



October 10, 2007

Volume 6 Number 36 Issue 170

In This Issue

[From the Editor](#)

[Make Your Marketing](#)

[Pay Off](#)

[Recommendations](#)

My Web Site Links

[Ebooks and More](#)

[My newest site.](#)

[Check it out and let me know what you think](#)

[The Great Ideazine](#)

[If you are not currently a subscriber, please sign up to ensure that you get future issues of this ezine](#)

[Ideazine Archives](#)

[Past Issues of](#)

[The Great Ideazine](#)

[The IdeaMerchant](#)

[Great Ideas to Make Your Business More Profitable](#)

[EzeUpload](#)

[Manage Your Website Using Just Your Web Browser](#)

From the Editor

Well, we got such a deal on a cruise to the Greek Isles that we couldn't turn it down. With cruise, airfare, port taxes, government taxes, and airport transfers, we paid more than \$1,000 less than the cruise alone is normally listed for. We'll stay in Toronto an extra night before the cruise so that we can visit Stage West, our favourite dinner theatre. The shows are always good, the seating is excellent and the food is over the top *8>)

The last few discounts for my adaptation of the full featured \$7 Script have been gobbled up, but you can still get it for only \$7. If you don't have it yet, grab it [HERE](#) today before the price goes up to a more reasonable \$27.

Make Your Marketing Pay Off

First you need a product or service of your own to sell. There are many types of products that you can sell on the web. Ebooks are probably the easiest. Writing an ebook is fairly straightforward if you pick a subject you know.

For hints on how to write an ebook, see back issues [#142](#) and [#102](#) of The Great Ideazine.

Once you have a product to sell, you need a marketing plan.

6 Ideas for Viral Marketing

Here are six ideas to help you start your viral marketing campaign:

1. Purchase the PLR rights to a viral ebook on a related topic. Make sure to include your links throughout the ebook. Allow people to give away your version of the free ebook to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the Internet.
2. If you have the ability to set up a forum or other bulletin board, you really have a great tool. Allow people to use your online discussion board for their own website. Some people don't have one. Just include your banner ad at the top of the board.

[PLR superSale](#)
[If You Are Even Thinking](#)
[About Using Private Label](#)
[Rights Products](#)
[Check This Out](#)

[Investing in You](#)

[Ribbon Ad Generator](#)

Products We Recommend

[Words to Traffic](#)

[Contact Us](#)

[The Editor](#)

3. Do you have a knack for web design? Create some templates, graphics, etc. and upload them to your site. Then, allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site. Make sure that you include a link back to your site in the copyright notice and require them to keep your copyright notice intact.

4. I like using a free ebook to do my marketing. The marketing ebook is a slightly different animal from just any ebook. Marketing ebooks contain text, images, links to web pages and navigation controls. The marketing ebook has become a very important part of marketing on the Internet.

Write an ebook that is on the same topic as your product, but that is not quite as in-depth treatment of the topic as your product.

With a marketing ebook you present your story in an effective way and include links to your web sales pages. Your ebook can become your best salesman.

First, your ebook needs to be interesting and informative. Second, it always has links back to your website and to your sales page.

Next, be sure that you have a prominent section telling readers that they are free to give your ebook away. Let them know that they can post it on their site as a free download, that they can use it as a bonus, and that they can bundle it with other products. This is the way to create viral marketing for your product or service. Remember those links back to your site contained in the ebook? Allow people to place an advertisement in your free ebook if, in exchange, they give away the ebook to their web visitors or ezine subscribers.

Last but certainly not least before you send your ebook out to the world, double check spelling and grammar and be sure that you have tested every link to verify that it goes where it is supposed to go. Obvious errors will reflect badly on you and your ebook will not be of much value to you, it could even be damaging.

Post your ebook to some of the ebook directories. Many let you post for free, or will let you post a link on their site to your ebook.

5. Write articles that pertain to your product or service. Allow people to reprint your articles on their website, in their ezine, newsletter, magazine or ebooks. Include your resource box and the option for article reprints at the bottom of each article.

6. You can easily find products on the Internet that will sell you a license allowing you to distribute the product free of charge to other people. Look for those products that provide "branding rights." That is where you can include your own name, website, and contact information.

Add some freebies to your product, and you are in business. Don't

know where to get freebies?

3 Steps to Find "Freebies" to Add to Your Sales Page

Those of us who regularly shop on line are familiar with the array of free gifts, free bonuses and just plain freebies that are offered to a visitor to a website to encourage them to buy. How could you collect, select and offer free gifts, which will be valued as much as the original merchandise that is being purchased? You'll want to put these gifts together with your ebook or other product that you are selling from your website. There are just three steps to do that very thing. They are:

1. Identify your key words in each chapter of your ebook or other product. Now, type those words into your favorite search engine. You are looking for free ebooks on the same subject as your product. You should search for ones that are not as comprehensive as your ebook, but are in more depth in particular areas, by a greater expert than you are, or by someone who gives a new and fresh angle to the topic. Add a link to the free ebook to each chapter of your ebook, advertise it on your sales page and put a link to the freebie on your download page.

2. Research the Internet for related free gifts. Now you are looking for things that you could mention as bonus gifts on your sales page that will make it more appealing. For example: If you are selling gardening supplies, find a planting guide on the web that can be downloaded and include that as a gift on your download page.

3. Download the freebies. Visit the freebies pages on those web sites. Most sites have freebies and encourage you to distribute them.

Other key words I search for are freebies, free Ebooks, and free reports and then give the key word that I want the free stuff for. Like... "freebies for gardeners."

Give your reader the best that you can offer. With the purchase of your ebook, include additional reading material and free gifts to boot. Everybody loves a bargain!

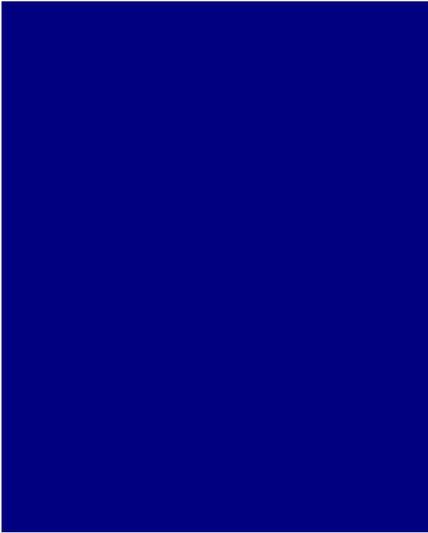
Good luck and great profits.

P.S. Have you seen my new site [Ebooks and More](#). As the name implies it is stocked with ebooks, scripts, websites and more.

Recommendations for this Week

If you are interested in working from home, I have a free e-book that outlines five different work at home opportunities. To get your copy just click [HERE](#).

I'll just remind that if you haven't got the following products, then you had better jump now before the prices go up again! In fairness to my affiliates, I have ended the early bird sale of these products. I



intend to increase the price on all of these products again very shortly, so if you are interested in any of them, act now before the next price increase.

[The \\$7 Script](#)

[15 Day Resell Rights Success](#)

[How to Write a Killer Sales Letter](#)