your newly-created **email address**, and your **site name**.

After clicking on the **Install Wordpress** button, click the **Finish Installation** button and the blog is installed. Visit your domain and you'll see your Wordpress installation!

To set up your second blog, go back to your **CPanel**, click on **Fantastico**, and complete a **New Install**. The only difference is that we're going to enter "**blog**" into the **Install in Directory** text field.

In Practice

Step 1: Find a good, available domain name.

Step 2: Buy hosting and buy the domain name.

Step 3: Set up an email address and your Wordpress installation from the CPanel.

Chapter 5 – Customizing your Sales Medium

Step 1 – Finding a Theme

Changing the look of your website is easy with Wordpress. There are thousands of free themes that you can install to completely change the appearance of the page.

Free Wordpress Themes:

<http://wordpressthemebase.com/>

<http://wordpress.org/extend/themes/>

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

Find a theme that fits your niche and download it. It comes as a Zip file, so use a program like <http://www.izarc.org> to extract it somewhere on your computer.

Step 2 – Uploading a Theme

To upload a theme, **open two Explorer windows** side by side. In one of them, type in **ftp://yourwebsitedomain.com** , and in the other, find the folder in which you extracted the Wordpress theme files. Simply drag and drop your Wordpress theme files from your hard drive into the following directory:

/public_html/wp-content/themes

Step 3 – Changing to Your New Theme

To change your theme, access the administration section of your site by visiting **<http://www.yourdomain.com/wp-admin>**. Login with the information you supplied during the setup of the blog.

On the left side of the page, there is an **Appearance** link. If we click on the new theme that we've uploaded, we can switch themes by clicking **Activate**.

Step 4 – Repeat

Remember, we created two blogs. Follow the same steps above, except in the **blog** directory. Visit **<http://www.yourdomain.com/blog/wp-admin>** to begin.

In Practice

Find and download a new theme.

Upload it to your server.

Activate it from the administration panel.

Chapter 6 – Easy Web Copy

Step 1 – Researching your Web Copy

In this lesson we're going to take a look at some really easy and simple ways so you can craft killer copy for your blog posts, free offers, and anything else you decide to add to your site. Now in case you didn't know the 2 main components that will make you money online are your **OFFER** and **TRAFFIC**.

One without the other will result in failure; you need both to succeed online. Now traffic is easy as we can buy that and create long term free exposure over time. The offer is the component that everyone overlooks. This is why the information in this lesson is going to put you ahead of the competition!

First off, let's cover some points that you **MUST FOLLOW** to write effective online copy:

Rule 1: Keep it short and snappy. You may have heard the term "choppy copy" before. You need to keep your paragraphs short (4 lines max). Why?

It makes your message easier to read. We want our reader (and potential customer) to be able to scan down our message (blog post) and devour the information with ease.

Therefore by keeping our copy “choppy” and to the point they can do this easily and move to the next step... buying your stuff!

Rule 2: Be yourself. If you try and come across as something you’re not your reader will see straight through you! You need to be yourself and let your knowledge through your market research give your perceived expert status!

Rule 3: Write as you speak. This goes hand in hand with rule 1! We don’t talk in long drawn out sentences do we? Keep it short and snappy. If you’re about to make a point use “...” at end of an open sentence and follow it with your point...

A snappy one liner is cool and easy to read!

Rule 4: Emphasize important points. Use the bold tool, underline and highlight important points in your copy. You can even use a different font color to highlight these also. **Don’t go overboard!**

I use a five-step process in creating Web copy. The five questions you **MUST** answer:

1. **What is the problem?** What do you know about your target audience? Why do they need the product or service that you're promoting?
2. **Why hasn't the problem been solved?** Take a look at previous remedies or solutions; see why they failed, and what or who is to blame.
3. **What is possible?** Help your audience understand how they can fulfill their hopes and dreams without this problem.
4. **What is the difference now?** Take some time to get to know your product or service. What is it made of? Why was it invented or developed? Where did it originate? Who invented or discovered it? State what's different about your product or service and how that can help. Start with the words "**Unlike our competitors...**"
5. **What should you do now?** Know your objective. Do you want your users to buy a product, or do you just want leads? Tell your viewers what they need to do next, whether it's sign up, register, opt-in, or click for more details. **Do NOT forget your call to action.**

Before you start crafting your web copy, write down as many notes about these questions as you can.

Step 2 – Crafting Your Web Copy

The copywriting principle we're going to focus on is called **AIDA**, which stands for **Attention, Interest, Desire, Action**. Each step keeps our readers focused on fulfilling the next goal of our copywriting.

Attention – The first thing we have to go is grab our readers' attention.

Headlines catch attention, so you need to make the headline as powerful as possible.

The 3 Step Plan for Creating Killer Headlines:

1. Write down 30 headlines before you decide.
2. Read the headlines the following day. Do they have the same impact?
3. Ask yourself, “Is this the best possible headline for my objective, target audience, and my pitch?”

Here are some things you can try:

- Offer a strong, compelling promise
- Highlight benefits to the reader
- Explain exactly what the offer is
- Appeal to their emotions
- Use specifics (exact numbers, percentages)
- Arouse curiosity
- Call out to a specific audience
- Make an announcement
- Ask a question
- Begin with the words “How to, Discover, Exposed”

Interest – Keep your readers interest; don’t let them close the page. The first paragraph is **crucial**.

- Let the reader know what’s in it for them
- Keep your sentences short and easy to read

- Use questions to gain interaction

Desire – Now that we’ve caught the reader’s attention with the headline and gained their interest with the first paragraph, now it’s time to create a desire for our product.

- Give them the solution to their problem
- Stating the obvious isn’t enough
- People don’t initially care about product features
- They care about the benefits that impact them DIRECTLY!

Action – The call to action is the last step you need to take. Tell the readers exactly what they need to do. Even if it’s obvious to you, always direct them what to do.

Example call to actions:

- “Simply type in your name and email address in the form below and the free report will be in your inbox within just a couple of minutes!”
- “To download your free report, please enter your name and email address in the boxes below and we’ll send it directly to your inbox in just a few minutes!”
- “Click on the link below to get started now!”
- “Type in your email address below, then click the Show Me Now button to gain access to this Top Secret Information!”

If you’re not a great writer, you should check out WeBuiltThisInternet.info or Elance.com, where you can hire an expert writer to help you write amazing Web copy for anywhere from \$200 to \$2,000.

Remember: Don't try to reinvent the wheel. Look at what other people are doing in your market, gather ideas, and implement them for yourself.

In Practice

Ten final tips for powerful copywriting:

- “The more you tell, the less you sell.” Keep it brief.
- Strong offers, stated boldly, are the key to success.
- Test early, even if your site is ugly. Well-worded sites are more important than graphics.
- Assume your readers don't care about you or your products.
- Sell salvation, not products.
- Use the great motivators: greed, anger, fear, guilt, exclusivity, fear of loss, desire.
- Use words that sell. Pepper your copy with words like: proven, health, easy, guarantee, safety, love, new, discover, right, results, comfort, truth, profit, deserve, happy, trust, value, fun, and vital.
- Avoid words that KILL response: cost, pay, contract, sign, try, worry, loss, lose, hurt, death, buy, bad, sell, sold, price, decision, hard, difficult, obligation, liable, fail.
- “Appeal to everyone and miss them all”. Not everyone is interested in the same thing. Ignore the 90% that will never respond and go after the 10% of people that will respond to your offer, as the problem directly focuses on them.
- Use colors that sell. Red, yellow, and blue. Avoid muted tones and browns.

Chapter 7 – Implementing Graphics

Adding graphics and banners to your website allow you to advertise products and services as affiliates, recommend our other services, and promote our own sites or social media accounts like Twitter and Facebook.

Step 1 – Find Graphics to Show

Begin by coming up with a **list of products** that you can promote as an affiliate. These can include physical goods on sites like Amazon as well as products on sites like eJunkie and Clickbank. Visit the product site and see if they have banners available.

Do you want to integrate **Facebook and/or Twitter**? I suggest you use at least one of these (but ideally both) as they are great ways to attract free visitors. Both sites offer banners, and you can search for “Free Facebook Icons” or “Free Twitter Icons” and get a bunch of additional results.

In **what sections** of the sites do you want to **sell** links and banners? Is there a sidebar in your Wordpress theme that would be great for advertisements?

Step 2 – Create Standout Graphics

If you need to create your own graphics, there are a few tips and tricks you can use to make sure your graphics get a lot of clicks.

Color - Use a different color than the main one on your site. My site is red, so a red ad will not stand out, whereas a black ad would.

Animation - From animated GIFs to flash banners, we can add interactivity and attract attention with subtle animation, from a camera's flash going off every 5 seconds to a lightning bolt thundering down at a set interval. These sorts of effects can be very powerful, but beware, too many of these animated graphics will drive your visitors crazy.

Think Outside the Box - Being different usually attracts attention, and that's a good thing! Instead of going for the high impact perfectly finalized graphic look, try something like a newspaper clipping. I have seen very good responses to hand drawn (and even smudged) pencil drawings and scribbles.

Step 3 – Monetizing Your Site with OIO Publisher

From the **Wordpress admin** screen at <http://www.yourdomain.com/wp-admin>, click on the **OIOpublisher**, and then on **Settings**. Change your payment options to enable your customers to pay for the ad space on your page.

Under **Advanced Settings**, I typically use the following settings:

- Pay After Approval: No
- Allow Subscription Payments: Yes

- Display Ads in New Window: No
- Allow Image Uploading: Yes
- Post Specific Purchase Links: No

Clicking on the **Text Ads** link will allow us to set up the prices for placing text ads on our site. The **Banner Ads** link allows us to set the prices for banners.

To add the OIOPublisher widget into our template, click on **Appearance** in the left sidebar, then **Widgets**. In Sidebar1, which is the default name for the left sidebar, add the **OIOPublisher Link Zone**. Now advertisers can purchase link space on your page. In Sidebar2, which is the default name for the right sidebar, add the **OIOPublisher Banner Zone**.

If you want to see what options your advertising partners will have, return to your website and click on the **Advertise Here** banner.

In Practice

Step 1: Make sure your theme has plenty of room for graphics and banners.

Step 2: Decide whether you want to use Twitter or Facebook, sign up for the accounts.

Step 3: Begin the image gathering/creating process.

Step 4: Monetize your site with OIOPublisher.

Chapter 8 – Paid Traffic Methods

We've already covered setting up initial market testing with Yahoo's Pay Per Click advertising. What do we do if our site makes money for us within the first couple of weeks? Well, we continue marketing with paid traffic, and we begin to optimize to earn more conversions.

Step 1 – Split Testing

Split Testing, also known as A/B testing, is a technique used to optimize advertisements for a higher click-through rate.

When split testing, all we are going to do is create the exact same ad, except change the Headline. Then, leave the rest of the ad the same and run them alongside each other for a set period of either time or investment. I like to run each until I have seen at least a thousand impressions or hit 100 clicks.

See which ad has the better CTR. That one is the winner. It's as simple as that.

Next, test the new ad against another ad with a different headline. Again, keep the headline that gets the most clicks.

After you have split tested your headline and finalized which one generates the better CTR you can then move onto the body text in the ad. You can generate different text to go with headline, and once again, test one against the other and then the winner against the next variation. Some things to consider changing in the body text include:

Different Call to Action – This could include things like giving a deadline, stating there are only a few copies left, giving a bonus, having a trial period or simply stating that a full money back guarantee is in place.

Keywords – It’s all about the keywords. Include them in the body. Also test your LSI keywords.

Ask a Question – This will depend on the market you have chosen, but it works well in most markets. Asking a question will entice the user, especially when you already know the answer is going to be “Yes.” Anyone who searched for my example term “Learn Guitar” is going to identify with the ad that reads “Do you want to Learn Guitar?”

Negative qualifiers are terms that will put certain people off clicking on our ad. Using negative qualifiers, we can better target the clicks we do receive. Take the example of hosting. If you are running an ad for a hosting company and you are charging \$2/month, then you do not want to be paying for clicks from people looking for free hosting. Include the negative qualifier of the price in our body text. You can also use other negative qualifiers like gender, if you are specifically targeting male or female markets, or age, if you targeting people of a certain age. You can try to cut down most of these in your targeting when setting up the ad. Negative qualifiers should be used to cut out the people you cannot cut out any other way.

Once you have your ad that generates the highest CTR it is time to look at a few more factors that can either maximize or kill off a campaign.

Location – Running an ad in the UK may not be the same as running the ad in the US. This goes for any country. Always run your ad in one country. Then, set up a new ad, with the same ad copy, in another country. Remember to target any country that has a need for your product. I always stick to my own language so I test my ads in:

- United States
- Canada
- New Zealand
- Rep. Of Ireland
- South Africa
- United Kingdom
- Australia

The same ad will often have higher CTR's in one country than another. You can optimize, or stop altogether, the ads that don't make you money.

Day parting – Day parting allows us to select what times of day the ads are shown. We can work out from our tests what times generate the highest CTR, but don't stop there. You will also need to compare your conversions at the different

times of day. Target the highest converting time and stop running the ad at times when the price of clicks outweighs the commissions from sales.

In Practice

Step 1: Test, test, test!

Step 2: Keep the best, forget the rest!

Step 3: Plan on dominating the whole first page for your keyword.

Chapter 9 – Free Traffic Methods

It's time to start driving some free traffic to our website.

Step 1 – Article Marketing

The first technique we're going to look at is article marketing. It's been around for a long time and it's still around today because it works. It's a simple process, but there are ways we can automate it so we can do a lot more of it.

EzineArticles.com is a huge article directory where you can submit an article around 500 or 600 words on a topic relating to your niche, and then you can pepper the article with sales phrases and two links to your page.

EzineArticles.com is a great solution for article marketing because keyword-rich SEO articles rank very highly in the Google search results for the keyword phrases. You will get quite a few eyes on your articles. Not to mention, the backlinks to your website are invaluable, as they increase your organic search engine results.

Remember, you get more traffic with 100 good articles than you will with 5 or 6 great articles, so spend your writing time wisely. If you don't like to write, articles can be purchased at any of the following websites:

- Digital Point Forums – <http://forums.digitalpoint.com>
- Elance – <http://www.elance.com>

- oDesk – <http://www.odesk.com>

Submitting articles to directories is as simple as finding directories at <http://www.vretoolbar.com/articles/directories.php>, a list of the top 50 article directories, and submitting articles to several of the top directories. Ideally, you'll want to use the top 20 directories and have as many articles as possible on each of them.

Save a lot of time with **Mass Article Control**, available here: <http://covertcashconspiracy.com/massarticle.html>.

Step 2 – Link Scattering

In this step, the goal is to flood the internet with links to our site. Where can we scatter links?

Forums – Forums are a great place to stick your links, because every forum allows you to place a signature in your posts. Every time you make a post on the forum, the links in your signature will appear on the Web. The key is making your signatures relevant – why would we be interested in a weight loss eBook if we're setting up a digital photography site? Find a relevant forum by searching for your keyword plus "forum" on Google. Sign up and become an active member of the forum, posting good information regularly, with your signature at the bottom.

Blogs –Blogs are an excellent place to leave comments with your relevant links. Controversial things tend to get more clicks than simply saying “good post” or spam comments.

Step 3 – Traffic Exchanges

A traffic exchange like Entrecard.com is an excellent way to share traffic with other websites on Entrecard. By visiting the websites of Entrecard members, you’ll receive credits that you can spend to purchase advertising on high traffic websites and blogs. This will generate hundreds of clicks for you.

Step 4 – Social Bookmarking

Social media is one of the newest ways advertisers are getting people interested in their products. It’s a great way to drive free traffic to your website, and when it’s done correctly, it can drive thousands and thousands of clicks to your site within hours. If you get good promotion on a site like Digg, you can end up with a hundred thousand clicks on your website in a day.

The Top Six Social Bookmarking Sites
Twitter
Digg
Reddit
StumbleUpon
Yahoo! Buzz
Delicious

Typically, the types of posts that thrive on social bookmarking sites are “Best of” posts. So, for example, some great post ideas are “The Top 10 Digital Cameras,” “The 10 Worst Cameras,” “The 7 Best Camera Accessories,” and “4 Camera Accessories You Don’t Want to Leave Home Without.”

The more attention your topic gets, the higher it moves in the social media rankings. If you can get on the front page, or go viral, that’s when you get hundreds of thousands of eyes on your product page.

Save a lot of time with **Social Bookmarking Demon**, available here: <http://covertcashconspiracy.com/social.html>. It will save you a lot of time and automate your social bookmarking projects.

In Practice

Step 1: Create/buy articles and submit them to article directories.

Step 2: Comment on forums and blogs.

Step 3: Join a traffic exchange.

Step 4: Get involved in social bookmarking.

Chapter 10 – Increasing Your Conversions

By now, your traffic is flooding in and it's time to make the most of it. We're going to use the same A/B Split Test that we used to test our ads to test our conversion success.

We use [Google Website Optimizer](#) to set up our split tests.

Step 1: Create an A/B Experiment

We want to **create an A/B Experiment**. The Website Optimizer will ask us to name our experiment, identify the two test pages, and identify the URL of the conversions page. The conversions page is also known as the “thank you” page; this is the page your readers see after signing up for your newsletter, purchasing your product, or whatever other goal you have. Fill out the form and click **Continue**.

The Website Optimizer asks if you're going to install the JavaScript code yourself or if they should email the details to your Webmaster. Select **“You will install and validate the JavaScript page”**.

The resulting page provides tracking codes for your control page, your variation page, and your conversions page. Paste the code into the original page's source code according to the instructions provided. Once you've finished, re-publish or re-upload your pages by FTP and click **Validate pages**.

As your traffic keeps coming in and converting, you may start to notice one page performing better than the other. If you see either page pull ahead by a 60-40 margin, and you have over 20 conversions, this is a change you can be confident making without testing further.

Step 2: Optimizing Your Page

There are a number of criteria we can change every time we do a split test.

The first and biggest thing you can change is the **design**, both the color and the layout. It could be as simple as changing the red to blue or it could involve changing the theme altogether. The best way to start is by getting the right main color for your site. You may have to test several different colors before you find the best color.

Next, consider changing the **sidebars** on your page. Do you convert better by moving the sidebar to the other side, or by removing it altogether?

Next, where is the **best location** for our free offer? Does your banner get more clicks on the sidebar, the header, or the row above the page?

Is the **text** big enough? Is it too big? Is the font easy to read? What color is the text? Does it draw enough attention, or too much attention? You should consider every part of your message to try to improve your conversions.

How about your **images and graphics**? Can I increase conversions by adding a picture of a digital camera to the header? Do no images work better, or do I want more images in the content?

Is our **content** good? Does changing the headline matter? Do we get more conversions when we talk about some topics, relative to other topics? Are there specific topics that turn people off to converting?

We can test the **price**. Does it convert better at \$17, \$37, or \$97?

Following these steps WILL give you a better converting offer. This means that any work you do will be more and more profitable and worthwhile.

Chapter 11 – List Building Secrets

It's time to start gathering email addresses and generate huge lists of subscribers and buyers in many niches. To do this there is one service that you cannot live without. An auto-responder service is the key to list building and email marketing.

Step 1 – Sign Up for GetResponse

There are three reasons why an auto-responder like GetResponse is a vital tool for your email marketing.

First, they offer extremely good management of your email campaigns. Trying to handle the sheer volume of email that you'd have to send to be successful would be exceedingly difficult.

Second, they have been vetted by major email providers, and they adhere to the CAN-SPAM Act, which means your email messages will get delivered into an Inbox instead of into a Spam folder.

Third, the control you have over scheduling, tracking, and testing is invaluable. You can queue up and schedule your emails for the next month or two. Isn't the point to put this marketing on autopilot, anyway?

Step 2 – Set Up a New Campaign

After signing up for a GetResponse account, confirming our email address, and logging in, we'll find ourselves at the **Dashboard**. The dashboard has all of the important information about how our email marketing is progressing, from historic details about click through rates to signups for our latest campaigns.

To set up our first campaign, click on **Campaigns** then on **Create a New Campaign**. The campaign name can be anything you want, but everyone will see it when they sign up for your list. I've called mine "myphototips".

Some **settings** that we might want to modify are the **FROM email address** and the **Confirmed opt-in** setting, which we can turn on if we want to be sure everyone has used a real email address.

Step 3 – Create follow-up emails

Next, we want to **create follow-up emails** for our subscribers. Follow-up emails are scheduled to be sent to users x days after they join your list. Click **Messages**, then **Create follow-up**. Choose **Plain Text** email. If you want your subscribers to get the message immediately, **send the message 0 days after sign-up**.

Step 4 – Create a Web Form

To create a web form, go to **Contacts** and click on **Web Forms**. Select the campaign that we want to gather email addresses for. Click “**Create a new Web Form.**” There are two URLs that you’ll want to set up on your site before going any further:

- **Confirmation URL:** The URL that users go to after signing up for the list.
- **Error page URL:** The URL that users go to if there is a problem.

In the next step, choose from a template that matches (or contrasts, if that’s what performs better in your split test!) your site. You can change the text on the Headline or on the Subscribe button. If we have a free offer, use a headline like “Get your FREE Tips!”

To **add the Web form onto our site**, copy and paste the HTML code into your Web page and re-publish your site.

Step 5 – Check your Statistics

How do you know if your email campaign is installed correctly? You can go to **Statistics** and then **Subscription Statistics**, where you can monitor your

number of subscribers. If you subscribe yourself to your list, you should see the number on the statistics page tick up to 1.

Step 6 – Alternative Signup Boxes



Sure, you can use the standard first name and email signup form that the template produces. If you want to get more technical, you can edit the HTML form directly, allowing you to insert custom images or code, move the form around with a lot of precision, or use server-side scripting to customize it in a number of different ways.

You can also hire a developer like WowMiniSites.com or an Elance.com freelancer to create and integrate custom graphical signup forms for your page. Take my word for it, integrating a graphical signup form into your site's header can increase conversions significantly. For many people, this is a lot easier than implementing your own graphical signup box.

Chapter 12 – Content “Sorcery”

Whether you're putting together your free offer or just creating content in general for your site, there are a few easy ways to get lots of content quickly.

Step 1 – The Free Offer

Once we've got our auto-responder set up, we need to be able to offer people who visit our site something in exchange for their name and email address. This usually comes in the way of a free offer.

The free offer should be **related** to our niche. In fact, if you're specifically driving traffic based on a certain keyword, you should make your offer related to the reason that users are coming to your site. You can either hold a poll to ask what would be the best thing for your users to get or you can use several different landing pages with several individual free offers. We can obviously split-test this later.

The free offer should be **valuable**. It needs to over-deliver on promises. Users are not going to give their name and email address for a one-page report that they

can find on another site without having to part with their email address. Add value wherever you can.

The **format** of the free offer can be a written report, a set of videos, a single video, an audio recording, anything that is relevant and useful to the people visiting your site.

If you make your free offer **unique**, unlike any other offer out there, you'll get signups. If your offer looks similar to another offer that users had a bad experience with, either because it was SPAM or had no value, they are going to think twice about signing up for your offer. The way you phrase the offer can really make the difference here.

Step 2 – Creating a Free Offer

If you're an expert in your niche, and a great writer, you can write your free offer yourself. On the other hand, it might take you a lot of time to put together a worthwhile free offer. You want to get your free offer up on your website as soon as possible so that you aren't missing any visitors that are currently hitting your website.

You can **hire a freelancer** to put together a free offer, usually within a week, on WeBuiltThisInternet.info, Guru.com, or Elance.com.

Here are some **outsourcing tips** for talking with freelancers and making the terms of the contract clear:

Be clear and concise – write down what you want, and also write down what you don't want, including what the end product should look like or not look like.

Add detail – Add as much detail as possible. Taking the time to create an in-depth brief will help your freelancer understand what it is you're looking for.

Set the price – Set the price at the beginning, get an agreement or contract, and clearly state the terms of the contract regarding what will be provided. Also, find out what you may be charged extra for.

Set an early review date – Asking to review projects halfway through is a good way to ensure that you are on the same page as your freelancer.

Ask for references or samples – A lot of people who have done work on these sites before can give you this information quite easily.

Don't always go for the cheapest – The cheapest is not always the best. If it's cheap, that's usually for a reason. A lot of unscrupulous providers from third-world countries re-use content or rip it off of a competitor's site, change a few words, and submit it back to you. These guys are usually the cheapest providers; good freelancers start at about ten dollars a page.

Another easy way to do this is to get an expert in the field to do the work for you. Here's a trick that I've used before. If you find someone with a blog that's regularly updated, you can always contact them and see if they want to create some content for your subscribers. You can offer them some benefit like offering to link to their site within the report or from within our site. Another excellent way to get a free offer together is asking to interview these blog owners on Skype, and then recording the conversation. Usually, you should email them the questions beforehand so they can prepare answers for you.

Chapter 13 – Quick Email Copy

Why build an email list? What's easier than having an automated sequence of emails that your subscriber receives to tell them about great offers and give them free stuff to keep them interested in you and to buy what you recommend?

Imagine this scenario. You've found yourself a profitable market, and you've found a killer product that converts visitors into sales. **What next?** You send traffic to this site. **What happens when the visitor buys this product?** You get a nice little commission. The vendor gets their cut, and they also get the visitors name and email. **How can you contact this visitor again?** You can't. This is why you need to create an email list of all your subscribers. Then, you can contact them over and over again with new offers and information relevant to their interests. You could refer these subscribers to multiple offers over time which you'd gain commission for, rather than just making money on the initial sale.

Virtually **every person** who is online sends and receives email. Email provides **greater visibility** for our offers to be seen. Email is the best vehicle for getting our offers out. Website rankings change all the time depending on how the search engines feel. If you have an email list, **you can always create exposure.** You can create a **long term relationship** with your emails over time. This builds

trust and a following, which makes closing sales a lot easier. Email helps you keep the subscribers you have. It **costs less** to keep an existing subscriber than to acquire a new one.

There are 6 steps to writing killer email subject lines.

Step 1 – Create a compelling subject line

Make it compelling – It must be irresistible and compelling. Don't make your subject line appear like an advertisement. Everyone gets enough of this.

Make it personal – Examples of good subject lines include “Did you get my message?” and “Not sure if you saw this...” Use the [[firstname]] field in GetResponse to make it even more personal. Talk to the reader directly.

Arouse curiosity.

Stay away from hype words – Words like “Special” and “Sale” will get your email deleted before your visitors can read it.

Get your email opened – This is the main goal of the subject line.

Step 2 – The First Sentence

Create a rapport – show them that a real person is behind the email. Talk about something that is relevant to their interests.

Keep it short and personal – Break the ice.

Bond with the reader – The reader should think “I feel like I know you.”

Step 3 – Keep Your Message Direct

Goal – Get the reader to click the link! They must do this with no tricks, no scams.

Create trust – Give up information to achieve this.

Show the benefits of our solution.

One message per email – Don’t try to promote more than one product.

One choice – Only provide one link, and focus your sales message on getting them to click that link.

Don’t waffle – Keep your message focused.

Step 4 – Provide Value

Give your reader something of value In exchange for their undivided attention, such as a free gift, a discount, useful information, or a special offer. This makes it worth their while to read this and future emails from you.

Step 5 – The Benefit

It's not enough to tell your readers what your offer is. You have to **demonstrate how it will benefit them directly**. An easy way to do this is to state the offer and then follow it with "...so that you can..." **For example**, "Sign up at the link below so that you can be informed weekly about great professional photography secrets that no other website is willing to share with you. This will save you heaps of wasted time scouring the web!"

Step 6 – The Call to Action

You see many email marketers who go to a lot of trouble to create well-crafted emails with a complicated sales argument, but at the last moment, they fail to ask the prospect to take action. **You must give the reader a call to action** to tell them what to do next!

In Practice

Subscribe to your competitors email lists to get an idea what they're offering.

Conclusion – The 4 Rules of Marketing

This chapter marks the end of the Covert Cash Conspiracy. You'll want to refer back to it as you create your campaigns in the future. The take-home message that you should remember for now can be summed up in four rules.

Rule #1 - Focus on the frame of mind of your audience and craft your offers in a way that appeals to them. Research, read forums, and pick up on keywords or phrases that are used by your customers.

Rule #2 – Write the way you speak to your friends. Don't try to use big words, as your readers might not have a clue what you're saying.

Rule #3 – Don't be creative or formal. You're supposed to be creating a rapport with your prospects. Leave creative to the novel writers and formal to the businessmen.

Rule #4 – Market as if you're selling to one person and that person is your friend.