

# The Best of InfoProductLab Marketing Newsletter

A must-have for online marketers  
and information product creators

100% Made of Original  
InfoProductLab Articles



Article written by David Vallieres  
Ebook compiled by William Chen

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**Articles for your success**

**1) A Sneaky Way To Make Money On Amazon AND Get FREE Leads - Much, MUCH Better Than Their Affiliate Program!**

**2) A Simple (and free) Incentive To Get Subscribers To Your Ezine Or Mailing List**

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Here's A (Money Making) Idea!

## **A Sneaky Way To Make Money On Amazon AND Get FREE Leads - Much, MUCH Better Than Their Affiliate Program!**

By InfoProductLab

Apr 11, 2003, 12:05

Proft Alert!

I've been making about \$80-\$150 a week for 1 hour worth of work. If you put more into it you could probably do better, but I'm involved in other things- so I do this just for extra money for pocket change:

Amazon.com now let's you easily list used books, CD's etc on their web site. The results come up right when anyone searches their site for new books and CD's.

If you search on anything you are interested in, there's a box below the listing that says, "Already Own This Item?- I have one to sell: Sell Yours Here"

It takes about 30 minutes for me to list about 25 titles a week. The other 30 minutes are taken up packing and shipping the books sold. The listing process on Amazon is incredibly easy.

Of the 25 titles I list, I sell 10-15 for an average profit of \$8-\$10 each. Newer books on business, computers and the Internet sell best.

The secret is in buying books cheap enough to make a profit. Used bookstores in my area are great for books in the \$4-\$5 range you can sell for \$15-\$20 each --if they are in good condition. You can also get really great books at yard sales for .50 to \$2.00 that will easily sell for \$10-\$20 or more!

When you're selling used books, "condition" is everything. Pay very close attention to the spine (that it's not bent, cracked or separating from the book) and make sure there are no pen or pencil marks in the book and very few 'dog-eared pages', etc.

I also frequently visit used book sites online such as:

[www.abebooks.com](http://www.abebooks.com) and  
[www.bibliofind.com](http://www.bibliofind.com)  
[www.bookopoly.com](http://www.bookopoly.com)

AND...

<http://www.remainder-books.com/>

### **Internet Marketing Tip:**

If you have a web site that focuses on a certian topic, like mine does, ONLY list books for sale on Amazon dealing with that topic on Amazon. Why? Everytime you sell a used book on that topic you have a lead that you can follow-up with to sell your online services and products!

I also have tried this with good success:

I find the MOST POPULAR book related to my website -Internet marketing - on Amazon. Then I contact the wholesaler or publisher and buy a dozen or more titles directly from the publisher at 40% to 50% off the cover price. When I list them as 'used' books on Amazon I usually only make a \$1 or \$2 on each book, but I get a lead for FREE! Yes, every person who buys that 'used book' from me gets a printed ad with a special offer to check out InfoProductLab! My conversion is VERY high... 25% and up depending on how closely the book matches my site's focus.

By the way, Amazon re-imburses you for shipping costs at Media Mail rates. So your selling price minus your cost is your net profit.

TO SUM: ...it's easy...it makes money...it costs you ZERO, NADA to list your books...Amazon only takes a cut if you sell... and it takes 1 hour each week to make an extra \$100 bucks or more!

PLEASE NOTE: Amazon requires you to ship the book within 48 hours after the customer pays. Make sure your book is well packed and you get it to the customer as fast as possible. Amazon has a 'feedback' rating similiar to ebaY's, so customers can leave you negative feedback if the book is poorly packaged or late being sent.

It's not everyone's cup of tea... but if you love books as much as I do, it's 'found money'.

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Here's A (Money Making) Idea!

## A Simple (and free) Incentive To Get Subscribers To Your Ezine Or Mailing List

By InfoProductLab

Jan 22, 2003, 11:07

Did you know that shopping can be an opportunity to make money?

Neither did I.

But opportunity comes calling at the strangest times and hours and it happened to me last night.

My son is fond of Tabasco Cheese-Its. I looked all over the supermarket for them and couldn't find the darned things.

Finally after giving up I called him on my cell and asked him what they were (I had no idea).

He said they were crackers with Tabasco sauce added to them and there was a picture of a Tabasco sauce bottle on the cover.

OK, whatever.

What has this got to do with incentives for ezine sign-ups?

Nothing.

OK... so while I was talking to him my 5 year daughter gets on the line and has a request for ice cream.

Ok, OK... I'm a sucker. I'll get it.

I browse through the ice cream cases when my eye struck something I must have seen a thousand times, but never really paid any attention to... a sweepstakes offer.

I don't play sweepstakes. I don't even play the New York State Lotto (except maybe once a year when it gets really big).

Anyway, this sweepstakes offer was for a brand-spanking new 2003 Mercedes-Benz SLK 320. Sweet. The picture shown was a red convertible of that model (see how that picture fits in now?).

My red-blooded American veins went into overdrive.

"Wow...nice car", I said to myself.



Keep reading why this image woke me up in the middle of the night...

I bought the Haagen-Dazs ice cream bars that had the info on entering the sweepstakes, not because I wanted the ice cream, but because I wanted to win the car!

I went home, devoured two bars of the Haagen-Dazs and opened the inside of the package where the sweepstakes offer was hiding.

I read the rules and it basically said you could enter as many times as you wanted and didn't have to buy anything, just send a postcard to them.

My idea was to send them a postcard (or two) everyday until the end of the contest.

Even though I could buy that car... I didn't want to. I wanted to WIN it. Besides I think my wife would give me a hard time about the expense being 'frivolous' or some such thing (and she's right). But, if I WON it...how could she say "no"?

My plan was taking shape... I'm going to WIN that car!

I went to bed and didn't think about the car... I started thinking about business, promotions and upcoming marketing plans.

At 3:31 AM I shot up out of bed like a rabbit in cabbage patch who hears the farmer coming.

It suddenly occurred to me what an incredible incentive the giving away of that car was!

What if... I showed a picture of that car on one of my websites offering to send in your sweepstakes FOR YOU and in return, simply sign-up for my ezine?

Hey! This could work... stay with me here.

OK... the only problem with this is you are sending a postcard for every new subscriber you get. At .23 cents each, that could add up to a lot of postcards, not to mention the work of putting their name and address on each one.

So I started to do some digging on the net and I found many offers, not hundreds, but at least a dozen that looked really good and could be signed-up for 100% online (no mailing costs).

For example:

At the bottom right hand corner of BlueNile's website (<http://www.bluenile.com/>) there's a place to enter your email address to enter the drawing for a \$5,000 diamond.

(BTW- If you look at your address bar after you sign up you'll see a string that says, "?sweeps=yes", just change that to "no" and hit enter to sign up again using a different email address)

At MarketScore (<http://www.marketscore.com/>) there's a place to enter a contest to win a BMW Z4 Roadster Convertible. Just click on "Win Luxury Prizes".

Now, what if... you simply said on your site something to the effect...

"Win a BMW Z4 Roadster Convertible! Simply enter your email address here to receive my 'Super-Tips Marketing Ezine' and I'll immediately send you the link to enter the drawing!"

OK... you could do better, I'm sure. But I think the idea has merit and could be tied into your incentive plan somehow.

You could even state you'll send them a LINK LIST of several sweepstakes:

1. Win a Mercedes-Benz SLK 320...
2. BMW Roadster Z4...

Etc....

To keep up with the latest offers, I found one web site that lists them by date here:

<http://enteronlinesweeps.com/>

Add to this your own flair! Think of other ways you can use this idea to grow your list, etc...

The only drawback I see is that 'incentivised' sign-ups may not be as strong as non-incentive offers. But if you're offering a free-ebook for signing up now, test this idea in addition to what you're already doing to see if it works.

BTW- I read the 'Rules' on each site and there was no mention of prohibiting the making of referrals to their sweepstakes (in fact, I'm sure they encourage it), but just to be safe read all the rules of each sweepstakes before using them on your site.

In addition, if anyone asks you to give them the link to the sweepstakes without signing up for your ezine, you should give it to them. The focus of your offer should be 'info' 'where to sign-up' for the sweepstakes, etc... DO NOT use it as a BONUS or FREE BONUS, etc...

Be safe, but, please be creative!

Good luck ;-)

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**Publishing Power Points**

## **Building Websites, New Techniques and Profits**

By InfoProductLab

Jan 30, 2003, 10:59

It's been a while since I went into the market looking for web site development tools.

There are a couple of tools I've used for years that serve me well and didn't really think of replacing any of them until I decided to ramp up my production.

I bought Norton Utilities in 1999 and included on the CD that came with it was an WYSIWIG HTML tool called "Visual Page" as a free bonus. They stopped developing the tool so they gave it away free with the purchase of the Utilities.

I love it and I've used it daily. It does just about everything I could want although it tends to mess up my javascripts by adding or subtracting unwanted code.

No matter... it's a good solid tool and it's pretty darn stable.

Another tool I use daily is Adobe ImageStyler, a graphics program. ImageStyler is no longer sold and was incorporated into one of Adobe's other products. The original product sold for \$89. I purchased a used copy that was never registered, still in box, on ebaY for about \$25. It's a great program.

Still I wanted to know what developments had taken place in the last few years to help make web site building easier, faster and cheaper. I found some very interesting alternatives to what I've been using and discovered many tools that will help fulfill my goal.

But my real reason for doing all this research was to discover to what can be done in the area of digital product development. As most of you know, I sold many sites on ebaY and for lots of money. ([See my site at: BigChunksOfCash.com/](http://BigChunksOfCash.com/))

I've been really busy with other projects so I haven't done much with selling sites lately, but if I ever need a big chunk of cash sometime I know where I can get some ;-)

I'm breaking the new tools I discovered into three areas:

### **1. Pre-Made Website Template Providers**

### **2. All-In-One HTML Editors/FTP/Site Management Tools**

### **3. Online Website Building Services**

## Pre-Made Website Template Providers

This is becoming a very large category on the Internet. It seems that the number of sites offering web site templates has doubled in the last 6 months. Signs of a good market? Can't say. But competition lowers prices and I've seen prices go lower and lower and the quality of the design work go higher. Could be over-saturation or just a temporary shakeout. We'll see.

Some examples and comments:

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

Comment: Very nice templates, leading edge kind of stuff. I created a web site using one with TemplateMonster as the affiliate program over a year ago at: [ToolsDigital](#). It took me maybe 30 minutes to sign up for the affiliate program and build the site. I haven't done much with the site in over a year and it still generates some income for me, but not enough. So I put the site up for sale on ebaY. Results: Sold for \$228.

The template I used for ToolsDigital I got free from [FreeLayouts.com](#). Total investment: \$.35 (for the ebay listing)

Total Return: \$222.50 (after ebay's and PayPal's cut)

I think someone can do very well creating web site designs using the free templates, joining affiliate programs and selling the site on ebaY.

I'm very impressed with a template site called [BoxedArt.com](#) and joined them for \$24.95 a year. They have really nice templates and seem to upload new one's aon a regular basis and there is no limit on the number of templates you can download. (Warning: Use the latest version of Netscape or Opera to download templates. I used Mozilla and it didn't work.)

## All-In-One HTML Editors/FTP/Site Management Tools

There are some really nice programs that will mkake your site creation and code editing easier than maybe what you're using. Here are the best I found:

[Trellian WebPAGE](#)

Comments: Fast free and stable. WYSYIWG editor. Worth looking at.

[Cute SiteBuilder](#)

Comments: Used to be Trellix, but is now Cute SiteBuilder and it's a very nice program. Includes a number of built-in templates and 'site mapping' functions. It's \$69.95. Not free, but the trila version goes for 30 days and isn't limited so you have a real chance to check it out. (If you do buy it, makes sure you select "digital" download otherwise the price is \$114!)

I downloaded 20 different HTML editing programs (tried every one of them!) and of all the one's I downloaded, I liked HTML-Kit the best.

[HTML-Kit](#) isn't a WYSYWIG HTML editor, so you have to be comfortable editing raw HTML code, but it's incredibly stable, doesn't tax my systems resources and it's free (for now).

## Online Website Building Services

These are 'services' that you use over the Internet usually through a web browser to build or maintain a web site.

[123TurnKey.com](http://123TurnKey.com) seems to be the leader in price and functions.

What's different about these guys is the ability to include Flash(tm) into your site as you create it. You can create the site right online, then if you like your design, pay \$10 and it's yours.

Another very interesting concept I found has to do with creating turnkey websites online utilizing a complete backend system for clients and customers at [Kemford.com](http://Kemford.com).

Here are a few details:

Kemford's Private Label Reseller Program:

- \* Private Label Ready
- \* Free Sign Up
- \* Quick And Easy Set Up
- \* Secure Online Account Management
- \* Price & Billing Control
- \* Complete Customization
- \* Multilingual Capability
- \* Free Upgrades

I signed up for their program (it's free) but I got bogged down in their setup. They need you to change the "A record" in your hosting account in order for you to use their private label program and I just never got around to it.

I like the concept- they are one to watch.

During the course of my research I came across 100's of schemes and outright scams. Many services were far more expensive than they should have been and they *looked* very attractive, but were no better than the least expensive.

There are opportunities to develop turnkey web sites and sell them on ebay or from a web site. If you're thinking of doing it, or have done it, drop me a note I'd like to see what you've done, compare notes and see if we can't help each other. Email: [dave@infoproductlab.com](mailto:dave@infoproductlab.com)

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InfoProduct Developer Tools

## CD-R and DVD Mass Disc Replication Site Offers Excellence and Good Prices

By InfoProductLab

Oct 24, 2002, 11:24

CD-R and DVD mass disc replication site offers variety, fast turnaround and excellent prices.

From the site:

"(CTEX) provides quality CD replication / CD manufacturing, CD duplication and cassette manufacturing for corporations, music labels, and the software industry.

CTEX was founded in 1983 by Robert Rusert, an engineer and corporate art executive. With over 19 years of experience, CTEX cost efficient experts will get your next duplication job done quickly."

A good resource to place in your rolodex:

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

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CTEX Home Page

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Techniques, Training and Tutorials

## Digital Product Delivery From Your Home Computer And Broadband Connection

By David Vallieres

Nov 20, 2002, 10:04

This only works if you have a broadband connection (cable, DSL, etc.) and a PC.

Why only a broadband connection?

Well, for one, if you're hosting a web site or files on your computer at home or home office you don't want to pay for connection time for your site to be up all the time. And, two, your connection just won't be fast enough for people to access your site without long delays.

But if you do have a broadband connection, setting up a site is a piece of cake thanks to some very useful tools on the market.

First a brief explanation of the terms I'll be using.

'Dynamic' and 'Static' IP Addresses: This is the address that your computer is using to connect to the Internet. It's assigned randomly by your ISP. Normally, your IP address is changed every 24 or 48 hours depending on your ISP.

Your IP address is important because it allows other computers to 'find' you on the Internet. If you knew what someone else's IP address was you could connect to their computer over the Internet. It's the same method you currently use to surf the web. You type an address into a web browser and your request is sent over the Internet to 'find' where that web site is being hosted, then connects you to it.

Each web site is assigned an IP address. The only difference between a site hosted at a web hosting company and your home office computer is that when the web hosting company assigns you an IP address, it doesn't change. It's always going to be the same. That way other computers who want to find your web site will always know where it is.

That's called a 'static' IP address. It doesn't change.

One problem then with hosting a web site on your home computer is getting a 'static' IP address, so anyone will always be able to find your computer on the Internet.

Because broadband connections have become popular there are services now that will help you maintain a static IP address.

The one I use is: <http://www.no-ip.com/>

There are others though. Here are a few of them:

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

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



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

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

What these services do is check with your computer every 10, 15 minutes or so to see if your IP address has changed. If it has changed they update their servers so that if anyone requests your web site, they will know where to look for it.

This allows you to have a static IP for hosting your site. They take care of making sure anyone who wants to find your site can find it.

There are two services they provide. The easiest (and usually free) service allows you to use any of their domains (by selecting a sub-domain of your choice) for your web address. The companies mentioned above will have registered domain names that you can select from.

For example, no-ip has registered "serveftp.com" (and about 12 others you can choose from).

So you could set up an account with them so that your web address is any of the following:

<http://tombaldwin.serveftp.com>

<http://delightfull.serveftp.com>

<http://shoutfromhigh.serveftp.com>

"tombaldwin", "delightfull", and "shoutfromhigh" are accounts set up by their users. When you sign up with their service you select your own name. If it's taken they will let you know and you have to select another one.

You can also create an account using your own domain name.

If you're using your own domain name there is usually a small cost for using their IP updating service. I paid \$24 a year to use No-Ip's.

There is a ton of information on most of the sites above to help you get the most out of their services. If the name of your web site is not really important to you - use their free services. If you're looking for something more professional, or if you want to host your own small business site, go with your own domain name.

The next thing you will need is a web server. Don't be frightened. It's not as complex to set up as it sounds.

There are two web servers that I highly recommend:

- KF Web Server <http://www.keyfocus.net/kfws/>, and...

- Abyss Web Server <http://www.aprelium.com/>.

Abyss is the one I currently use and was far easier to set up than any other I've tested... and it's FREE.

Simply install it into the directory you want your site to be hosted and follow the set up instructions. That's it.

It took me less than 5 minutes to get rolling and be able to 'see' my site on the Internet.

From my home office site I run my own dedicated email server and digital files I sell.

It's very important to SELECT the directory you want ALL YOUR files to be located in BEFORE setting Abyss up. The directory you install the web server software to, will be the one people visiting your site will see.

I installed a second 80 GB hard drive on my computer just to serve files and run the site. You don't have to do that. You may want to simply create a folder on your C:\ drive called "WebSite", etc...

There's one folder that Abyss will create during setup that will be the 'public' folder for all your html files. That folder is called 'htdocs'. Replace the 'index.html' file with your own. That is your 'Home Page' for your new site. After testing to make sure that page is visible to visitors to your site, you can build your site as large as you want (only restriction would be your hard drive size!).

There are practical considerations to hosting your own site:

1. Don't expect it to be as fast a professionally hosted site. Your broadband connection pipe is only so large. If you expect more than 100 visitors a day you might want to go with a more professional hosting solution.
2. You have to keep your computer running and make sure your web server is up, 24 hours, 7 days a week.
3. If you are using the same computer you normally connect to the Internet with, you may experience slower surfing if you're getting lots of visitors to your home hosted site.

But, for serving up files (and/or running your own email server) hosting your site on your home office computer has its advantages... unlimited space!

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## **Publishing Power Points**

# **Do You Flash?**

By InfoProductLab

Dec 26, 2002, 14:38

Digital product development can include graphics, motion and full animation as well as sound.

How do you include these features into your products?

Flash has been a standard for web animation and probably will be for many more years. It can include all of the features above as well as web site navigation.

But at \$499 Macromedia's FlashMX is not in the budget for most small entrepreneurs.

Don't despair though, because there are alternatives.

One alternative very much worth considering is a product called SWiSH found at [SWiSH Zone](#).

SWiSH has called itself the easiest web animation software on the market and I agree. There are a number of advanced features, but the basic functionality makes it extremely easy to use for novices. And at just \$50 per license, it's \$450 cheaper than Macromedia's product.

Here's a very quick project I put together (in less than 15 minutes) just for this update: [Sample Flash](#)

Here's another extremely well done Flash intro using SWiSH:

[Good example](#)

How can you use Flash?

There are a lot of ways, some of which I mentioned above. One that I have been exploring recently are "Flash Intro Templates" that can be customized for use on any web site.

Be creative here. I think there are many more ways to make money with Flash... including developing very straightforward info-products.

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**InfoProduct Developer Tools**

## **Easiest Setup Wizard Program I've Ever Seen - and It's FREE**

By InfoProductLab

Nov 6, 2002, 08:48

If you have an ebook or software program you want to provide an installation program especially if the user has to install files in more than one directory. Here's a free, easy tool that rivals \$100+ systems to create your own install program...



Download now - before it's no longer free:

[SetupStream](#)

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**Here's A (Money Making) Idea!**

## **Emotion Verses Logic In Sales Copy. Which Makes More Sales?**

By David Vallieres

Nov 10, 2002, 21:12

What's better? Emotion or logic in sales copy?

Emotionally charged sales copy that gets the prospect excited and primed for buying?

Or... building your case around facts, specifications and tests so they can come to a 'logical' decision?

I don't think it's a question of one verses the other...

For example, I've always thought of the way *I would like to be sold* as a basis for my sales copy.

So I think about how **I buy things**. Yes, emotion plays in these neighborhoods. I want something that will make me excited to buy it. Even if it's a relatively mundane item. I want nicely designed packaging, a promise it will do the job, and a fair price (but not cheap- because I don't trust anything *cheap*. Do you?).

Then I want **supporting facts**. OK, this product is what I want, but what are the facts? What specifications can you give me?

If I was buying a car (which I've been looking into lately) I'd want to know it's repair history (if used) or it's reliability over time as a model (if new). I'd want to know gas mileage, annual estimated repair/maintenance costs, resale value, etc...

Then I would make a decision -- most likely a decision - with emotional influences to be sure, BUT supported by FACTS (the logic).

**I look at it like Ying/Yang. One cannot live in harmony without the other one.**

Anyway that's the way I've observed my own buying habits. I like products that 'turn me on' but won't buy until I know the facts about it.

In other words, **I buy emotionally, but justify it with logic** At least I do when I 'sell' my wife on what I want to buy ;-)

"You see darling, the new BMW 520i is safer. And here are the crash tests. See for yourself honey. You deserve to ride in the safest car on the road."...etc...

In the meantime I'm salivating at the prospect of driving a sexy new BMW.. see what I mean?

So when you're creating your sales copy, get your prospects excited! But!! Give them every LOGICAL justification for buying.

Satisfy them emotionally and logically. Be in harmony with your buyers. No one is 100% emotional and no one is 100% logical all the time.

You have to understand human nature is a little of both. Put both sides to work for you and make more sales.

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## Essential and FREE Link Popularity Tool

By InfoProductLab

Oct 24, 2002, 11:44

Link Popularity Check Software is a freeware program that

checks the link popularity status of your web site on several search engines and compares it to other web sites on the Internet --for example your competitors.

You can check links on unlimited web sites as often as you like.

The software also includes an uninstaller.

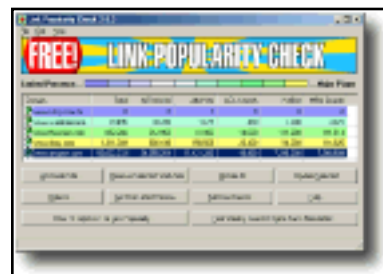
Very easy to use this is by far the BEST free link checker I have ever seen or used.

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

(Highly Recommended)

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Check Your Link Popularity Interface

InfoProductLab.com

InfoProduct Developer Tools

## Free 3D Software/eBook Box Creator

By InfoProductLab

Oct 15, 2002, 19:03

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### BOX ART

Thou shall create unto thee a great work and it shall be released to the masses, but before you do make sure you have a 3D cover representation of the product.

There are a few products out there that will help you create that perfect 3D software box or ebook for your info-product, but how many of them are FREE? With no spyware or ads?

Not many.

OK, here's what I get paid for and the reason you subscribe to this newsletter. Finding the best of the best! So here's a nice program for you that creates perfect 3D boxes: (don't tell me I never gave ya nothin'). I've tried it and it works!

It's VERY simple to use and there are not a lot of features, but evrything you need to make a great looking 3D cover is there.

Sometimes less is more ;-)

Click here to download:

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

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**InfoProduct Developer Tools**

## **Free Software Checks For Spyware / Adware Before Installation**

By InfoProductLab

Oct 21, 2002, 10:10

There's a lot of great free software on the Internet.

Too bad many of them are spyware or adware.

Spyware is Internet jargon for Advertising Supported software (Adware). It is a way for shareware authors to make money from a product, other than by selling it to the users.



Noted privacy software expert Steve Gibson of Gibson Research explains:

"Spyware is any software (that) employs a user's Internet connection in the background (the so-called 'backchannel') without their knowledge or explicit permission.

Silent background use of an Internet 'backchannel' connection must be preceded by a complete and truthful disclosure of proposed backchannel usage, followed by the receipt of explicit, informed consent for such use. Any software communicating across the Internet absent of these elements is guilty of information theft and is properly and rightfully termed: Spyware."

If you're concerned about the software you just downloaded might contain 'spyware' or 'adware' you'll want this free tool that checks the software BEFORE you install it.

Full details on this program are available at [SpyChecker.com](http://www.spychecker.com) and the download page is located here:

<http://www.spychecker.com/download.html>

The company states they update their database of over 1,000 software programs that use spyware/adware regularly.

While you're on their download page check out the other programs they link to that help you eliminate spyware from your computer.

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**Techniques, Training and Tutorials**

## **How To Create Killer Information Products - Part I**

By David Vallieres

Oct 25, 2002, 15:47

# **Special Report**

### **Using Marketability, Focus and Benefit To Create Information Products**

Marketability is simply determining if there is a potential market for an information product.

This stage is the most critical of all, because if you haven't got a strong market, why develop a product? The stronger the market the better chance you have of success. I'll teach you everything you need to know to determine if there's a market for your info-product before you create it.

Once you've determined if there's a market you can safely begin developing your information product.

Creating information products is done by determining what the focus and benefit your information product will have.

For example, will the focus be on stock trading, or... marketing, or... alternative health, or... elder care, or... real estate investing, or... the Internet, or... living trusts, or... growing herbs, or... sports nutrition, or... etc? It could be any of a 1000 or more different topics but it should always be something you, personally, are interested in, or have some experience or knowledge of.

You don't have to be an expert in the topic you choose either! If you're not an expert I'll show you an easy and inexpensive way to get experts to praise, provide testimonials, endorse or even contribute to your information product - giving you instant credibility!

### **Envisioning The Deliverable Benefit**

After determining the focus of your information product simply envision what the deliverable benefit will be, such as... better health; improved performance at work; more money; greater self-esteem; higher grades in school; increased sex drive; quicker mental functioning; winning the lottery; predicting the future; succeeding in business; enjoying life to its fullest; increased physical conditioning; improved spiritual life; better, more fulfilling marriage; increased charisma and personal power; faster weight loss;...etc.

The benefit is always the end result someone who purchases your product can expect to achieve with it.

### **Developing A Hot Selling Information Package**

Developing your information product means creating a package that delivers to your targeted audience the benefits you say it will. The package could be a digital file sent over the Internet such as an ebook or pc-video, or... it could be a simple 10 page report and audio file, or... it could be a 500 page manual with a pc-video and some audio files, or... it could be an online newsletter, or online course, etc.

When developing information products aesthetics (or the beauty of your packaging), is almost always secondary to delivering the information and benefits you promised. The great news is, you can be extremely creative when it comes to packaging and delivering your information product!

You may ask, "But, even if I do come up with a great info-product, will it be difficult to sell?"

If you conceive and develop your info-product according to the system we've developed, you will have, automatically, a ready, willing and able audience that will be eager to buy your product, guaranteed.

A system to help you conceive, develop and market your product has already been created for you inside this member's area.... getting your product into the hands of your target market and cashing the checks and credit card orders will be as easy as tying your shoe or taking your dog for a walk in the park.

## **A 'No-Brainer' Marketing Method Sells Information Products Like Fresh, Hot Baked Bread To A Starving Crowd**

Just in case you need additional information, I will be revealing a 'no-brainer' marketing method we use to sell information products on the Internet for us.

This proprietary marketing method is pure stream-lined power and simplicity and will generate instant sales for you and it will be only available to Members.

I can almost hear you saying, "What's the best way for me to get started developing my own million dollar information products?"

## **Do You Know What You're Really Buying?**

In the last few years you have probably purchased one or several 'how-to' or instructional information products of some kind: A special report; a video tape; a course sold through the mail; a correspondence course; an ebook; a cassette tape; a software program; a language program; a self-improvement book or tape set; or even an digital audio or video file on the Internet, etc.

What you may not have known was that many of those products were earning their developers huge profits, sometimes completely hidden from view.

There isn't any other product produced with the incredible mark-up that information products enjoy.

Why?

In two words: **Perceived value.**

*Perceived value* is simply the value placed on the 'end results' or primary benefit your end users attach to your products. In many cases if you're creating a product that will make money or save money for your customer it's very easy to determine it's perceived value to them.

"Save \$X dollars now!"

Or

"Make \$X dollars more each month!"

Your development costs are usually low compared to the perceived value and actual cost of developing and packaging your product. On the internet, you're packaging costs are actually ZERO! And your profits, LARGE.

For example, Dan Kennedy, an entrepreneur, marketing consultant, writer and speaker, sells courses that have development and packaging costs of \$6 to \$20 each that sell easily for \$95 to \$2,995 and more.

Dan's information has an extremely high perceived value, sometimes as much as 10X the actual purchase price or more. Because his customers attach a great deal of value to his products he can easily sell them at these prices.

What is it exactly his customers buy?

Are they buying the paper and ink the course was written on? Or the plastic cassette tape the recording was on?

Of course not! What they wanted and what they bought were the results they hoped to attain from the acquisition of scarce, private or privileged information.

### **Why People Buy Information Products**

People buy information to improve themselves in some way, to solve a problem, to possess secrets or to be better off than they were before you had the information.

And that's the pure unadulterated power of information products.

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### Publishing Power Points

# How To Tell What's Popular and Hot - Product Development

By David Vallieres

Oct 21, 2002, 11:19

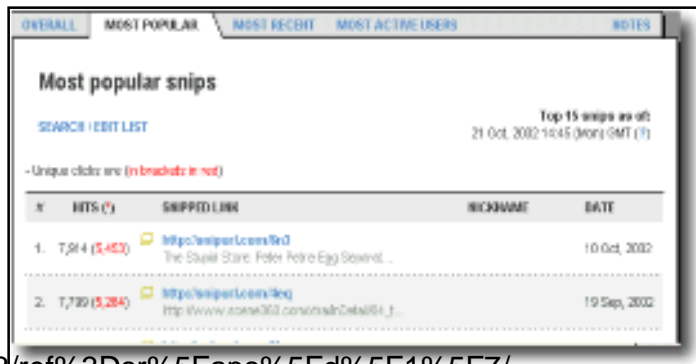
The site in question is:

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

The site's purpose is to help you shorten long URL's.

For example, if you're linking to items for an affiliate program like Amazon's you end up with a link like this (not active):

<http://www.amazon.com/exec/obidos/ASIN/B00003CXZ3/ref%3Dsr%5Faps%5Fd%5F1%5F7/103\538622451046/oihgijhgfjkhgfhg/867785/%3Dsr%5Faps%5Fd%5F1%5F7/103-3538622451046252bTQRc5bB8ZoqtI OeDdZwJtHLgfMIVHUWImPWw8uDvN6M%252bkyj2OhU7IZS%252fzgR6gc6Gc6UR0nFUKiK Z%252fUA1FA7i4GoxVbNUml3sVoXmLsVCjdi1tcAxjLEEXFdAvuJU%252bwjYfFeWO15n%25 2fiFsgXNxKDXWULBFtyxoa65AuWb0a5SU%252ftWdT4P7e8CtC9acf37axZa%252fl2MWC7g54T PL6YB%252bwckdZuh60N%252fb83BrfUSLSD/5F7/103\538622451046>



Using the Snip URL site you can shorten that 513 character URL to just 20 characters: <http://snipurl.com/d>

An interesting feature of this site is the ability to view the "Most Popular" (most clicked) URL's.

If you sign up for their free account you can get access by going to "Everything Else" and clicking on the "Most Popular" tab.

#1 (when I last looked) was a link to "The Stupid Store" -> <http://www.stupid.com>

([http://www.stupid.com/Merchant2/merchant.mv?Screen=PROD&Store\\_Code=store&Product\\_Code=EGSP](http://www.stupid.com/Merchant2/merchant.mv?Screen=PROD&Store_Code=store&Product_Code=EGSP))

Sniped to: <http://snipurl.com/6n3>

...with 5,453 unique clicks.

A place to check once in a while to see what's hot and popular for your own product development ideas!

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Digital Publishing Trend Report

## If You Have EVER Considered Bulk Email Marketing...You Better Read This!

By InfoProductLab

Jan 20, 2003, 11:51

### SPECIAL REPORT

Preface:

The opinions expressed here are mine and no one else's. They are not legal opinions they are personal opinions. I'm writing this because I think a lot of people get fooled by ads stating "fortune and wealth through bulk emailing can be yours" , and "you won't get caught!" - False claims are rampant by web sites offering bulk email software and services.

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Bulk email marketing is not illegal...

...what is illegal in many states (especially California) is the sending of bulk email that's unsolicited or UCE (sometimes called SPAM).

Is it really as bad as they say?

Is it legal?

Is it just plain wrong?

What's the argument in favor of bulk email marketing?

What's the REAL story?

If you're even thinking about it, you'd better know this first...

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For the past 10 days I have immersed my self in the underbelly of the Internet... that slimy, scum laden part that deals with SPAM.

It feels good to get out of that darkness and back to a 'normal' existence.

This SPECIAL REPORT is the results of what I found.

Also, this report is not very objective. In other words, these are my opinions only after exhaustive research, but still just my opinions.

First let me preface the rest of this report by saying that I have never engaged in bulk email to

unsolicited recipients, UCE or spam and do not intend to, ever. I also do not advocate SPAM or UCE, however, I DO advocate freedom of speech (which is NOT a contradiction!).

You'll see why in a moment.

You have them in your email box almost every day.

Bulk email, totally unsolicited (you never asked for information on 'hot sex', right?) email is rampant on the Internet.

It really is an issue and a problem for many people. Or is it?

The arguments against it include:

1. It takes up important bandwidth for legitimate Internet uses.
2. It costs ISP's money for the extra bandwidth they deliver through their networks to email recipients. This causes them to raise rates to end users to pay for it.
3. It's just plain wrong to send something to someone who didn't request it.

There are other arguments but these pretty much summarize the argument from two different viewpoints:

1. Money
2. Ethics

The money issue, I understand. it drains bandwidth and costs everyone more to conduct business online.

The ethics issue is also something I understand, because there is a problem with the messages being sent. They are mostly 'sex' related and 'quick' money making schemes. And even though I personally object to them as an adult, even worse, is that many of the recipients of these messages are children.

After all, how does a spammer know that 'yy65fo@yahoo.com' belongs to an adult or a child?

He doesn't, and that's where it gets to be a real problem.

OK. So there are two very good arguments AGAINST the use of UCE. Money and ethics.

Both are valid no matter what your personal opinion is.

Are there any arguments in favor of the use of UCE?

Well the biggest one is 'freedom of speech'.

I'm not going to argue the US constitution here, even if I were qualified to do so (I'm not).

I believe everyone has the right to free speech... as a basic human right - no matter where in the world you live...BUT not at someone else's expense.

In other words, the BURDEN of delivering your 'speech' is squarely on your shoulders and if you're sending UCE YOU should pay for it's delivery.

In many cases people who receive UCE end up paying for it. How? Well if they have a dial-up connection they pay by the minute. If they are using a hand-held device they may pay by the message, etc.

They also pay by the amount of time that's wasted reading and deleting these messages.

Let's take a quick look at who's REALLY profiting from UCE or SPAM.

During my research into spam, I found a number of web sites that sell 'bulk email' software, 'email extraction' programs, etc.

Without getting into the technical details I used a number of resources including NSLookup, whois, whois view (which traces IP's back to the 'block' level and who owns them), etc.

What I found was that the SPAM business is incredibly incestuous.

Here's how they break down:

1. Software vendors
2. Service vendors
3. Hosting and domain registration companies

The bulk email software that many people claim protects you from being 'discovered' by your ISP is practically worthless.

I have tested almost all of them (by sending emails to myself! not anyone else, just for the record). In each case I was able to retrieve MY IP from the headers of each message and detect my ISP.

Software such as, Stealth Mailer, Floodgate, Desktop Server IV, BulkMate, Phasm3000, etc are pretty much useless for protecting yourself from getting caught if you're sending SPAM. Each one makes different claims, but NONE protected the detection of my IP or my Internet service provider.

And that's where you really get in trouble when sending bulk emails. Almost anyone can track your IP address (the address you are assigned by your ISP when connected to the Internet).

Once someone has your IP it's a simple matter to find out who your Internet service Provider is and have your account shut down.

I can't even imagine the harm this has done to thousands of unsuspecting 'bulk email' wannabees who have purchased this junk and been fooled by these claims.

Second in line are the service providers of junk email. These providers are slick. Really slick.

In some cases they will provide you with desktop software that 'demonstrates' that they really can send UCE from your desktop without revealing your IP addresses.

One of the most interesting of the bunch is a company called send^^safe.com. Their software is, well, very good in a SPAM sort of way. In the emails that I sent to myself, as a test of their system, I could not trace a single one BACK to my IP.



The problem is that they use someone else's Internet connection and an 'open-relay' on their computer to connect and send the email. This means that when you use their software you are essentially 'hacking' another persons connection and using their bandwidth to send junk email.

And even though they constantly rotate the 'open relay' connections, if the person on the relaying end is monitoring the ports his computer they will see your IP trying to make the connections. (NOTE: ZoneAlarm and SyGate have logs that will show you where your outgoing and incoming port connections are coming from and going to in real time. You can set your options to save these logs to see if anyone is using your computer to relay email. You can also get several products that monitor your ports so you can actually see in real time what's happening on the ports on your computer).

Besides being ethically wrong, it's dangerous and possibly (probably?) illegal. But this method 'fools' a lot of people who want to take the easy way to Internet marketing.

Other companies that provide this kind of service is [ghostsender.net](http://ghostsender.net) and [emailking.com](http://emailking.com).

Finally, there are the 'bulk email friendly' hosting companies and registrars.

Some of them include (for information purposes only):

[1tips.net/bulkhosting.htm](http://1tips.net/bulkhosting.htm)

[bulletproofwebhosting.info/home1.html](http://bulletproofwebhosting.info/home1.html)

[iomegaone.com/index\\_copy.html](http://iomegaone.com/index_copy.html)

[emailsending.com/home.htm](http://emailsending.com/home.htm)

[mybulkserver.com/](http://mybulkserver.com/)

Some of these services allow you to send an unlimited amount of bulk email through their servers, but at a price.

The lowest cost hosting plan was \$499 a month plus set-up fees. The highest was \$3,000 up front and \$500 per week.

Even if you did utilize their services, how are you going to profit from them? What email address will you use for responses (remember it can be tracked!)? What payment options can you use?- NONE! Believe me getting the email out is only ONE of the problems you'll be faced with. So don't even try.

What's interesting was that many of these 'services' had domain and/or nameservers that were the same as the companies who were selling the 'desktop software' mentioned above.

A coincidence?

I don't think so.

This is where it gets incestuous. I believe that these companies also have developed many of the other 'bulk email' solutions offered on the net. If they can't get you one way, they will another way. My belief is based on the fact that several sites selling the bulk email software displayed

telephone numbers that were the SAME as the telephone numbers on other sites selling the bulk email hosting solutions. In addition, many of them are using the same domain registrars and name servers.

Some of them can be traced back to one domain registration company, gandi.net. And many of them are hiding their true US roots by opening accounts with free email services through host.ru, inbox.ru (a host.ru company) and several other Eastern European companies.

Two companies, one based in Anguilla called "Guardster" (<http://www.guardster.com/index.html>) and the other, "Anonymizer" based in London (<http://www.anonymize.net/>) allow you complete privacy by connecting you to their "virtual private network" to hide your IP for web surfing and email. Although their Terms of Service state they strictly prohibit the use of their service for SPAM, they also say they do not keep records of their users email habits.

I hope I've stated the case clearly: Don't use bulk email! Not only is it ethically wrong, it's legally dangerous.

So if you ever thought you'd 'give it a try', please don't. You will be sorry.

One last point:

An ad claiming to 'tell all' about the bulk email business and how it's done is advertised here:

<http://www.didj.lu/spam/9thejerk.htm>

Don't let the first few lines fool you. Keep reading, it's actually an ad for a book called, "Guide To The Professional Bulk Email Business".

According to the ad, "the author has 8 years of Bulk Email Advertising experience".

If he's that good how come he got caught?

Yes, he got caught!

Here's the Action filed against the company promoting this book (it includes an exact duplicate of the ad above as evidence), PW Marketing, LLC, in the Superior Court of the County of Santa Clara, CA.

[http://www.wealthbreakthroughs.com/sue\\_spammers.pdf](http://www.wealthbreakthroughs.com/sue_spammers.pdf)

(Right click and select 'save target as')

Don't 'dabble', don't 'try it' don't even think about using unsolicited bulk email marketing. I guarantee you'll get caught, and it's wrong.

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## Marketing Strategies and Ideas

# Intellectual Asset Protection for eBooks - Are They Worth The Price?

By Dave Vallieres

Oct 23, 2002, 10:10

eBooks are difficult to protect against illegal copying.

For example, I pay for and download an ebook, "The Marketing SuperBook" and I decide my friend, John, would enjoy it so I attach it to an email message and send it to him.

Have I done something illegal?

You bet.

The book I paid for, unless expressly stated in the book, is for my use only and cannot be copied and transmitted to another person or computer.

Most ebooks are in Adobe Acrobat (\*.PDF) file format or a Windows Executable file (\*.EXE)

You can wrap the ebook in a ZIP folder and password protect that folder, but once the book is 'unzipped' it can be copied from computer to computer without requiring a password to open and read it.

A few products, recently released, claim to protect ebooks from being copied from computer to computer by the use of 'remote activation and de-activation'.

The way it works is this:

John buys an ebook online, "The Marketing SuperBook", and downloads it. He double-clicks the EXE file and the ebook dialog box requests that he enter a 'code' that was given to him when he purchased the book.

If the code isn't 'valid' the book won't open. If it is valid, he opens the book and has full access to the contents.

The scheme is supposed to prevent anyone who has not paid for the book from getting access to it. You have to enter the right 'code' and if you don't the book shuts down and denies access.

What the ebook is really doing is connecting to a database or server (usually connected to the Internet) controlled by the publisher. The first time you try to access the content it connects to the server

and verifies whether the code you entered is valid or not.

If you're offline, you'll probably get a message stating you need to be connected to the Internet first.

If the book is copied and sent to a friend, that person also has to enter a code in order to access it. In most cases the required code is randomized when copied - so the code John used will not work when he copies the file and sends it to his friend.

Products that protect your digital intellectual assets (ebooks, jpeg's, etc) look good on the surface and promise you that your files are protected.

But, do they really work?

We reviewed two systems recently that promise just that: Total digital asset protection.

Those products are:

ElectronicDeadBolt (<http://www.electronicdeadbolt.com>)

ClickLocker (<http://www.clicklocker.com>)

The web sites promoting these products promise:

- Protection of digital assets
- Remote code activation/deactivation
- Prevention of illegal copying
- etc...

ClickLocker uses a 'demo' ebook to demonstrate its system. You download it, send the publisher and email with your copies 'number' and in a few minutes you receive the 'code' by email.

The code works perfectly and you are able to unlock the contents.

I copied the original file and installed it on my laptop.

When I tried to open it I put the original 'code' sent to me and it told me the 'code was invalid' and wouldn't open the book.

So far, so good.

However, they both of these products have one major flaw in practice:

After someone has purchased the book and entered the correct 'code' the book creates a 'temporary' file.

The file they create is an exact duplicate of the ebook and it's located in the "c:\windows\temp" folder on the person's hard drive.

You can easily recognize that the 'temp' file is an exact duplicate of the original by the icon used- it's exactly the same as the original 'locked' file.

This wouldn't be a problem except that the temp file created is completely unprotected and anyone can copy that file and give it away without restrictions that the system was supposed to prevent.

The file created by ElectroniDeadBolt's demo ebook is called "BAP.exe". I copied that file, zipped it and installed it on my laptop without requiring a 'code' or being connected to the Internet.

Our other product that claims to protect your digital assets from copying is ClickLocker, but they suffer from the same defect: They create a "~3939.exe" file in your Temp directory.

Even after requesting the ClickLocker demo be 'deactivated' remotely, I was able to open this book without a problem.

Actually I was hoping that one of these products would work because it would solve the problems that many ebook sellers experience: Illegal copies of their books are showing up everywhere on the Internet for free.

When I approached ClickLocker with the results of this test they stated that they are aware of the problem and they are working diligently to find a solution.

That's good news. I hope they find it soon.

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**Marketing Strategies and Ideas**

## **Is Encrypting Your Web Pages Going To Stop Theft?**

By Dave Vallieres

Nov 10, 2002, 10:24

Page protection programs are supposed to protect your web page's source code.

Some work, some don't. Here's how to test them.

First try this page and right click to view the "source code":

[halbert.eggwhn.encrypted.htm](http://halbert.eggwhn.encrypted.htm)

If you're using IE 5.5 or higher you won't be able to. Go to your browser window tool bar and click "View->Source Code".

Did it work?

The encryption scheme they are using is pretty good, but ...

All I had to do is change browsers and presto!

Try to view the page in Mozilla ([Mozilla.org](http://Mozilla.org)) and you see there is no protection at all. You can copy, paste and print the pages without a problem.

I guess it only works in IE or Netscape.

The way to test your pages (at least the one's you're trying to protect) is by changing browsers.

You should have IE, Netscape, Opera and Mozilla installed on your operating system in order to perform security tests like this, but it's also a good web design design testing system.

Try viewing your web site in all the major browsers above and see if they effectively display your code without errors.

As far as protecting your web pages... I've tried several encryption schemes but as long as the page is 'viewable' in a browser ALMOST NOTHING will protect it.

But, I'm still worried about losing my web page source code to thieves.

Why on earth would you even think about protecting your web pages source code?

I'm going to answer that question for you. But there may be other reasons other than the one's I've mention ed here.

In case you didn't know, you can visit almost any web page on the Internet, right click on the page, select "view source" and see exactly the source code used by the web owner or designer as mentioned above.

In many cases there is html code in your pages you do not want other people to see.

For example, how about that custom javascript code you hired someone to write for you? Leave it exposed in your page and you'll have it stolen, guaranteed. You paid for it, why wouldn't you want to protect it?

Javascript is easy to copy and paste in a text editor. Someone likes what you've done on a page and BAM! They can take it very easily and anonymously and use it on any page they want or even sell it.

Let's look at a more serious problem resulting from the exposure of your source code.

Let's say you run a membership site. In many cases you're using a cgi script that runs your membership site. A moderately intelligent hacker can access your entire database of members and emails in seconds - if they know the way the program is structured. Doubtful?

You need to read "[Web Hacking: Attacks and Defense](#)" by Stuart McClure. Scared me to death to think how easy it is. Not only that, but you don't even have to know anything about hacking- there are plenty of software tools available to do it for you.

At one time I thought that there was no way you can effectively 'protect' a web page from prying eyes.

But, I was wrong. Try this test:

Go to: <http://www.weblockpro.com/>

First try 'right clicking' on the index page.

You can't do it.

Next try dragging your mouse over some text on the pages and copying the text.

It can't be done.

Then go to "View->Source" on your browser tool bar.

You'll notice that it says, "Protected by WebLock Pro"

Next, try printing the page (I would recommend you "Print Preview" first because nothing is going to come out of your printer!)

If you want the highest level of web page security currently available for protection of your intellectual property check out WebLock Pro found at: <http://www.weblockpro.com/>

Yes, I purchased it. And it's very E-A-S-Y to use.

And now that I have it in my arsenal, I will never develop another web site without it.

There were a number of features in WebLock Pro that I didn't even use yet. It's packed with features--way to many to mention here.

But one in particular, is worth mentioning:

You can select the 'referring page' to the page you want to protect. In other words, you have a download page with your digitally delivered product and you only want it accessible to those who have paid for it. You can select the 'referring' site and lock it to that site so no one else can access the page.

For example, you use PayPal and you only want people who clicked through to your 'thank you' page after payment has been received. With WebLock-Pro you can lock your page so that if someone successfully completes payment from PayPal they can access your page. But, If Joe Doe from "somewhere.com" decides they will put up your download URL and share it all over the net - no one who clicks on that link will be able to access your download page because the protection page will 'read' who the 'referrer' is and not allow them access. They didn't go through PayPal, so they can't see the page.

I have not tested this extensively, but it appears to work. Please do your own testing before implementing this feature on your important pages.

As far as web page protection programs go, [WebLock Pro](#) is the best I've seen.



WebLock-Pro.com

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## **Publishing Power Points**

# **Is Your Site Profitable? If Not, This Might Be The Reason...**

By InfoProductLab

Mar 6, 2003, 09:32

*There are potentially many things you can do with a website... make direct sales, create a portal, create a community, collect leads, etc... the problem is most sites try to focus on more than one goal and end up doing poorly because of it.*

*Here's how you can fix that immediately and get your site back on track to higher profitability instantly.*

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You've seen them... confusing, disoriented sites that scream... "I don't know what I am!".

These sites try to be all things to all people and instead of building trust and an affinity with visitors they leave them confused as to who they are.

Your site might not be that bad. You might have a very focused site with a clear path for your visitors to take.

When I built one of my first web sites many years ago, I thought it was very focused... until I asked my self one critical question: "If I was visiting this site (my site) for the first time, what would my reaction to it be?"

I discovered that my focus was split... I wanted to make sales but I also wanted to capture email leads.

So I set up a confusing scenario where my visitors had to choose (at the moment they entered my site) to make a purchasing decision or leave.

Many people in Internet marketing call this a "buy, bookmark or leave" site.

And there is nothing wrong with that model. The problem was I could see that I was not converting enough visitors to my site because they had to make a decision (and worst yet, a financial one) right away or go someplace else.

The site I am talking about sold an expensive membership, and in most cases the person would not buy immediately, but would visit the site 2 or 3 times before buying and rarely sign up for my generic 'updates' list.

The focus was wrong... at least for this site. It focused on the immediate sale instead of educating the buyer and then capturing the email addresses of interested prospects so I could continue to educate them and turn them into loyal, repeat buyers.

I will not say this model fits every website, but you have to ask yourself the question... "If I was visiting this site (my site) for the first time, what would my reaction to it be?"

Be brutally honest with yourself. My only goal with most of my sites now is simply to capture email addresses. That's it. Not immediate sales.

Why?

Because my job is to deliver 'solutions' to my visitors and if they don't want what I have to offer on my site right now it's my job to find out what they do want so I can be the person who provides them with that solution- usually through an affiliate or JV arrangement. Then I can get paid for offering that solution to them- and reach my goal of higher profitability. And I can't do that if I do not focus my site on collecting their email address so I can establish a relationship with them to find out what they need.

Here's the instant answer to why your site isn't making a profit:

"If I was visiting your site for the first time, what would my reaction to it be?"

My reaction should be: "I want to leave you my email address because I want to start a relationship with you."

If my reaction to your site is 'confusion', you've lost me forever. I may come to your site once, maybe even twice and never leave my email address with you if I'm confused about what you are all about.

If it's clear to me you have something I may want (a solution to my problem) then, if the only response you're focused on is to get my email address, then I'll give it to you and do it gladly.

Here's the dialog inside your customer's head when your site is focused:

"You may have a solution I want -->> here's my email address, tell me more."

Try to ask yourself "the question".

If your site is not focused - at least not as much as it could be - maybe that's why you aren't profitable either.

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Digital Publishing Trend Report

## Little Idea Makes Pretty Big Profits...

By David Vallieres

Dec 3, 2002, 18:35

# A SPECIAL DIGITAL PUBLISHING TREND REPORT

I began to think of all the ways I've made money online and went back through my monthly statistics to determine which online marketing project netted the largest amount of CASH vs effort expended.

I want to share with Members the ONE that generated the MOST CASH, with the LEAST EFFORT.

This one "little" idea has made me some pretty BIG profits over the last couple of years. I hope it helps you too.

If you need some fast cash you can probably generate \$2,000 to \$10,000 or more in the next 7 days (or less) by creating a simple 'direct selling' web site and a simple information product.

How?

By selling turnkey product web sites on ebaY.

In 1999 I sold my first turnkey website on ebaY for \$8,875 in 7 days ([GoBizInfo.com](http://GoBizInfo.com)). It was a membership site and I had about 120 members at the time. It had 100+ pages of info- so I had really developed the site. Since then I've sold a lot of 'turnkey' web sites for many thousands of dollars and currently have people asking me to develop products for them.

Here are few tips for getting the most money from any site you develop as a 'turnkey' business:

1. The product being sold on the site is proprietary or unique to the site.
2. It's PROVEN to sell in the marketplace. Every web site and product I've sold was first sold on ebaY in pretty good numbers. Then I included that 'sales data' in my ad for the 'business'. 90% or better of the time, it was someone who bought the individual product who ended up buying the 'business' because they liked the product so much.

I've created dozens of info-products and many of them were unique products with direct selling websites I've sold on ebay. In one 6 week period I sold over \$22,000 worth of sites and info-products. Anyone who says there isn't anyone with 'money' on ebaY doesn't really know what they're talking about.

My last turnkey website auction had 55 bidders and sold for \$4,447 in 3 days.

I think there are a lot of buyers (with money) on ebaY for turnkey businesses. I've never had an auction up for a product and direct selling website that went un-sold.

The average price I've been getting is around \$2,750 per site.

In my listings I've had to take the order link down on the site, because it's against ebaY policy to direct people to your site and then take orders, BUT I always state in my listing that the order link is dead due to ebaY's off-site selling policy. Not to state that openly will make your buyers think and ask questions... and some will never ask you about it, they just won't bid.

I found this way is the fastest way to make BigChunksOfCash ;-) in a hurry.

Anyway I think there is a lot to learn here from an info-product developer's and an Internet marketer's point of view....

The only draw back to this type of business (selling turnkey businesses on ebaY) is that you need to have a constant flow of business ideas to work with and know how to create a web site and ebook or other info-product quickly.

Many times I've created a product in less than a day, created the web site in a few hours and sold both for \$3,750 in just days.

This is NOT a 'get rich quick' scheme... there is a lot of work involved. But for the right person, it may be just what they've been looking for.

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

## Q & A

**Question:** "Did you simply create the product, the site and then immediately put it on eBay?"

Answer: In the early stages of this process, no. What I did in this order was:

1. Create the kind of product I was proud of selling myself.
2. Created the website and sell the product on the website and through ebaY.
3. Sell the product and website as a 'business' on ebay.

**Question:** "I'm also curious to know how many product sales you got from eBay? Did you track this?"

One product I created sold about 26 copies the first month I listed it on ebaY at \$97 each. So that was \$2,500. Then I sold the business for \$3,500. So in one month my total profit on a product that took me 3 days to develop was approx \$6,000. It was a CD-ROM product. It sold better than I had anticipated and I almost decided not to sell the business.

But anyway, yes, I kept very accurate details of the sales, and forwarded the names and mailing addresses to the buyer of the business (because it was a physically mailed product, I transferred

the buyer's list to the new owner). That was a very strong selling point, that there was a good market for the product.

**Question:** "...if your average selling price is around \$2800, could you not fairly easily surpass that amount by selling the product itself, resell rights, and master resell rights? Am I right in understanding that you hand the rights to the product over to your buyer - so I suppose it is basically selling Master Reprint rights with the website to support it?"

Actually, because I sell maybe \$2,000 to \$3,000 of most of my products BEFORE selling the business my average PROFIT on the total sale of the business is closer to \$5,800.

This is a good question and a lot of it can be answered in a letter I wrote to people interested in licensing my latest project called the Ultimate Business Opportunity. You can read the letter here: <http://www.ispyprofits.com/ibiz/instantbiz.html>

Until I came up with the idea that, by tightly controlling the distribution of the product, I really had no control whatsoever over who was selling my digital products.

This story has nothing to do with the question you asked, but I just thought it it would be helpful if you've ever had a digital product that was selling well when it first came out, and then sales started to slump:

My first experience selling an ebook was in 1996-97. When it first came out I sold hundreds of copies the first month, then suddenly sales dried up and died. I doubled my marketing efforts and things got a little better, but never to the level there were that first month.

After a few months more, I got an email from a kind gentleman who told me, "By the way, I downloaded your ebook from a newsnet group (it's great!) and, since I'm not going to pay you for it, the least I could do was tell you people are giving it away free."

Anyway, my expertise, what I love to do, is create information products. I create cd-rom products, ebooks, manuals, pc-videos, etc. I have more ideas than I know what to do with. I have projects that I know will sell and make a lot of money, but I don't have enough time in the day to develop them. But that's what I love to do: Develop information products-- from conception to completed product.

The problem is I have TOO MANY products. I fall in love with a lot of them, and because I never had time to market them they would sit on my virtual shelf and gather dust while I was working on my next product. I was always interested in developing the NEXT project, never in marketing the one's I already developed.

That's just me. So, instead of them gathering dust bytes, I decided to sell the products and websites I developed for them and let someone else make some money from them. Why should those products go to waste because I'm too busy to market them?

You may not think \$5,800 total per business sold is very much money- I'm glad. It really isn't, but, some of those product concepts took me all of 8-12 hours to conceive, create and develop into a sale-able product. I don't know what minimum wage is these days, but I'm guesing it's more than \$525+ an hour ;-)

Anyway, I love to develop info-products and I'm more than happy to part with a few of them if someone else can profit, instead of them going to waste.

**Question:** "The caution I suppose would be that the same person could make \$10,000+ off of their product in 4-6 months, so they may be leaving medium term money on the table in favor of a short-term grab? Interesting approach though."

I think I answered this one above... but, remember my ULTIMATE project is "me": My ability to create saleable info-products in record time is MY ULTIMATE PRODUCT. So if I sold an infoproduct 'business' that someone really liked and was making good money from it, do you think they would be interested in buying another one of my info-product businesses? Yep. What's my back end? See where I'm going with this?

**Question:** "Do you set a reserve price on your auction?  
And is it spelled out in the auction that you will be selling multiple identical sites? If so, does everyone wanting the site need to meet the top bid or what?"

I don't like reserves. I know a lot of people on ebaY who never bid on reserve auctions, so I don't use them most of the time.

What I do instead is - for a high ticket item -- is set the minimum bid at an acceptable level. In the case of the licenses I sold recently I set a minimum bid of \$497. But, I also place a 'Buy It Now' option on the auction at \$550. I'm happy either way, but it gives the buyer the opportunity to grab it and not have to get into a bidding war with anyone.

Yes, I explicitly state that there are only (in this case) 15 worldwide licenses available for this product, after they're gone, they're gone. The letter I pointed to above also answers that question. That same letter is the one I used in the auction... with minor changes.

I sell them one-at-a-time, never in dutch auctions and never more than one at a time. Because I had the 'Buy-It-Now' button on them very few of them actually made it to the day the listing expired. In fact, the first one I put up sold in under 5 minutes. I remember putting the listing up and getting the notice in my email box that someone had bought the license using the 'Buy-it-Now' button before I had even received email confirmation from ebaY that the auction was 'live'.

I sold 3 or 4 licenses a day sometimes. When one auction ended, I just put another one up. That sold, so I put another one up a few hours later.

This type of business isn't for everyone, granted. But if it works for you, go for it.

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## Digital Publishing Trend Report

# Market Research Sources On The Internet

By InfoProductLab

Oct 19, 2002, 19:29

Market Research Sources On The Internet is a handy and fairly comprehensive guide to the best sources of facts and data on the Internet. Use it to substantiate your claims and build credibility with your reading audience.

Updated occassionally.

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## Finding Web Sources for Market Research Data

Major Press Wire Sites (PRNewswire/BusinessWire)

Yahoo!Finance (<http://finance.yahoo.com>)

NewsAlert ([www.newsalert.com](http://www.newsalert.com))

Special Libraries Association

(<http://sunsite.unc.edu/slanews/internet/archives.html>)

Newspapers Online ([www.newspapers.com](http://www.newspapers.com))

Magazines and Journals

MediaLinks, Editor & Publisher (<http://emedia1.mediainfo.com/emedia>)

AJR/Newslink ([www.ajrnewslink.org](http://www.ajrnewslink.org))

Newsletter Access ([www.newsletteraccess.com](http://www.newsletteraccess.com))

Directory of Scholarly Electronic Journals, Newsletters and Academic Discussion Lists  
([www.arl.org/scomm/edir](http://www.arl.org/scomm/edir))

Howard County Junior College ([www.hc.cc.tx.us/library/newssrch.htm](http://www.hc.cc.tx.us/library/newssrch.htm))

Free News Databases

FindArticles.com (<http://findarticles.com>)

Total Search Global Archive ([www.globalarchive.ft.com](http://www.globalarchive.ft.com))

## Free News Aggregators

Moreover ([www.moreover.com](http://www.moreover.com))

1stHeadlines ([www.1stheadlines.com](http://www.1stheadlines.com))

NewsNow ([www.newsnow.co.uk](http://www.newsnow.co.uk))

Fee-based News Aggregators

Northern Light ([www.northernlight.com](http://www.northernlight.com))

## Web Databases

American City Business Journals ([www.bizjournals.bcentral.com](http://www.bizjournals.bcentral.com))

Newschoice Online Newspaper Network ([www.newschoice.com](http://www.newschoice.com))

News Search Engines

AltaVista News (<http://news.altavista.com>)

Yahoo News (<http://dailynews.yahoo.com>)

Northern Light: Current News ([www.northernlight.com/news.html](http://www.northernlight.com/news.html))

## **Government Sources**

U.S. Bureau of the Census

Census 200 Gateway

<http://www.census.gov/main/www/cen2000.html>

FactFinder (<http://factfinder.census.gov>)

Economy Overview ([www.census.gov/econ/overview/index.html](http://www.census.gov/econ/overview/index.html))

Summary Statistics for the United States.

(<http://www.census.gov/epcd/ec97/us/US000.HTM>)

Economic Census Reports in PDF ([www.census.gov/prod/www/abs/economic.html](http://www.census.gov/prod/www/abs/economic.html))

How People Use Economic Data ([www.census.gov/epcd/www/ec97use2.htm](http://www.census.gov/epcd/www/ec97use2.htm))

Economic News/The Briefing Room:

[www.census.gov/cgi-bin/briefroom/BriefRm](http://www.census.gov/cgi-bin/briefroom/BriefRm)

Company Statistics: ([www.census.gov/csd/index.html](http://www.census.gov/csd/index.html))

NAICS Page ([www.census.gov/epcd/www/naics.html](http://www.census.gov/epcd/www/naics.html))

Foreign Trade Statistics ([www.census.gov/foreign-trade/www](http://www.census.gov/foreign-trade/www))

Current Trade Statistics ([www.census.gov/foreign-trade/www.press.html](http://www.census.gov/foreign-trade/www.press.html))

Products Trade by Country ([www.census.gov/foreign-trade/sitc1/index.html](http://www.census.gov/foreign-trade/sitc1/index.html))

Foreign Trade Publications in PDF ([www.census.gov/prod/www/abd/foreign.html](http://www.census.gov/prod/www/abd/foreign.html))

*Business Publications* ([www.census.gov/prod/www/abs/business.html](http://www.census.gov/prod/www/abs/business.html))

Census Bureau Search Page ([www.census.gov/main/www.srchtool.html](http://www.census.gov/main/www.srchtool.html))

Data Access Tools ([www.census.gov/main/www/access.html](http://www.census.gov/main/www/access.html))

Census 2000 Home Page ([www.census.gov/dmd/www/2khome.htm](http://www.census.gov/dmd/www/2khome.htm))

First Census 2000 Results ([www.census.gov/main/www/cen2000.html](http://www.census.gov/main/www/cen2000.html))

1990 and 2000 Census Data in PDF ([www.census.gov/prod/www/abs/decenial.html](http://www.census.gov/prod/www/abs/decenial.html))

U.S.Census Bureau Geography Topics ([www.census.gov/geo/www.index.html](http://www.census.gov/geo/www.index.html))

Regional, State and County QuickFacts (<http://quickfacts.census.gov/qfd>)

Housing and Household Information ([www.census.gov/hhes/www](http://www.census.gov/hhes/www))

Income Statistics ([www.census.gov/hhes/www/income.html](http://www.census.gov/hhes/www/income.html))

Population Information in PDF ([www.census.gov/prod/www/abs/popula.html](http://www.census.gov/prod/www/abs/popula.html))

Other Non-Census Government Sites

CIA World Factbook ([www.cia.gov/cia/publications/factbook](http://www.cia.gov/cia/publications/factbook))

Department of Commerce STAT-USA ([www.stat-usa.gov](http://www.stat-usa.gov))

ITC U.S. Commercial Services ([www.usatrade.gov](http://www.usatrade.gov))

ITA Office of Trade and Economic Analysis ([www.ita.doc.gov/td/industry/otea/index.html](http://www.ita.doc.gov/td/industry/otea/index.html))

ITA Trade Development Office ([www.ita.doc.gov/td/td\\_home/tdhome.html](http://www.ita.doc.gov/td/td_home/tdhome.html))

ITA Trade Information Center (<http://tradeinfo.doc.gov>)

ITA Countries and Regions Web Site ([www.ita.doc.gov/ita\\_home/itacnreg.htm](http://www.ita.doc.gov/ita_home/itacnreg.htm))

Dept. of Commerce, Market Access and Compliance ([www.mac.doc.gov](http://www.mac.doc.gov))

EDGAR ([www.sec.gov/edgarhp.htm](http://www.sec.gov/edgarhp.htm))

SIC Manual ([www.osha.gov/oshstats/sicser.html](http://www.osha.gov/oshstats/sicser.html))

Federal Pointers and Locators

FedStats ([www.fedstats.gov](http://www.fedstats.gov))

FedWorld ([www.fedworld.gov](http://www.fedworld.gov))

GovSearch ([www.govsearch.northernlight.com](http://www.govsearch.northernlight.com))

Supt. of Documents Home Page ([www.access.gpo.gov](http://www.access.gpo.gov))

Association Directory Sources



Asaenet ([www.asaenet.org/](http://www.asaenet.org/))

The Directory of Associations ([www.marketingsource.com/associations](http://www.marketingsource.com/associations))

### *Discussion Groups*

Types of Discussion Groups: Usenet, Mailing List, Forums

Finding Discussion Groups

TileNet ([www.tile.net](http://www.tile.net))

Google Groups ([www.groups.google.com](http://www.groups.google.com))

Publicly Accessible Mailing Lists ([www.taronga.com/paml/](http://www.taronga.com/paml/))

Topica ([www.topica.com](http://www.topica.com))

ForumOne ([www.forumone.com/index.index.php](http://www.forumone.com/index.index.php))

Directory of Scholarly and Professional E-Conferences  
([www.n2ht.com/KOVACS](http://www.n2ht.com/KOVACS))

### *Hierarchical Indexes*

Yahoo ([www.yahoo.com](http://www.yahoo.com))

BUBL Link (<http://bubl.ac.uk/link>)

Librarians' Index to the Internet (<http://sunsite.berkeley.edu/InternetIndex>)

WWW Virtual Library ([www.vlib.org](http://www.vlib.org))

Business.com ([www.business.com](http://www.business.com))

## **The U.S. Government Web Sites for Market Research**

The National Trade Data Bank/StatUSA ([www.stat-usa.gov](http://www.stat-usa.gov))

The U.S. International Trade Commission ([www.usitc.gov/reports.htm](http://www.usitc.gov/reports.htm))

Federal Government Portal ([www.firstgov.gov](http://www.firstgov.gov))

## **Associations on the Internet**

Gale's Encyclopedia of Associations ([www.galegroup.com](http://www.galegroup.com))

American Society of Association Executives

(<http://info.asaenet.org/gateway/OnlineAssoclist.html>)

Associations on the Net ([www.ipl.org/ref/AON](http://www.ipl.org/ref/AON))

Research Banks Web's Industry Insider ([www.investext.com](http://www.investext.com))

## **Web Sites for Accessing Market Research Data**

### *Traditional Online Vendors*

DialogWeb ([www.dialogweb.com](http://www.dialogweb.com))

DataStar ([www.datastarweb.com](http://www.datastarweb.com))

Lexis-Nexis ([www.lexis-nexis.com](http://www.lexis-nexis.com))

Dow Jones Interactive ([www.djinteractive.com](http://www.djinteractive.com))

Profound ([www.profound.com](http://www.profound.com))

Web Databases

MindBranch ([www.mindbranch.com](http://www.mindbranch.com))

MarketResearch.com ([www.marketresearch.com](http://www.marketresearch.com))

Commercial Intelligence Mall (<http://commercial.ecnext.com>)

NorthernLight ([www.northernlight.com](http://www.northernlight.com))

AllNet Research ([www.allnetresearch.com](http://www.allnetresearch.com))  
Market Research Publishers  
BCC ([www.bccresearch.com](http://www.bccresearch.com))  
Datamonitor ([www.datamonitor.com](http://www.datamonitor.com))  
Euromonitor ([www.euromonitor.com](http://www.euromonitor.com))  
Freedonia Group ([www.freedonia.com](http://www.freedonia.com))  
Frost & Sullivan ([www.frost.com](http://www.frost.com))  
Kalorama Information LLC ([www.marketresearch.com](http://www.marketresearch.com))  
Keynote ([www.keynote.com](http://www.keynote.com))  
Market & Business Development Ltd. ([www.mbdltd.co.uk](http://www.mbdltd.co.uk))  
PRS Group ([www.prsgroup.com](http://www.prsgroup.com))  
Verdict Research ([www.verdict.co.uk](http://www.verdict.co.uk))  
Veronis Suhler ([www.veronissuhler.com](http://www.veronissuhler.com))

### **Business Databases for Market Research**

Dow Jones Interactive ([askdj.dowjones.com](http://askdj.dowjones.com))  
Dun and Bradstreet ([www.dnb.com](http://www.dnb.com))  
FISOnline ([www.fisonline.com](http://www.fisonline.com))  
Global Access ([www.primark.com/ga](http://www.primark.com/ga))  
Skyminder ([www.skyminder.com](http://www.skyminder.com))  
Company Dossier ([www.lexis-nexis.com/lnu](http://www.lexis-nexis.com/lnu))  
One Source Business Browser ([www.onesource.com](http://www.onesource.com))

### **Customize or Build Your Own Market Research Report**

VerticalNet ([www.verticalnet.com](http://www.verticalnet.com))  
BizProLink ([www.bizprolink.com](http://www.bizprolink.com))  
IndustryClick ([www.industryclick.com](http://www.industryclick.com))  
General Business Portals  
Business.com ([www.business.com](http://www.business.com))  
PortalB ([www.portalb.com](http://www.portalb.com))  
General Link Sites  
Fuld's Internet Intelligence Index ([www.ful.com/i3/index.html](http://www.ful.com/i3/index.html))  
IndustryLink ([www.industrylink.com](http://www.industrylink.com))  
Financial Times Surveys (<http://surveys.ft.com>)

### **Company Information Sites**

CompaniesOnline ([www.companiesonline.com](http://www.companiesonline.com))  
Hoovers ([www.hoovers.com](http://www.hoovers.com))  
Forbes/searchable 800 ([www.forbes.com/international800](http://www.forbes.com/international800))  
Vault.com ([www.vault.com](http://www.vault.com))  
Public Register's Annual Report Service ([www.annualreportservice.com](http://www.annualreportservice.com))

### **Survey Sites**

The Gallup Organization ([www.gallup.com](http://www.gallup.com))

Princeton Survey Research Center ([www.princeton.edu/~abelson](http://www.princeton.edu/~abelson))  
The Interuniversity Consortium for Political and Social Research ([www.icpsr.umich.edu](http://www.icpsr.umich.edu))  
CyberAtlas ([www.cyberatlas.com](http://www.cyberatlas.com))  
Community and Miscellaneous Sites  
Information Resource Network ([www.irn-research.com/database.html](http://www.irn-research.com/database.html))  
The Marketing Research Library ([www.mr-online.org/index.htm](http://www.mr-online.org/index.htm))  
ResearchInfo.com ([www.marketresearchinfo.com](http://www.marketresearchinfo.com))  
Quirks Marketing Research Review ([www.quirks.com](http://www.quirks.com))  
WorldOpinion ([www.worldopinion.com/home.html](http://www.worldopinion.com/home.html))  
A Business Researchers Interests (BRINT) [www.brint.com](http://www.brint.com)  
Information Technology Community Sites  
TechRepublic ([www.techrepublic.com](http://www.techrepublic.com))  
Bitpipe ([www.bitpipe.com](http://www.bitpipe.com))  
TechTarget ([www.techtarget.com](http://www.techtarget.com))

## **Global Resources**

Locating Overseas Markets  
Strategis Canada (<http://strategis.ic.gc.ca/engdoc/main.html>)  
CIA World Factbook (<http://www.odci.gov/cia/publications/factbook/index.html>)  
U.S. State Dept. Background Notes  
([www.state.gov/www/background\\_notes](http://www.state.gov/www/background_notes))

## **Miscellaneous Intelligence Information Sites**

Information Resource Network ([www.irn-research.com/database.html](http://www.irn-research.com/database.html))  
The Marketing Research Library ([www.mr-online.org/index.htm](http://www.mr-online.org/index.htm))  
ResearchInfo.com ([www.marketresearchinfo.com](http://www.marketresearchinfo.com))  
Quirks Marketing Research Review ([www.quirks.com](http://www.quirks.com))  
WorldOpinion ([www.worldopinion.com/home.html](http://www.worldopinion.com/home.html))  
A Business Researchers Interests (BRINT) [www.brint.com](http://www.brint.com)  
Information Technology Community Sites  
TechRepublic ([www.techrepublic.com](http://www.techrepublic.com))  
Bitpipe ([www.bitpipe.com](http://www.bitpipe.com))  
TechTarget ([www.techtarget.com](http://www.techtarget.com))

## **Information Technology Community Sites**

TechRepublic ([www.techrepublic.com](http://www.techrepublic.com))  
Bitpipe ([www.bitpipe.com](http://www.bitpipe.com))  
TechTarget ([www.techtarget.com](http://www.techtarget.com))

## **Survey Sites**

The Gallup Organization ([www.gallup.com](http://www.gallup.com))  
Princeton Survey Research Center ([www.princeton.edu/~abelson](http://www.princeton.edu/~abelson))  
The Interuniversity Consortium for Political and Social Research ([www.icpsr.umich.edu](http://www.icpsr.umich.edu))  
CyberAtlas ([www.cyberatlas.com](http://www.cyberatlas.com))

### Community and Miscellaneous Sites

Information Resource Network ([www.irn-research.com/database.html](http://www.irn-research.com/database.html))

The Marketing Research Library ([www.mr-online.org/index.htm](http://www.mr-online.org/index.htm))

ResearchInfo.com ([www.marketresearchinfo.com](http://www.marketresearchinfo.com))

Quirks Marketing Research Review ([www.quirks.com](http://www.quirks.com))

WorldOpinion ([www.worldopinion.com/home.html](http://www.worldopinion.com/home.html))

A Business Researchers Interests (BRINT)- [www.brint.com](http://www.brint.com)

### Statistical Data

Corporateinformation.com ([www.ntu.edu.sg/library/stat/statdata.htm](http://www.ntu.edu.sg/library/stat/statdata.htm))

University of Strathclyde ([www.dis.strath.ac.uk](http://www.dis.strath.ac.uk))

International Business Resources on the WWW (<http://ciber.bus.msu.edu/busres.htm>)

### Official Sources and Organizations

The Embassy Web ([www.embpage.org/index.html](http://www.embpage.org/index.html))

Electronic Embassy ([www.embassy.org](http://www.embassy.org))

U.S. State Dept. (<http://usembassy.state.gov>)

U.S. American Chambers of Commerce Abroad

(<http://www.uschamber.com/International/Chambers+Abroad/Chambers+Abroad+Directory.htm>)

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**Here's A (Money Making) Idea!**

## **My Personal BIG Money Making Secrets ... Part 1**

By InfoProductLab

Mar 22, 2003, 20:11

*INTRO: Want BIG Money In Your Own Business?... then you need a plan. Here's the one I've used for the last 3 years since I quit my executive job and started making my living as an entrepreneur.. this is the FIRST time I have ever revealed my 'secrets'... I hope you earn something useful and profit from them...*

-----  
Want BIG Money In Your Own Business?

It doesn't matter what kind of business you own or want to start, these secrets will generate the most money possible from your efforts, guaranteed!

First: Do you or have you made the commitment to be the kind of person who makes BIG money?

If you have, then keep reading... if not close your browser now and enjoy the rest of your poor life...

What? You don't want to be poor? OK!!! Let's get going:

Here they are: My BIG Money Secrets For Selling Information Products- Part 1!

Please NOTE: Every word is carefully chosen...please read this several times or you may miss essential points.

I'm assuming one thing: You know something about business and you're not in 1st grade.

If you're a reasonably intelligent person, then you'll have no problem understanding these points. I'm going to shot straight from the hip... no BS, no coddling, no arguments.

Whether you agree with what I'm revealing here or not, is NOT the point... these are essential 'truths' to making BIG money in your own business, not speculation - they are time tested, battlefield proven FACTS.

Use them or not as you see fit. They are here to help you and inform you, that's it.

Also, each of these strategies will be expounded upon and expanded in future reports... so if they aren't 100% clear now, they will be soon.

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#1: Capture

You must CAPTURE the name and address of every potential customer that contacts you in any way... by phone, email or letter.

In order for your business to be profitable, you must use the lowest cost methods available to you that generate a consistent and reliable flow of new prospects for your products.

You **MUST** store your prospects in a database or spreadsheet (like Excel) so you can easily manipulate and retrieve and insert the prospects information into your marketing communications.

You must diligently and un-mercifully follow-up with this person until a sale is made or they want off your mailing list.

Normally it takes 1 and up to 10 communications with this person before they will buy anything from you. **DO NOT STOP** at 3 letters or emails. Mail at least 10 times before giving up on them.

#### #2: Sell

You **MUST** have your own product to sell in the \$9.95 to \$49.95 range. This is your lead product. It's inexpensive and it has to be good. It must "WOW" your audience.

It must be a product you are proud of and that is above average in USE-ABILITY and USEFULLNESS to them.

When thinking of a product to develop think about what others would find USEFUL and HELPFULL first. Focus on the customer.. what they would find useful and helpful to fulfill their dreams and goals.

#### #3: Upsell

You **MUST** have another product... either your own or as an affiliate that is in the \$295 to \$999 range. If it's your own product great!! You're going to be in the BIG money. If your an affiliate, make sure the product is \$495 or higher and you're getting at least 50% of the gross as your commission. This is where the BIG money is.

You must diligently and un-mercifully follow-up with the people who bought your lower-priced product until a new sale made with the higher product or they want off your mailing list.

#### #4: Save (This one I learned from my wife:-)

You **MUST KEEP** every penny you make from your business and be watchful you don't spend money indiscriminately. In order for you to be rich you must **MAKE BIG** money and you must **SAVE** every single penny you make. This is where most entrepreneurs **FAIL** miserably. They make the money, but then they spend it on stupid and non-essential items that do not help them to produce **MORE** wealth.

**ONLY** spend money on advertising that gets results or on a 'system' of some kind: equipment, office systems, software or information that will help you **MAKE** more money. That's it.

Be very, very diligent about **SPENDING**.. in most cases **DON'T!**

#### #5: **DON'T MANAGE YOUR TIME**... Control it!!

'Managing time' sounds like you have very little control over how it's used. Nothing could be further from the truth. You must be as diligent with your time as you are with your money, especially if you spend a lot of time on the Internet.

It's easy to waste minutes, half-hours, whole hours and days just 'surfing' or 'browsing'. Is that you?

Divide your time anyway you want but make sure the majority of your time is spent on **DIRECT CASH GENERATING ACTIVITIES** such as placing ezine ads, subscriber drives, sending offers and newsletters to your subscribers, etc.

Here's the model I use for controlling my time:

80% to direct cash generating activities  
10% to product delivery and customer service issues  
10% to planning your direct cash generating activities

And... every 30 days take one whole day OFF- no cell phones no pagers, no computer, nothing! Really take a day off and re-charge you internal batteries.

Be very, very diligent about **SPENDING** your cash and your time and please ...don't waste either one!

More to come...

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## Marketing Strategies and Ideas

# NEW!! "Hot Items Folder" Tells You What's Selling on ebaY

By InfoProductLab

Feb 18, 2003, 10:09

Many years ago (1997) when I first noticed ebaY they had a very useful feature call "Hot Items".

Hot items were any listing with more than 10 bids on it. The amount of bids indicated the demand for the item and, of course, an opportunity for anyone who wanted to jump in and make some easy money selling the exact same item.

Around 2001 ebaY did away with the 'Hot Items' listings. I'm not sure why.

While browsing through ebaY I came across and interesting feature I never noticed, and it appears, to have started on February 13th, 2003. It's called the "eBay Hot Items Folder"

Here's a description of the folder from ebaY's site:

### "What is the Hot Items List?"

*Within each category, we look at both recent bidding activity and new listings activity. "Hot" products are those where recent bidding growth has significantly outpaced new listings growth and where the bid-to-item ratios are higher than other products in the same parent category. The growth metrics help us understand where buyer demand is growing more quickly than marketplace supply. The bid-to-item ratios provide another "check" to ensure that the demand is really greater than supply, and not simply "catching up" to existing supply on the site. By looking at both factors together, we are able to identify our "hot" products. We are using the same criteria to identify "hot" products across all categories on eBay.*

Sounds useful! I sincerely hope ebaY keeps it up and posts to it on a regular basis. For now, there are very few people who know about this feature, so use it while the info is still "hot" ;-)

You can find the Hot Item Folder here:

<http://forums.ebay.com/db1/forum.jsp?forum=29>

While you're there take a look at my auctions on ebaY:

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## Marketing Strategies and Ideas

# One of the Most Credible (and Reliable!) Marketing Methods On The Net

By InfoProductLab

Jan 7, 2003, 11:48

How many emails do you receive and respond to each day?

I get 300-500 emails a day and respond to 100 or more. Whenever I send out an email, I try never to miss an opportunity to promote InfoProductLab or some of my other sites in my signature.



Sigblaster Can Automate /Rotate Your Email Sigs

But, it's too much trouble changing my email signature whenever I want to promote an affiliate program or another one of my sites, until now...

Email is a wonderful form of communication but it also is a wonderful marketing tool if used correctly.

One method of marketing is through "sig" files, but if you have more than 2 or 3 programs or ebooks you're promoting it's difficult to get them all promoted in a single sig file. Here's a solution to changing you sig file whenever you want... or let it run on auto-pilot so you can promote as many programs as you want.

The program is called "Sigblaster" and what it does is really very simple, but will save you a ton of time and allow you to promote dozens of programs automatically as you respond to emails!

You might even enjoy it so much that you'll respond to even more emails, because you know your marketing message is getting out there every time you do!

From the Sigblaster site..."With Sigblaster, every email you send will give a potential customer the opportunity to visit your site by clicking a hyperlink in your signature."

And they're right! This only makes sense if you have a lot of programs to promote... but it's so darn easy you might want to use it even if you only have 2 programs to promote.

I have seen a few other programs that claim to 'rotate sig files' for you, etc. This is the only one I've seen that EASY to use and has instructions for setting it up for Outlook, The Bat! (the program I use) and Netscape Email.

Sigblaster is currently free and there are no 'nag' screens or 'registration' requirements.

Go to Sigblaster web site download page directly:

[Sigblaster](#)

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InfoProduct Developer Tools

## Out-of-Control Images Made Smaller, Uniform and Proportional

By InfoProductLab

Nov 15, 2002, 14:37

Resize! is a simple program designed to resize a folder of

pictures in one step. It's faster and easier to use than generic graphic programs... and it's free!

Exports to \*.jpeg, \*.jpg only.

Visit and download:

[Resize!](#)



Resize Home Page

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## Marketing Strategies and Ideas

# Private Labeling On The Web: A Growing Business Opportunity

By InfoProductLab

Jan 24, 2003, 10:08

Private labeling has been a successful marketing model for decades.

Opportunities for private labeling on the web are available, but much harder to find. That's why they are a growth opportunity for those who can find them.

What is 'private labeling'?

"Private labeling is when you brand a product, that someone else manufactures or creates, to look like it's your product."



There are a few companies that offer exciting opportunities in this area.

For example, the company whose banner is simmering to the top right offers a private label to their web site tracking tools. Much more than web site tracking they track conversion ratios and track your visitors paths in real time.

This is the next step in 'web site tracking tools' and is going to be very popular with web entrepreneurs.

Why?

Digital publishers, marketers and entrepreneurs (myself included) spend time and money on marketing campaigns. How do we know which one's work? How can we measure conversion rates? How can we see the path our visitors take on our site? What are our visitors stopping to actually read?

Here are a few questions this service can help our customers answer: Did they click on that link I worked so hard to word carefully?; Did they stop to read page X when I changed the headline?; etc...

For a long time direct mail marketers wanted the answer these questions and got them... now those tool are available to online marketing.

This isn't the first company to come up with this technology, but they are the only one I've seen that allows you to private label their services, charge any price you want, and give you complete

control of your business.

They are also affordable for the majority of web entrepreneurs.

What other opportunities are there for private labeling of web services?

How about FREE EMAIL. On Overture 'FREE EMAIL' was searched 277,800 in the month of December 2002 with the top pay-per-click bid less than .22 cents and the 3rd place bid was just .07 cents.

A lot of people are looking for free email accounts for many reasons: Privacy; special uses; business; an alternative to ISP accounts, etc.

The opportunity here is to build a very large email list that you can market to over and over again to in a short period of time.

You can run your own script from a web site with a program like this one [HiveMail](#).

Or you can go with a totally free service like [Gawab](#)... but you share the ad space 50/50 with them.

Every site you visit may offer a private label opportunity. Check out their 'reseller' or 'partner' program links.

Be aware however that some companies charge fees for their private label program. Indextools charges a one-time setup fee for their private label program -but it's reasonable at \$50 (one-time).

Even if the company doesn't offer a private label program it never hurts to ask. Email their sales or marketing department and ask them if they private label.

If you have a product or service that can be private labeled, have you ever thought of offering it to other web entrepreneurs? It could be a much more attractive proposition than a 'reseller' program.

How about one more example?

Domain registration: [Wildwestdomains](#)

Cheapest domain registrations around, fully private labeled.

Opportunities are out there. Check them out.

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Techniques, Training and Tutorials

## Setting the Tone In Your Digital Publications

By InfoProductLab

Dec 11, 2002, 08:18

Choosing the correct font for your digital publications should not be left to chance or availability of the fonts on your computer.

In every publishing situation the font you choose sets the **tone and feeling** of the message you're trying to communicate.

Whether it's a web site design or a CD-rom product, etc. your customers will 'hear' your message better when you are communicating effectively in digital print by choosing the correct font.

Here's a simplistic (but effective) example of how font/word combos can set the tone of your publication:

What does this font suggest to you?



Happy!

And how about this one?



HIGH TECH

Or this one:



That 50's Show!

See what I mean? You set the tone and feeling of your digital communications by choosing the correct font and the *words you choose to associate with them*.

ExtremeFonts makes it pretty easy to choose the correct font and download them instantly (free registration required).

Click to view site and download some really great fonts!

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

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## Digital Publishing Trend Report

# Testing Your Ideas and Digital Products

By David Vallieres

Nov 16, 2002, 19:42

Creating a digital product is the fastest way to making money I know of.

The investment is small, the payoff is potentially HUGE.

I say 'potentially' because there are certain factors you need to keep in mind as you develop your product.

One of the most important factors is making sure there's a MARKET for your digital information product BEFORE you spend hours, days, weeks or even months developing it.

How do you know if there's a MARKET for it?

Your idea needs to be put into some sort of 'container': An ebook; a CD; a pc-video, etc...

You don't have to create the entire product, just a miniture version of it with, of course, good information in it.

I have used [ebaY](http://www.ebay.com) (www.ebay.com) for years to test new products. Once I know they will sell on ebaY for a few dollars I'll develop the full product and raise the price.

But, I couldn't be sure if it would sell unless I tested it first.

It's cheap to test new products on ebaY. For .35 cents you can put just about anything you can come up with on ebaY and see if it sells.

Try a 'Special Report' and price it at \$9.99 or \$5.00 or whatever. If it doesn't sell, you might want to tweak your listing a little and try it again.

After a few tweaks, and you have done the best you can describing the product and it's benefits, and it still doesn't sell, forget it!

If it does sell and you get lots of people emailing you with questions about it, then develop the full product and sell more of them. Create a web site to sell them, advertise in ezines, etc.

That is one way to begin building an automatic money machine and develop products that will sell online.

It's simple, do-able and fast.

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Techniques, Training and Tutorials

## The Basics Of Marketing eBooks

By David Vallieres

Oct 29, 2002, 13:45

Does the marketing of digital goods present the entrepreneur, web site owner or self-publisher with problems not inherent in the marketing of physical goods?

The professional methods of marketing never change. It's the mechanics of marketing, the medium of the message that change: Instead of billboards, it's banner ads; letters sent through the post are now emailed; web sites replace brochures and full-color catalogues; live chat with customer service representatives replace 800 numbers, etc.

Eugene (Gene) M. Schwartz, the copywriter that helped Marty Edelson launch Boardroom Reports, said marketing is like playing the stock market or being an atomic scientist. Marketing, speculation and science are all alike- they all deal with immense natural forces, thousands of times more powerful than the men who use them. In science, the forces are the fundamental energies of the universe. In speculation, the forces are the billion-dollar tides and currents of the market place.

In marketing, the forces are the hopes, fears and desires of millions upon millions of men and women, all over the world. The men who use these forces did not create them; they can't turn them or shut them down; neither can they diminish them or add to them in any way. All they can do is harness them!

So what works? What can you and I harness this immense power? Gene's answer: Innovation. Continuous, repeated innovation. A steady stream of new ideas- fresh new solutions to new problems. Created above all not by the impossible route of memory- but by analysis. And what is analysis? It's a series of measuring rods, checkpoints, benchmarks and signposts that show you where a particular force is going, and enable you to get there first.

So how do we innovate or be creative in the process of selling ebooks?

Books, just like other types of products, do not sell themselves. It takes people with skill and knowledge to sell them. That's why most professional marketers are more prosperous than writers. The US Department of Labor reports that writers (as an occupation) earn an average of \$7,500 per year. Most writers are not able to earn a living from writing alone. Even 'published' authors will find it difficult to make a living with a single book.

The first question an author is asked upon signing a contract for a first book is, "What else do you have?" The publisher knows that 'one book' authors will never be able to sell enough copies of their first book to make any real money for them or the author. It takes several books, within the same genre, to build the author's presence in the marketplace.

Speaking to yourself, "What else do you have?" should be your mantra as a publisher or content developer/entrepreneur online.

There are some writers who hit it big with a single book, but that's very unusual.

My own experience writing, publishing and marketing books on the Internet proves this. One book made me some money. Five books made me even more money. The more books I offered to my web site visitors the more profits I made. Many other publishers and content entrepreneurs will confirm this phenomenon.

From a marketers point of view, the only job of that first book you wrote is to get your readers to buy your second book, and the only job of the second book is to keep the reader hooked enough on your writing to buy your third book, and on and on... because that's where the money is.

The question then is, "How do I, as an e-content marketer, stand apart from the rest or innovate?"

By asking yourself which category your ebook fits into:

### CUSTOMERS FIRST REACTION / INITIAL RESPONSE TO YOUR BOOK

- 1) "Don't need to know- no time - not interested enough to care"; (customer response: "I'll pass")
- 2) "Nice to know - looks interesting, but..."; (customer response: "ho hum", \*insert yawn here\*)
- 3) "This looks great - just what I've been looking for!" (customer response: "Where do I pay?")

When I'm looking for info (especially on-line) I ask myself these questions.

For example, one morning while surfing the net I went to a web site that had a service I wanted. The service looked interesting (in the "nice to know" category) so I took the time to sign up for a free demo of their service.

I was ready to leave the site when I noticed a link to a free report they were offering too. The link said "download now", and since I was at their demo sign-up 'success' page I thought the link would take me directly to the report. Instead, when I clicked on the link, I got a page with a "registration form"...asking me all the stuff I just answered when I signed up for the free demo.

Suddenly I'm in the "Don't need to know-no time -not interested enough to care", category. I simply didn't have the time to enter all my information again - so I passed on their free offer. Too bad they didn't link the report with the free demo offer. That would have made a lot of sense and it would have been a nice 'bonus' for signing up for the free demo.

If you want people to buy or download your e-book you have to answer the critical question your target audience is asking, "Why do I need this info?" - their response will fall into category 1, 2 or 3 mentioned above.

If it's in category 1 or 2, chances are you need to re-think your e-book's title or the headline and/or ad for your e-book. You need to determine the e-book's "appeal", its' primary benefit to the reader and make that clear to your reader.

This is where Gene Schwartz's idea of marketing as 'innovation and analysis' is so important. You may need to test several titles in subtle ways to your target audience before you find one that works well. One way to do that is by writing an article about your upcoming book (what it's about, etc.) and put the proposed titles as a link to your article. Put the title on your home page. Rotate and change the title once a week and try several different titles. See which one gets the most click-throughs to your article by using a counter on your page with the article or by 'coding' the link. For example:

One title might be:  
The Sleep Walking Murders

Your link to your article would look like this:  
<http://www.yoursite.com/article.html>

Your 'coded' link would be:  
[http://www.yoursite.com/article.html?sleep\\_walking](http://www.yoursite.com/article.html?sleep_walking)

When someone clicks on the 'coded' link it registers a 'hit' in your server logs. The REAL URL for the article is everything before the "?"- your 'code' is "sleep\_walking". Everything after the "?" will not affect the visitor clicking on the link to get to your article. Count the number of hits you get for each title. Just be sure to change the code to correspond with your titles every time you make a change!

If one performs better than all the others, then you have a successful title. And as we all know, a good title sells books.

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## Digital Publishing Trend Report

# The Future Of Information Publishing Online?

By David Vallieres

Nov 20, 2002, 10:16

For those of you who have been on the Internet several years you may remember "Veronica" and "Gopher".

No, those are not online personalities. They were (and still are) Internet protocols for connecting to information sources and databases on the Internet.

They were replaced quickly enough by the World Wide Web (WWW) and it's graphical user interface (GUI).

Few people use Veronica anymore, because it's been replaced by something easier, faster and more entertaining to use: The web.

Could the Web be replaced someday by something easier, faster and more entertaining?

You bet.

I don't have a crystal ball, but I can tell you that people are *a/ways* interested in adopting new technologies that are easier, faster and more entertaining.

If you want a peek at the possible future of information publishing online you need to check out CTube.

CTube, is rather crude. No doubt about it. The interface isn't very slick, there are 700 stations you can currently view online, but most of them are, well, quaint.

For example, if you're into it, you can listen and view dispatches from fire and police from Cape Cod, MA, or you can watch Broadway @ 46th Street passersby in New York from a live webcam or watch Islam TV.

But, there are some big broadcasters here: You can watch Bloomberg TV in English, German and Spanish.

My favorite is Comedy Central, the cable TV channel.

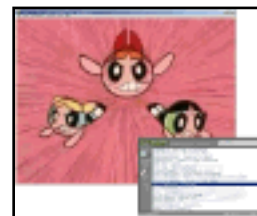
It's worth a look. Click here to read more from their web site:

<http://eastbaytech.com/ctube.htm>

At the bottom of their page is an offer to become an "Internet Television Station" on CTube.

Just sign up and you can have your own Internet Television Station in no time.

Hmmmm....interesting, no?



Who are these girls??

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## Marketing Strategies and Ideas

# The Perfect eBook Protection Program - Is There One?

By InfoProductLab

Nov 1, 2002, 15:49

In a previous update I reviewed two ebook protection programs that promise to remotely control your ebooks activation/deactivation.

Unfortunately they both had the same flaw: The book created a temporary file in the user's "c:\windows\temp" folder that bypasses the protection scheme!



"Well!", I said to myself, "Isn't there ANY product on the market that WILL protect your ebook?"

So, I went on the Internet to find the 'perfect' ebook protection program. (Easier said than done!)

Why is all this necessary... this talk of 'protecting' your ebook?

The first reason the comes to my mind is the occasional person who is out to defraud you.

He (or she) buys your ebook and seconds later asks for a refund.

What?

If you haven't sold anything online before, just ask someone who has. It doesn't happen that often, truthfully. But when it does you feel totally helpless. You've spent weeks, maybe months, putting your ebook together and then you get an order and a refund request seconds from each other.

"What happened? Did I do something wrong? Maybe they couldn't download the book?", you ask yourself.

Well if you had a way to disable the book at least you have the satisfaction of knowing that they couldn't continue to access your content after the customer requested a refund.

That's one reason for a program that can activate/deactivate your ebooks.

A second reason is that although someone may not have requested a refund, they decided your book is so good they'll pass it along to every friend they have on the Internet... or even worse post it to a discussion group or newsgroup with the download url and password (if you have one).

Suddenly your sales drop to zero and you're sitting at home or office wondering, "Why?"

There are many reasons why you want to protect your intellectual property and some of them are not so obvious as the one's above.

Your good name, for one. What happens to your reputation online when everyone is \*giving\* your book away without your knowledge or permission?

The truth is NO system is perfect. But here are a few features I would like to see in an ebook protection program:

1. A Unique Registration Key System Make ebooks work on only one computer. That way they can't be passed around. If someone copies the ebook and hands it to a neighbor, they won't be able to access it until they purchase a registration key.
2. A System That Creates Free Trial eBooks Give away copies so that you can get a wider distribution and give copies to your affiliates to give away. These ebooks should be able to expire after: A certain number of days or; After a certain number of uses. When the book expires the user will then be required to purchase the product to access the information again.
3. Ability To Secure Different Pages. For example you could make pages 1 to 10 available to the public. To get pages 10 to 100 you would have to purchase a registration code.
4. The Ability To Deactivate An Ebook... for anyone who requests a refund. Self-explanatory. They got a refund, why should they still be able to access your ebook? They shouldn't.
5. No Temp File Extraction. As mentioned, many ebook compilers extract your information to temporary folder. This makes your information public and easy to steal. The perfect ebook compiler should prevent this from happening by not extracting to the temp file at all and protecting your copyrighted information.
6. Provide Useful Statistics. For example, see exactly what IP address used and opened your ebook (so you can see if it's being passed around!) Stats would also be able to tell you how many times you ebook was used on any day within the month, or any month in the year.
7. All The Other Bells and Whistles: Single password protection option; Easy to use; Compression options; Customization of graphics, such as logos, splash screens, buttons, etc... and free lifetime updates would be nice ;-)

Ok, that's a lot to ask. But I still want what I want!

I searched everywhere and I actually found a program that fits just about everyone of my requirements! I heard about it before, but the program developers just added the ability to 'remotely disable' ebooks at any time. This is a brand new function they've installed!

I was so excited to find this program and at only \$97 I bought it immediately. I tested it and, even better, it works as promised!

You should take a look at this solution:

<http://www.ebookgenerator.com>

The program includes ALL 7 of my 'ideal ebook protection' features above and more. I'm extremely happy with the product and can personally recommend it to you.

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InfoProductLab.com

**Here's A (Money Making) Idea!**

## **The ULTIMATE Information Product?**

By InfoProductLab

Feb 14, 2003, 14:31

Here's An Interesting idea:

I don't know how many of you are on Neil Shearings' list/ezine (ScamFreeZone.com) but he sent out an email announcement on 2/13/03 to his list about an 'idea' he had that would make a lot of money, but didn't have time to pursue it.

So he was selling the 'idea' for \$9,995 but... if someone wanted it he'd sell it to the first buyer for just \$4,995.

He sold it in a few hours.

Here's a link to his offer (not sure if it will be up for very long): [Brainwave!](#)

Maybe an 'idea' is the ultimate info-product!

Ok, now I'm really curious what the idea is!

Something to think about...

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**Publishing Power Points**

## **Top 10 Tips for a Thriving Online Business**

By Angela Wu (Guest)

Dec 9, 2002, 10:57

Past history has shown that it's not necessarily the companies with the snazziest websites that do well, or even the companies with the most money.

The 'small guys' -- that is, Internet home businesses typically run by 1 or 2 people -- may not make the news like the big 'dot-coms', but there are many who quietly and steadily continue to turn a profit, even while big companies report huge losses or go out of business entirely.

So what's the secret? Here are a few tips from small but successful 'netrepreneurs' on how to build a thriving online business:

### \_\_1. Find a niche with a demand.

Select a specific market to which you can offer unique products or services. You can't be everything to everyone, and trying to offer a giant selection of goods to a huge and generalized market is the route to frustration, disappointment, and even failure. We can't all be Wal-Marts!

As a small business, focus on a promising niche market and work hard to offer them the products and services they want.

### \_\_2. Care about the quality of your product or service.

Sell only what you would be proud to sell to your family and friends, and insist upon consistently high quality. This will help to encourage referrals and repeat business -- both powerful ways to keep the profits rolling.

### \_\_3. Be smart and frugal.

Avoid unnecessary expenses, and be particularly vigilant when you're first getting started. One of the nice things about doing business online is that it's possible to begin earning an income while operating on a shoestring budget. Try to minimize expenses. Once your business is pulling in profits, you can reinvest part of it back into marketing and expansion.

### \_\_4. Focus on marketing strategies that return the most profit for your dollar.

One of the biggest myths beginners face is that people will flock to your site once it's built. However, there are literally billions of web pages available, and every business has to find ways to attract their target audience to their little corner of the web. Track the success of each of your marketing campaigns. Drop those that don't work, and focus on those that yield the best results.

\_\_5. Provide the best customer service that you can.

Fast, helpful replies to inquiries and requests for assistance help to create and keep happy customers. This is particularly true of the Internet, where people have come to expect 'instant' responses. Genuinely helpful answers also help to ensure customers feel as if they're \*people\*, and not just another generic, faceless entity in cyberspace. Treat customers as you would like to be treated.

\_\_6. Build your business slowly but surely.

Instead of attempting to build your business into an overnight success, strive for gradual but steady expansion. Small businesses operating on tight budgets generally cannot afford to throw a pile of money into a marketing campaign that's 'hit-and-miss'. Instead, they find out what works, then build upon their successes.

\_\_7. Create multiple streams of income.

Your business can continue it's growth by branching out to offer a variety of products or services. For example, an online business may earn income from sales of its own primary product or service, sales of website or newsletter advertising, and commissions from affiliate programs. Start with one income stream and gradually add to it when you have the resources to do so.

Multiple streams of income will also help to 'buffer' your business against income fluctuations. While one product or service may experience a downturn in sales, the others may not. Similarly, if it turns out that one income stream disappears (for example, an affiliate program shuts down), then you can fall back on your other products and services.

:::8. Work together.

Use the Internet to find like-minded entrepreneurs. Develop mutually beneficial working relationships with carefully selected businesses. This will provide you with the opportunity to cross-promote your products and services, as well as give and share advice. A strong support network can help to build your own business as well as the complementary businesses with whom you choose to partner.

:::9. Keep educating yourself.

What works online today may not work quite as well tomorrow. Invest in continuing your marketing education and put what you learn to good use. You don't want your business to simply 'survive' online; you want it to thrive!

:::10. Enjoy what you do.

If you don't, then business will only be a chore, not a pleasure. Being passionate about what you do will give you that extra energy and desire to build a business that continues to offer your customers quality products and services -- while earning a profit.

.....

ABOUT THE AUTHOR: Angela is the editor of Online Business Basics, a practical guide for beginners to the 'net. Packed with instantly usable tips, you'll love its focus on effective fr\*e and low-cost marketing methods, specifically chosen for people operating on shoestring budgets! Get the details here: <http://onlinebusinessbasics.com/article.html>

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## Marketing Strategies and Ideas

# Underground Traffic (A Marketing Cheat)

By InfoProductLab

Mar 3, 2003, 09:39

*I did not write this report, however, the author has generously allowed Members who have Master resale rights to use this report in any way when compiling ebooks using InfoProductLab content.- DV (rev. 3.31.03)\*\**

-----  
"Underground traffic" is a new strategy being employed by top Internet marketers to grow their businesses.

The good news is, you're going to learn exactly what it is and how to do it yourself. When you're done you'll learn how to generate 1,000's of real live visitors to your site every day for years to come for just pennies.

The bad news is the opportunity to exploit this strategy will not be available for very long so you need to jump on this right now. Although, to some extent it will always be available, the best time to capture this opportunity will be over the next 11 months and I'll explain why shortly.

First let me explain the concept of 'underground traffic' and then we'll discuss how you can exploit it.

If you have been on the Internet for a few years you'll recall that the Internet 'boom' started around 1996 and ended in the spring of 2000 or thereabouts.

During those years thousands and thousands of would-be entrepreneurs spent millions of dollars creating and generating traffic to web sites they built. Only after they built it and generated traffic to it did they discover their business model didn't generate any profits - so they went out of business - very fast.

Here's the rub: They spent millions to generate traffic, get listed in search engines and left an incredible opportunity for the average person to make a killing by spending less than \$9 on a domain name.

How?

Underground traffic - the traffic that was and still is being sent to domains that were once 'high flyers' and are now ready to expire.

The exploit:

Thousands of domain names expire each and every day. Quietly top marketing gurus have been buying these expired domain names and profiting from the traffic that these domains still get.

Here's a quick overview of ways to monetize the expired 'underground' traffic:

- 1) Using [Archive.org's](#) WayBack machine, determine what the site looked like and recreate the site - but use affiliate links of yours instead.
- 2) Re-direct the traffic using a script to your existing site.
- 3) Using a pay-per-click affiliate program monetize the existing inbound traffic.

The last exploit mentioned is the same method being used by Ultsearch.com. Have you ever seen this site on the Internet:

You probably have... the owner of this site is making upwards of 5 figures each day from these sites. All he does is find expired domains with existing traffic and put this site up on each of them.

There's an excellent article on this business model you can read [here](#) that explains what one man is doing to earn thousands a day from expired or 'underground' traffic. When you get to the site just go to the right column and click on "Ultsearch Expose".



Ultsearch.com- The ULTIMATE Underground Traffic King?

So how do you find these expiring traffic domains?

Not easy.

If you were to do it yourself, you would need access to "domain drops"- times and dates of registrars that make expired domains available. Luckily there is a service to help you do that.

Now that you understand what 'underground traffic' is and how you can profit from it, all you need is a few tools to get rolling.

### Tools and resources:

#### [Exody.com](#)

Exody is a really interesting and useful service that provides 2 key solutions for helping you find expired traffic domains: 1) 'Drop lists' by registrar; and 2) A 'live' (yes, as *they happen* in real time!) update of expiring domains.

Caveat: This site is not for 'newbies'. It's cryptic and hard to find the lists you want.

Here's an interesting screen capture I took of the domains being dropped over the next few months...

Take a look at how the size of the lists of expiring domains bulks in size from March 2003 to February 2004. After that the size of the lists begin to decline. That's why I stated earlier that the window of this opportunity is short- about 11 months. The majority of expiring domains with traffic will be released and available to the public in this short time-frame.

Now these are 'text files' and you can see that the one's starting in March 2003 are over 10MB! These lists are huge and contain thousands of expiring domains!

These are 'bulk' lists and don't tell you which ones have any kind of 'popularity' or are still receiving traffic.

In order to do that you need a tool like [Mozzle Pro](#) to determine link popularity of thousands of domains at once.

	<a href="#">Parent Directory</a>	28-Feb-2003 10:49	-
	<a href="#">reggo.date.2003-01</a>	03-Mar-2003 09:32	280k
	<a href="#">reggo.date.2003-02</a>	03-Mar-2003 09:33	2.3M
	<a href="#">reggo.date.2003-03</a>	03-Mar-2003 09:34	10.7M
	<a href="#">reggo.date.2003-04</a>	03-Mar-2003 09:35	11.4M
	<a href="#">reggo.date.2003-05</a>	03-Mar-2003 09:37	12.1M
	<a href="#">reggo.date.2003-06</a>	03-Mar-2003 09:38	11.5M
	<a href="#">reggo.date.2003-07</a>	03-Mar-2003 09:40	11.6M
	<a href="#">reggo.date.2003-08</a>	03-Mar-2003 09:41	12.1M
	<a href="#">reggo.date.2003-09</a>	03-Mar-2003 09:42	11.3M
	<a href="#">reggo.date.2003-10</a>	03-Mar-2003 09:44	12.2M
	<a href="#">reggo.date.2003-11</a>	03-Mar-2003 09:46	12.2M
	<a href="#">reggo.date.2003-12</a>	03-Mar-2003 09:47	11.3M
	<a href="#">reggo.date.2004-01</a>	03-Mar-2003 09:48	14.7M
	<a href="#">reggo.date.2004-02</a>	03-Mar-2003 09:50	11.9M
	<a href="#">reggo.date.2004-03</a>	03-Mar-2003 09:52	5.2M
	<a href="#">reggo.date.2004-04</a>	03-Mar-2003 09:55	3.4M
	<a href="#">reggo.date.2004-05</a>	03-Mar-2003 09:55	3.0M
	<a href="#">reggo.date.2004-06</a>	03-Mar-2003 09:56	2.6M
	<a href="#">reggo.date.2004-07</a>	03-Mar-2003 09:57	2.4M
	<a href="#">reggo.date.2004-08</a>	03-Mar-2003 09:58	2.2M

Notice how the SIZE of the list bulks out beginning in March 2003 (2003-03) ?

If you're not the 'do-it-yourself' type you can get in on the ground-floor of a service (from [expired-traffic.com](#)) that will send you expired traffic domains weekly by email.

Here's a screen of the type of reports they send:

The domain is on the left and the total 'link popularity' for that domain is on the right.

The rule of thumb is that you will receive approximately 10% of the link pop number as visitor to the site on a daily basis. So if the link pop is 200 you should receive 20 new visitors a day from registering that domain. Of course, it's just a rule of thumb... your traffic could be much higher or much lower depending mostly on the quality of links pointing back to the domain.

After 100's of hours of research on this subject on the Internet we found that the services and tools mentioned here are the best for finding 'fresh' expired traffic domains. There are a lot of resources popping up everyday that claim to have 'fresh' lists, but many of them are buying their lists directly from exody.com- so you might as well go directly to the source.



```

1  These are the top expired domains with link popularity
2  located over the past week. These domains were all available
3  at the time of creation of this report.
4
5  Domain                                     Count
6  -----
7
8  17zm.com                                   6,856
9  1golf.net                                  159
10  lnavigator.com                             160
11  1run.com                                    53
12  2mcr.com                                    149
13  316news.com                                192
14  777king.com                                127
15  99hh.net                                    211
16  allamericansportsshop.com                  61
17  alistarcasinos.com                         35
18  amberproductions.net                       116
19  andanteinc.com                             98
20  andoirx.com                                 163
21  ani-fest.com                               153
22  animalliberation.com                       384
23  annaliese.com                              156
24  anthsi.com                                 400
25  antique-art-china.com                      123
26  ackema.com                                  58
27  applausebooks.com                          199
28  appleinvestors.com                         1,553
29  aqualink-too.com                           459
30  araniabooks.com                            84
31  arbor-max.com                               112
32  archeire.com                                22,675
33  aresumepro.com                             86
34  arkael.com                                  96
35  asesur.com                                  155
36  ashcroftlied.com                           353

```

List of expired traffic domains with popularity link counts (the list is very long- I cut the size to fit this screen)

As you begin to do some research of your own into this opportunity you'll discover that some expired domains are even listed in Yahoo! Registering a domain that's been grand-fathered into Yahoo! saves you the \$299 listing fee each year. A domain like that is worth a great deal more than the \$9 for registration- it's pure gold.

Remember the best time to exploit this opportunity will be short - March 2003 to February 2004. So act now.

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Here's A (Money Making) Idea!

## Using JavaScripts To Boost eBook Sales And Prevent Commission Theft

By InfoProductLab

Jan 10, 2003, 14:28

There was a time when you could put up an affiliate link on your site and if someone bought using your link, you would be the one who receives the commission.

Not anymore.

Affiliate 'hijacking', as some have called it, is a larger problem than most people realize. If you have lost ebook sales, but you know you're getting traffic to your site this may be the cause.

Here's what happens.

I'll take for example the latest affiliate program I signed up for.

Here's the link I'm using: <http://www.ispyprofits.com/>

The affiliate link given to me by the owner of the product was:

<http://www.the-whole-truth.com/ezGaffurl.php?offer=digibooks&pid=1>

Geesh. What a mouth full.

Since the product is being sold through ClickBank the affiliate link for this product could also have been generated from the ClickBank directory. So I could have used this link:

<http://hop.clickbank.net/?digibooks/wholetruth>

Where, 'digibooks' is my ClickBank ID and 'wholetruth' is the product owner's ClickBank ID.

Of course, they both LOOK like affiliate links and no matter how much you would like to believe everyone is honest, there are a lot of ways to steal your commission using the links above by thieves.

If you're promoting this ebook (which I HIGHLY recommend you buy and read, by the way) with the first link, the one the owner gave me, you could easily by-pass it and go to the web site in the URL: <http://www.the-whole-truth.com> and sign up for the program yourself and steal my commission by using your own affiliate link.

If you say, "Well I already clicked on it and the cookie was set by ClickBank with your ID 'digibooks', so there's no way I can steal your commission even if I did click on my own link".

That's true, to some extent. If you clicked on the first link in this report:

"<http://www.ispyprofits.com>" a cookie with my ClickBank ID was stored on your computer. Even if you decide you want to cheat me later using your own ID you couldn't do it because ClickBank

stores the cookie for 90 days and will not override my ID with any other ClickBank affiliate ID because I was first.

Or does it?

Try this as a test.

Click on the link above (in case you didn't do it yet) <http://www.ispyprofits.com/> (it's OK, trust me) and then click on the "Order" link.

In the address bar of your browser window you will see something like this string:

`https://ssl.paytrack.com/cbank/1.cgi?i=3e6.digibooks.wholetruth... =The_Whole_Truth`

You can see in this link BOTH MY ClickBank ID (digibooks) and the owner's ID (wholetruth) in **bold**. It shows that I am the referring affiliate for the product. If you went ahead with the transaction I would receive a commission.

Now, here's come the scary part.

Change browsers.

If you were looking at this product with MS Internet Explorer try using Mozilla or Opera.

Once you know what the owner's ClickBank ID is (wholetruth) and what my ID is (digibooks) just open [Opera](#) or [Mozilla](#) and copy this string into your address window (substitute "YOURID" with your ClickBank ID):

**`http://hop.clickbank.net/?YOURID/wholetruth`**

You will see, if you get all the way to the checkout page, that your ClickBank ID will be in the 'affiliate' position in that string above and, should you decide to go through with the purchase, you would get credit and the commission for the sale, not me.

If you go back to the original browser you used when you clicked on the iSPYProfits link above you'll see that my ID is still there, but you have completely bypassed my commission by simply switching browsers.

Now, if it's this easy to do with ClickBank, who prides itself on protecting the affiliate, imagine what can happen with every other affiliate program you're trying to promote.

I just showed you it's extremely easy for your potential customers to simply bypass you and steal your commission.

What can you do about this?

One of the ways you can protect yourself is by using a 'redirect page' that contains your affiliate ID link in it.

The html code would look something like this, except you would replace the obvious affiliate link with your own:

**`meta http-equiv="REFRESH" content="0;url=http://www.affiliatepage.com/cgi-`**

**bin/t?ID=affiliateid#"**

This code above goes into between the tags and make sure you enclose it in "< >" brackets (I couldn't do it here because it would actually execute the refresh tag!). Nothing else needs to go into the page between the tags.

Let's say you create this page and upload it to your site and you give it a name, "thewholetruth.html".

Then whenever someone clicks on that link "http://www.yoursite.com/thewholetruth.html" they will go to this page which sets the affiliate cookie in their browser and then redirects them to the 'real' sales page for the ebook.

When they buy, you get the commission.

Why this works is simple: They never actually see your affiliate link, so they can't tamper with it. It's embedded into the section of the page.

Another way to stop commission thieves is by using a product like Affiliate Link Cloaker at <http://www.affiliatelinkcloaker.com/>.

It's easy to use, and if you have a lot of pages to create at one time it will save time.

It works by 'cloaking' or encrypting your affiliate link and saving the entire code in a new html page that you simply name and upload to your web site. It even has a built-in ftp program so you can do it all from within the program itself.

That's what I used at <http://www.ispyprofits.com> to disguise my affiliate link.

If you take a look at the source code, you won't be able to see the affiliate link above (the one is received from the owner).

But, as I mentioned, you can try to hide or cloak your affiliate links, but they still can be stolen. But let's not make it too easy for the thief!

You may have had a lot of commissions stolen already but you can stop that now and protect your affiliate commissions in the future.

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Techniques, Training and Tutorials

## What most web promotion companies don't want you to know

By InfoProductLab

Nov 12, 2002, 13:51

There are maybe 200 search engines and directories currently in operation.

With very small ones popping up or dying off all the time. Many of these only accept and list special interest sites or sites from certain geographic locations so submitting most sites to all of them is unnecessary and amounts to spamming the index or directory.

Of the 200 total there are about 100 substantial search engine directories and directories that are worth submitting to. Of these, the top 10 sites (Yahoo, Lycos, etc.) will most likely generate 90% of your search engine traffic.

So where do these companies get these inflated numbers of sites to submit to? You know... the one's that claim 4,000,000 sites?

A great deal of the links submitted are sent to Free For All (FFA) link sites.

So why not submit to the FFA's yourself?

Submitting to FFA's are a waste of time for any serious marketer.

As a test we recently submitted to over 10,000 FFAs once a day for a month, and even though we were listed immediately we didn't get a single hit generated from them!

The vast majority of Free Fall All link sites accept about 100 links per category (Business, Computers, etc).

When a new site is submitted to a category it starts in the number 1 position and moves down 1 position each time a new site is added. When a site reaches position 101 it is taken off the list.

Depending on your category and submissions it can take just a matter of hours until your site is completely out of the list. If you want back on the list you need to resubmit.

Even worse, FFA's, often use your email to try to induce you to buy their product or service and also sell your email address to other companies so they can do the same. Depending on how many and which ones you submit to hundreds if not thousands of spam emails will be sent to your mail box!!

### **Don't pay for these services!**

The vast majority of the sights offering to submit your site for X dollars to 4,000,000 sites or whatever don't care whether search engines will even be able to see your sight they just take the URL and email address you give them and use an automated follow-up process to submit your site to whatever sites they happen to have in their list.

Normally the complete process is 100% automated and you actually did the submission to the

FFA pages yourself when you paid and filled out their form!

Most submission companies don't care if the major search engines, the ones that will actually generate any significant traffic for you, can even read your site effectively or at all. Since many search engines and directories take weeks to list sites after they have been accepted and cataloged, it only makes sense to make sure your site is search engine optimized before you submit the first time.

Even worse, more often than not, submission companies fail to submit to the directories that require special information and human interaction, like Yahoo, Infoseek, DMOZ, etc. because their processes are automated. Many of the top traffic generators on the net are the *directories* so it is critical to get listed with them if possible.

It can take months to get listed with Yahoo and some of the other larger directories even if your site is perfect and was submitted properly. It is critical that these submissions are done right - the first time - by someone who understands how the directories work and what they are looking for.

Do you really want a computer program submitting your site to the largest traffic generator on the net?

To assist you, InfoProductLab has created the definitive list of search engines and directories to submit your site to.

If you break them up in bunches and hand submit to just 2 each day it will only take a few weeks to give your site the best possible chance of drawing that very significant search engine traffic.

=====

## **Robots (Search Engines)(Major)**

**Make sure and submit to these:**

[Aeiwi](#)

[Alexa](#)

[AltaVista](#)

[AOL Netfind](#)

[Anzwers](#)

[Canada.com](#)

[Direct Hit](#)

[EuroSeek](#)

[Excite](#)

[Find What](#)

[Google](#)

[HotBot](#)

[ICQ It](#)

[I Won](#)

[InfoMak](#)

[InfoSeek](#)

[Lycos](#)

[MSN Search](#)

[Northern Light](#)

[NBCi](#)

[Surf Gopher](#)

[Thunderstone](#)

[UKMax](#)

[WebCrawler](#)

[World Search Center](#)

[What-U-Seek](#)

## **Indexes & Catalogs (Major)**

**Submit to these critical directories manually so nothing is left to chance.**

[Britannica](#)

[LookSmart](#)

[ComFind](#)

[Jayde](#)

[LookSmart](#)

[Lycos \(directory\)](#)

[Netscape Search](#)

[Open Directory Project](#)

[Pronet](#)

[Rex](#)

[Snap!](#)

[TurnPike](#)

[What's New Too](#)

[Yahoo](#)

[Yellow Pages](#)

## **Robots (Smaller Search Engines)**

[A2Z Solutions](#)

[Diabolos](#)

[Fathead](#)

[Final Search](#)

[Funky Cat](#)

[Galaxy](#)

[GlobeTech](#)

[Matilda](#)

[MaxBan](#)

[National Directory](#)

[Neftem](#)

[NetSearch](#)

[Search It](#)

[The Cozy Cabin](#)

[Web Search 2K](#)

[WhatUseek](#)

[World Search Center](#)

## **Indexes & Catalogs (General)**

[ABAT NZ](#)

[CanLinks](#)

[CyberDirectory](#)

[Dewa](#)

[Discover it](#)

[DirectFind](#)

[EarthFind](#)

[EgyptWeb](#)

[ELaud](#)

[FetchDog](#)

[Find It](#)

[FindLink](#)

[Frequent Finders](#)

[Global Page](#)

<http://www.ipoinc.com.hk/>

[HandiLinks](#)

[Hits Galore](#)

[ICN iExplorer](#)

[Infohiway](#)

[InfoSpace](#)

[JumpCity](#)

[LifeStyle UK](#)

[LinkMaster](#)

[MasterSite](#)

[NerdWorld](#)

[NTT Directory](#)

[Omnisearch](#)

[PeekABoo](#)

[PlanetClick](#)

[PointGuide](#)



[QuestFinder](#)  
[Scrub The Web](#)  
[SearchBlazer](#)  
[SearchHound](#)  
[SearchKing](#)  
[SearchMode](#)  
[SelectSurf](#)  
[SiteShack](#)  
[SplatSearch](#)  
[Starting Point](#)  
[theNet1](#)  
[WebIndex](#)  
[WebScout](#)  
[WebSleuth](#)  
[WhatsNu](#)  
[WebVenture Hotlist](#)  
[Yep](#)

## **Indexes & Catalogs (General Business Related)**

[411Locate](#)  
[411Now](#)  
[AE Business Exchange](#)  
[BizCardz](#)  
[BizWeb](#)  
[Business Seek](#)  
[Comfind](#)  
[InfoMarket](#)  
[LinkStar](#)  
[OZOnline](#)  
[ProNet](#)  
[QuickPage](#)  
[WebDirect](#)  
[USA Online](#)

Don't be fooled by all the companies out on the web that offer to take your money and submit your site to a so called large number of search engines and directories.

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Digital Publishing Trend Report

## What's Your Back-Up Plan For Your Web Site? If This Doesn't Scare You Into Making One, Nothing Will...

By InfoProductLab

Mar 21, 2003, 09:59

*INTRO: What do you do when you've worked hard to put up a great website, create tons of content and begin a marketing strategy that finally starts to pay off... but your web host shuts you down, without notice, without warning? What would you do? It happened to InfoProductLab not too long ago and here are a few things I learned during the crisis...*

-----  
On March 13, 2003 I woke up to a nightmare...InfoProductLab was not coming up in my browser and it appeared from the page that was coming up that the site was "suspended" by my web hosting company.

Since I make my living on the Internet, this complete denial of service to any potential visitor first struck fear into every corner of my body, then outrage.

Not only was it damaging to my immediate income, but I also had an obligation and responsibility to resellers who were just beginning to send new subscribers to the site. The site needed to be 'live' without significant downtime. I need a plan... and I needed one fast.

I didn't have a backup plan, didn't even backup the site in 3 months. Of course, my thinking was: this has to be a mistake... the site will be up again soon. It wasn't up soon. In fact it was 'suspended' for several days.

Here is a brief chronology of the events that caused InfoProductLab's suspension and what I learned from it (and what you might learn from it as well):

*Thursday, Mar 13, 2003: 9:00 AM*

InfoProductLab website 'suspended'. I submitted a 'support ticket' to my web host immediately to alert them of the problem. I just kept thinking: this has to be a mistake.

*Thursday, Mar 13, 2003: 10:05 AM*

No response from tech support. I used [Karen's Whois](#) to look up the telephone number in the registration information for my web host. The technical contact was in France. I called and got voice mail - I left a message to call me back asap.

*Thursday, Mar 13, 2003: 11:25 AM*

Still no response on my support ticket and no phone call from the technical support in France. Panic time.

*Thursday, Mar 13, 2003: 11:47 AM*

Name Servers: They tell people where to find you on the Internet when they type your URL into their browser window- kind of like directory assistance for the Net. I still think this is a mistake but I need to do something. I search for a new web host. I find one. I order. I receive setup info within a few minutes.

*Thursday, Mar 13, 2003: 12:20 PM*

I registered InfoProductLab at [NameCheap](#) so I log into my account. I 'copy-n-paste' the new nameserver info from the new web host into the "change nameserver" box in my NameCheap account for InfoProductLab.com and press 'submit'. "Nameservers successfully changed" is the reply. Thank goodness. But I still have to wait.

*Thursday, Mar 13, 2003: 1:02 PM*

I know it will take 24 - 36 hours for the new name server information to be propagated throughout the Internet... which means I have that much time to get the files from the old host's server and transfer them to the new host. I try logging into my web site via ftp... denied. I can't get my files out.

*Thursday, Mar 13, 2003: 1:09 PM*

I get an email from a friend who tells me someone has posted a message to [Tony Blake's Entrepreneur Success Forum](#) that InfoProductLab site is *suspended*. I quickly respond to concerns and (even though I was guessing at the cause) try to calm nerves and concerns that the suspension is permanent. My reputation gets tarnished for the first time since 1996 when I started marketing on the Internet. I'm not a happy camper... it's the posters' fault... it's mine.

*Thursday, Mar 13, 2003: 1:12 PM*

Still no response from my web host tech support. I login to the hosting companies user forums and pose the question: why is my site suspended?

*Thursday, Mar 13, 2003: 1:22 PM*

I receive a response from a "senior" forum user (not hosting staff) that there are only two possible causes: a script I installed was running amuck or the host has received reports of email abuse: aka spam.

*Thursday, Mar 13, 2003: 1:32 PM*

Can't be spam... it must be that new autoresponder script I uploaded the other day... I added about 6,000 emails to the script and they all went out this morning... it probably caused it to slow the server down or start an infinite loop or caused the cpu to spike on the shared server or something. Me, 'spam'?? No way!

*Thursday, Mar 13, 2003: 1:37 PM*

I go back to the forum and ask another question: if it was the script causing the problem, why didn't they just remove it? Answer: they shut you down first, ask questions later. "Oh" was my response.

*Thursday, Mar 13, 2003: 1:49 PM*

Another response to my question on the forum: "in a shared server environment you can't send 6,000 emails at one time!", wrote one user. Accordingly, I learned: The most one of these shared servers can send is a few hundred a day... more than that really puts a strain on the cpu resources. "A few hundred? That's all?", I thought.

*Thursday, Mar 13, 2003: 2:45 PM*

I take a break for lunch and when I get back I call France again. Still no technical support response to my ticket or a call. Nothing. I wait. And wait.

*Thursday, Mar 13, 2003: 8:22 PM*

A member of the hosting company responds to my post on the user forum: "we shut down two sites today -one for hosting an illegal WindowsXP installation package and one for approx. 60 email abuse complaints.

*Thursday, Mar 13, 2003: 8:23 PM*

I shutter, stammer and mutter something incomprehensible. I can't believe what I'm reading: I know I didn't host any illegal software... so... so...they shut me down because they thought I was ... ughh ... *spamming*??? Me???

*Friday, Mar 14, 2003: 6:22 AM*

As I thought about it overnight... I added the 6,000 opt-in leads I purchased from 'pennyperlead.com' to my autoresponder script on Wednesday night that probably caused the problem. Even though I included EVERY detail of their 'opt-in': the sign-up page, the date, URL, privacy page, Name (first and Last) and even their physical address(!). All those details were added to the outgoing emails but 60 of the recipients (out of 6000) FORGOT they had ever signed up for the emails. Still only 60 out of 6,000 complained, but that's all that was needed to shut me down. Lesson: Do you buy 'opt-in' leads? If the subscriber signs up on a site other than yours, you could be asking for trouble.

*Friday, Mar 14, 2003: 9:32 AM*

STILL no response from tech support on my ticket or any calls form France. OK... they win. I give up... just give me my files back so I can transfer the site to the new host and I'll be on my way.

*Friday, Mar 14, 2003: 10:19 AM*

Still no reponse from anyone... can't login to ftp, can't get files. Now I'm outraged. OK... I did something really stupid... I added those 6000 emails all at once and I should have just added a few hundred each day.

*Friday, Mar 14, 2003: 11:32 AM*

I submit a second support ticket asking that I be granted immediate access to the site via ftp to download files. No response. Nothing. I wait.

*Friday, Mar 14, 2003: 9:47 PM*

The nameservers for the new host still have not resolved... I expect that they would have resolved by Saturday, the 15th, but they didn't finally resolve until Sunday the 16th. Still nothing from the old host about getting my files via ftp.

*Monday, Mar 17, 2003: 3:22 PM*

I use [WhoisView](#) from Softnik Tech to discover the dns for my hosting company... the idea is: get to the upstream provider and threaten them with legal action for the denial of access to my copyrighted material. I find the upstream providers are DragonSystems and GlobalCompass. I contact the ceo of Dragon and send him this email:

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The Digital Millennium Copyright Act, 17 U.S.C. Section 512 (c)(3)(A) makes the service provider (host) of a web site liable for monetary relief and injunctive or other relief for

infringement of copyright including violating the copyright owners rights to access their intellectual property on demand.

For all I know you could be retaining our content for the purpose of redistributing and/or reselling the property of InfoProductLab which is in direct violation of this Act.

\*\*\*\*\*

Within a few hours(!) I received this response:

A response has been made by Marc \*\* in service request ID 4289.

Time.....: 3/17/03 10:44 P.M.

Response....: Marc \*\*

New Status..: Resolved

No problem, i will unsuspend the site in a few moments so that you can take the contents from it...

-----

Wow... a result, a communication, a resolution to the conflict! I can finally get some sleep.

*Tuesday, Mar 18, 2003: 6:40 AM*

I still have not gotten into the old hosts' server to access my content... and he promised it would be in a few minutes! I submitted a 'support ticket' yesterday, and another one this morning. No response.

I email subscribers asking them for help... if they had saved any content from the site please send it to me... several members respond and I get more content up on the new site on the new host.

*Tuesday, Mar 18, 2003: 3:28 PM*

I still can't get the content, but I have the \*new\* site on the new host almost operational. I submit yet another support ticket to the old host so I can get my files as they promised and wait.

*Wednesday, Mar 19, 2003: 8:43 AM*

Finally I get a response... I can now get access to the old host site and get the files. Whew... finally. I download everything I can.

*Wednesday, Mar 19, 2003: 11:43 AM*

ANOTHER CRISIS!! The new host shows me a 'suspended' page when I try to access the new InfoProductLab site!! What the heck is going on?? I get an email from them saying that the script I'm using to publish my articles on their servers is using 4% of the cpu resources and that is TOO high. 4% is TOO high?? Gheesh...

*Wednesday, Mar 19, 2003: 1:03 AM*

I get an email from the old host who says they are sorry for the problems I experienced, they know that the email I sent wasn't spam by 'definition' but they had to shut down the site on their servers otherwise they would have been 'blacklisted' and would I consider hosting with them again? Gheesh...you gotta be kidding.

*Wednesday, Mar 19, 2003: 8:43 AM*

The new host still has me suspended so I change the nameservers back to the old host... it'll take 24 hours to get the namservers resolved and propagated again...

Thursday, Mar 20, 2003: 6:43 AM

The InfoProductLab site is up, 100% operational and still with the old host. I'm still hanging on to the new hosting company I signed up with as a 'mirror backup' site... all I need to do is change 'nameservers' and in 24 hours be totally operational again. Yes, it costs money to have that kind of backup but it's better than having your site down for an entire week.

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Anyway... what a week. Here are a few of my observations, conclusion and lessons learned:

1. Back up site daily to a local hard drive.
2. Back up hard drive to removable media.
3. Place removable media in a fireproof/resistant box.
4. Be aware of what resources scripts use and test them on a secondary site before implementing them on your main site. If you're buying a script, ask the developer what cpu resources are required to run it.
5. If you buy opt-in lists, don't add more than a few hundred a day to your autoresponder. duh.
6. When you can afford it, upgrade to a dedicated server.
7. If you make your living from the Internet, think about not putting all your marketing eggs into one basket... in other words there is a whole off-line marketing world that is just as, if not more, profitable than online markets.
8. Again, if you make your living marketing your own products and services look at doing both online and offline marketing and include digital and physically delivered products.
9. Never take your rights for granted... they may be taken away at anytime. -->> And, online rights are much harder to defend :-)
- 10 Create a "Plan B"... a "what if" plan. What if... all your sites go down... how will you earn an income? What if your site gets suspended... where will you go to start again? What if you couldn't make your living on the Internet anymore? Can you create info-products that can be delivered online *and* offline?? Does your marketing include both online *and* offline methods and strategies?

I sincerely hope that none of the above ever happens to you. But please be prepared, especially if your site is large and is getting good traffic. You don't want to be 'down' for even a few minutes... every minute creates a loss of income opportunities, loss of reputation and heartburn.

In future reports we are going to talk about how to mix online and offline marketing methods to diversify your risk and look at online+offline strategies that may skyrocket your income...I'm doing the necessary research and testing right now... stay tuned.

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### Marketing Strategies and Ideas

## Wholesale Source For DVD's

By InfoProductLab

Dec 1, 2002, 11:56

This is an example of a digital selling business model that may inspire you too. Have you created an 'How-to' titles you could sell in quantity?

Here's a liquidator that sells new DVD's at \$1.79 each.

If you sell on ebaY you may want to take advantage of this source.

Since they are primarily a liquidation/distribution service they do not take individual title requests.

Although most of the DVDs they distribute contain some of the most popular actors/actresses making movies today they move so many DVDs on a daily basis that their inventory changes faster than they can create a listing of titles for people to choose from.

Here's how they work:

When placing an order you will receive an assortment of brand new DVDs based on the quantity of dvds you order for.

If you order for a quantity of 1 you will receive 1 DVD. If you order for 100 you will receive 100 DVDs Etc.

You may order up to 125 dvds without receiving any duplicate titles. Orders over 125 dvds may receive some duplicate titles.

DVD's and educational CD-rom products are hot sellers...

Click here to visit:

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

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**Publishing Power Points**

## **Why People Buy Information Products - A SPECIAL REPORT**

By InfoProductLab

Apr 8, 2003, 17:40

## **SPECIAL REPORT**

INTRO: Creating killer information products requires three things: 1) Marketability; 2) Focus; and 3) Benefit. Learn how each of these factors contribute to create the perfect information product...

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### **Using Marketability, Focus and Benefit: The KEY To Creating Information Products That Sell**

"Marketability" is simply determining if there is a potential market for an information product.

This stage is the most critical of all, because if you haven't got a strong market, why develop the product? The stronger the market the better chance you have of success.

Once you've determined if there's a market you can safely begin developing your information product. (see my pc-video on selecting ebook subject that sell to help you select good markets)

Creating information products is done by determining what the focus and benefit your information product will have.

For example, will the focus be on stock trading, or... marketing, or... alternative health, or... elder care, or... real estate investing, or... the Internet, or... living trusts, or... growing herbs, or... sports nutrition, or... etc? It could be any of a 1000 or more different topics but it should always be something you, personally, are interested in, or have some experience or knowledge of.

You don't have to be an expert in the topic you choose either! If you're not an expert here's an easy and inexpensive way to get experts to praise, provide testimonials, endorse or even contribute to your information product - giving you instant credibility: Simply ask them to contribute to your ebook or manual with a 10 or 20 page chapter!

Why would they agree to do this? Because at the end of the chapter you include a link back to their web site or information how the reader can get in touch with them! It's free publicity for them to be in your book. The more books you sell, the more business they will get.

### **Envisioning The Deliverable Benefit**

After determining the focus of your information product simply envision what the deliverable

benefit will be, such as... better health; improved performance at work; more money; greater self-esteem; higher grades in school; increased sex drive; quicker mental functioning; winning the lottery; predicting the future; succeeding in business; enjoying life to its fullest; increased physical conditioning; improved spiritual life; better, more fulfilling marriage; increased charisma and personal power; faster weight loss;...etc.

The benefit is always the end result someone who purchases your product can expect to achieve with it.

## **Developing A Hot Selling Information Package**

Developing your information product means creating a package that delivers to your targeted audience the benefits you say it will.

The package could be a digital file sent over the Internet such as an ebook or pc-video, or... it could be a simple 10 page report and audio file, or... it could be a 500 page manual with a pc-video and some audio files, or... it could be an online newsletter, or online course, etc.

When developing information products, aesthetics (or the beauty of your packaging), is almost always secondary to delivering the information and benefits you promised. The great news is, you can be extremely creative when it comes to packaging and delivering your information product!

You may ask, "But, even if I do come up with a great info-product, will it be difficult to sell?"

If you conceive and develop your info-product according to the system I'm outlining here, you will have, automatically, a ready, willing and able audience that will be eager to buy your product, guaranteed.

Getting your product into the hands of your target market and cashing the checks and credit card orders will be as easy as tying your shoe or taking your dog for a walk in the park.

I can almost hear you saying, "What's the best way for me to get started developing my own information products?"

## **Do You Know What You're Really Buying?**

In the last few years you have probably purchased one or several "how-to" or instructional information products of some kind: A special report; a video tape; a course sold through the mail; a correspondence course; an ebook; a cassette tape; a software program; a language program; a self-improvement book or tape set; or even an digital audio or video file on the Internet, etc.

What you may not have known was that many of those products were earning their developers huge profits, sometimes completely hidden from view: cloaked affiliate links, JV's, list rental and a number of profit centers can be built into your information products to generate an income years after it's sold to your customer.

There isn't any other product produced with the incredible mark-up that information products enjoy.

Why?

In two words: Perceived value.

"Perceived value" is simply the value placed on the 'end results' or primary benefit your end users attach to your products. In many cases if you're creating a product that will make money or save money for your customer it's very easy to determine it's perceived value to them.

"Save \$X dollars now!"

Or

"Make \$X dollars more each month!"

Your development costs are usually low compared to the perceived value and actual cost of developing and packaging your product. On the Internet, you're packaging costs are actually ZERO! And your profits, LARGE.

For example, Dan Kennedy, an entrepreneur, marketing consultant, writer and speaker, sells courses that have development and packaging costs of \$6 to \$20 each that sell easily for \$95 to \$2,995 and more.

Dan's information has an extremely high perceived value, sometimes as much as 10X the actual purchase price or more. Because his customers attach a great deal of value to his products he can easily sell them at these prices.

What is it exactly his customers buy?

Are they buying the paper and ink the course was written on? Or the plastic cassette tape the recording was on?

Of course not! What they wanted and what they bought were the results they hoped to attain from the acquisition of scarce, private or privileged information.

### **Why People Buy Information Products**

People buy information to improve themselves in some way, to solve a problem, to possess secrets or to be better off than they were before you had the information.

And that's the pure unadulterated power of information products.

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**Thanks for reading!**

**Have fun on your adventure to be a better marketer or info product creator!**

**Master Resale Rights certificate #: L65T009XVW**

**End of e-book**

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