

INTERNET MARKETING BLUEPRINT SERIES 1!

STEP BY STEP GUIDE TO ONLINE SUCCESS!



REMOVE WORRY & FEAR!
WHERE OR HOW TO BEGIN?
LEARN THE FOUNDATION YOUR
MISSING!

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RESOURCES & RECOMMENDATIONS....SERIES 2!

LET'S REVIEW FROM REPORT!

1. You must try to capture lead information in **EVERY** promotion.
2. You must try to convert a reader of your ads into an opt-in subscriber of your newsletter or e-mail marketing list.
3. You must make an offer to generate an immediate response from the reader. In other words, convince them to **DO** something, and do it **NOW**.

Ok, so now you have your landing page and you are ready to get some leads and some sales. Where do you promote? Don't worry we are going to get to that a little later. First I want you to know the difference between Direct Promotion and Indirect Promotion. It is **VERY** important that you know the difference because newbies don't often understand the difference and they waste precious time and money doing the **WRONG** things. They don't get results, they get frustrated and they quit! I don't want this to happen to you so please keep reading so you know the difference and don't make costly mistakes

DIRECT PROMOTION

Think of Direct Promotion like this. If you were selling your car, you would book an ad for a month in your local newspaper or in an online site. You would expect to start getting calls or emails about your car the same day the ad goes out. If you run the ad and don't get any calls there is something wrong with your ad! Is it poorly written?

Did you leave out important details? Forget your phone number and contact info in the ad? Now wouldn't you **CORRECT** the ad right away if you weren't getting calls? In other words you wouldn't wait until the end of 30 days to then start over and run a new ad. If you have a dud ad. Fix it. Edit it. Do what you need to do to see **IMMEDIATE** results



STRATEGIES FOR DIRECT PROMOTION THAT PRODUCE IMMEDIATE RESULTS!

Solo Ads!

Sending out a SOLO Ad with proven responsive ad copy should get you results the same day the ad goes out! Solo ads are offered for purchase by lots of various advertisers and quite often Safelist websites. Posting a Solo Ad allows you to harness the power of someone else's large opt-in list to send your ad to new people. These types of ads are inexpensive and a wellwritten ad should produce response within hours of being posted depending on the size of the list and how they send out their mailings (instant or sLtoaggingeArdesd!).

Login Ads

Login ads are the FIRST ad you see when you login to a membership site, usually a safelist or advertising type of site. These are very effective and come at a cost but is a great way to target your specic market. Login Ads should generate leads daily as long as your ad term runs..

Safelist

Once thought by the negative-nellies to be ineffective, safelists have continued to prove their value as a low-cost marketing tool. Sign up is free and you usually get started off with some free ad credits, and you get to post your ad to people who have opted-in to the service. If you want to post more often then you can upgrade to a paid membership at a very low cost. Before you say, nobody reads those emails, think again, research study after research study shows that email marketing, despite all the problems with spam and lters is STILL the most effective online promotion tool. People DO read email ads and yes people DO agree to receive ads. We too were skeptics of Safelists many years ago. It was a clever customer who opened my own eyes about this type of marketing and now it's an integral part of our own corporate marketing campaigns.