Online Marketing Strategy:

Learning From Veteran Online Marketers Will Increase Your Bottom Line

Presented by
Connie Ragen Green

"Success seems to be largely a matter of hanging on after others have let go." ~ William Feather, on the power of perseverance.
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Perseverance is the ability and desire to pursue your goals on an ongoing basis. I believe this to be an extremely valuable trait to cultivate in yourself to use in all areas of your life. You can also utilize perseverance to your advantage as you build your own successful business online.

When I decided to come online in 2006, it seemed like everyone else was already there. They all seemed to know each other and to use similar 'secret' online marketing strategies. The people whose lists I had joined referred to their 'friends' and 'colleagues' in the emails they sent out as though they had known each other for years or had worked together at the same company prior to coming online. I felt like I was the only new person, and this was very isolating. Instead of feeling sorry for myself I jumped right in to find my place online as I pursued my dream of becoming a successful online entrepreneur.

I also decided to learn from these veteran marketers who had persevered and withstood the test of time. I figured they must be doing something right to still be in business ten to fifteen years after getting started as online entrepreneurs, and I wanted to study their tactics and strategies to increase my own skills.

I began reading and listening to everything they did, and then purchased some products and courses from them. Yes, I was right! They had strategies that made sense and I knew I could learn enough from them to jumpstart my own productivity and profitability if I would simply trust the process and take action on what I was learning.

During the first week of December, 2011 I had the distinct opportunity to give a presentation on a cruise hosted by Jim Edwards. My topic was 'Driving Massive, Targeted Traffic To Your Sites Using Article Marketing'. Also in attendance were the other speakers, many of whom are these same veteran online marketers whom I have been learning from during these past several years.

This group includes Jim Edwards, Heather Seitz, Greg Cesar, and Dr. Jeanette Cates. I'd like to tell you a little bit more about each of them here in this Special Report, and to share some of their best marketing strategies with you so that you can get started right away.
Jim Edwards

The story of how I connected with Jim Edwards is a little bit different from how I have connected with anyone else online. I first joined his list in 2007, and then heard him speak at Armand Morin's Big Seminar 11 in Atlanta during the spring of 2008. This was the first time I had attended this event and I did not know anyone there. There were many excellent presenters at this event, but I resonated with what Jim shared with us that day.

Jim spoke of his son-in-law, who had been wounded overseas while serving in the military. With tears in his eyes, he told us that he had redesigned his mini-site course so that this young man would be able to earn a living and support his wife and child. I bought this program. I may have been new to online business, but I recognized greatness in this man and his beliefs.

It was more than a year later when I connected with Jim again. At that time I was further along with my own business and had learned from a variety of people by now. However, it was Jim who provided solid information on a regular basis that I could understand and put into action. I now call him a friend, and was his top affiliate last year when he released his http://FreeWordpressTraffic.com training. More recently, he and I partnered to teach affiliate marketing to a select group of students. I'll tell you more about that later on in this report.

Jim is a passionate man who respects his friends like they are family. He and I have several friends in common, and I can now say from experience that he walks his talk. He stays in touch, always has great ideas for new business ventures, and loves hearing my stories about how I have gone from being a 'newbie' in 2006 to now having a multiple six figures a year online business. He is an excellent example of how to stay focused and build a solid business using some strategies that he has developed over the past ten years or more.

What I have observed from watching Jim is that he is someone who brainstorms his ideas, outlines a plan of action, refines his plan into one that will work for his business model, and then executes his plan very quickly. This works extremely well.
This is an article Jim wrote which I particularly like that explains the essence of having an online business:

Can You Really "Strike Gold" Online?
By Jim Edwards

I guess human nature leads us to this about every 30 - 50 years.

As a history major, I studied the gold rush of 1849, the 19th century oil booms, the stock market hustles of the late 1920's, the get rich-quick mail order schemes of the 1950's and 60's and now the "Internet" gold rush of the late 1990's and early 21st century.

When people perceive someone else getting rich with little or no effort, they jump on the band wagon seeking fame and fortune.

In reality, in any "gold rush," the ones who really get rich represent the exception.

Unfortunately, people perceive those "exceptions" as the rule, rather than the special cases they actually represent.

But, if you're bound and determined that you can be one of the "chosen few" who get rich online, the following tips will save you years of frustration.

** Little Oil Wells **

Don't try to get rich online with one gold or oil "strike!"

Most people I know who do very well online operate multiple websites targeting multiple niche markets.

They sell many products and make their money by creating multiple streams of income rather than depending on a single website to stake their claim for online riches.

** Solve Problems **
People go online to solve problems.

Whether they need to improve their job interview skills or find a winter coat and hat for their Chihuahua, they want to find products or knowledge they don't currently possess.

The more pressing the problem, the easier and faster these people will buy.

The easiest way to make a fortune online involves finding the most severe problems you can and charging for the solutions.

** Sweat, Not Money **

Most people want to throw money at a problem and hope that will get them what they desire.

This fact keeps the "get-rich-quick" schemers in business.

However, the best way to make money online involves getting your hands dirty, learning a market inside and out, discovering what they want to buy and why, and then selling it to them. Contrary to popular belief, throwing money at a problem often won't solve it.

** Don't Compete **

The fastest way to make a fortune online involves persuading other people to sell your product or service for you as an affiliate.

However, nobody sells a product or service for someone they perceive as "competition."

You must position your product or service in such a way that others will eagerly promote it for you because they see you as someone who complements what they already offer.

** Wants vs. Needs **

Circus and publicity guru, P.T. Barnum, expressed it best, "People will spend their last nickel to have fun!" People always find a way to buy what they want, but often avoid spending on what they need.

** The Underwear Myth **
The "make money in your underwear at the kitchen table working only 1 or 2 hours a day" represents the biggest crock ever foisted on the public.

Anyone I know who makes a lot of money at anything, busts their buns to get their projects off the ground.

Once they get a business up and running, it might only take a couple of hours a day or week to keep it running, but they worked their fingers to the bone to get things rolling.

And the real secret to their success: they repeat the process over and over again!

Jim Edwards is a syndicated newspaper columnist & creator of an amazing course that shows A Quick and Easy Way To Painlessly Set Up Your OWN Money-making 'Mini' Websites... Without Being a Computer Geek, Buying Software, or Paying A Webmaster!" Click => http://www.MiniSiteCreator.com

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Heather Seitz

I've known Heather Seitz since the summer of 2009. She was one of the original members of the Platinum Mastermind group I joined through my mentor, Armand Morin. At first I must admit that I was intimidated a little by the grace and ease with which Heather spoke about her life and her business. That quickly faded away when I saw how generous she was with her knowledge. I love learning from her and watching to see which marketing strategies she is focusing on.

Here is an article written by Heather on the topic of email, an area where she has a highly respected level of experience and expertise.

**Email Unsubscribe Do's and Don’ts**

By Heather Seitz

Just recently, I was purging all of my "unwanted" email subscriptions. We're talking hundreds of mailing lists that I was no longer interested in or just plain never wanted in the first place.

It was actually quite an enlightening experience to look at the processes from a "customer" or "prospect" standpoint rather than that of the marketer, or online business owner! And it became quite clear WHY people just get angry and report marketers as spammers!

In this article, we're going to focus on some of the Do's and Don'ts regarding your unsubscribe process. And how to stay out of hot water when a real live email administrator finds your emails and tries to make a decision as to whether or not to let you keep on mailing or not!
Some practices or errors to avoid at all costs in list management are as follows:

- NEVER allow an unsubscribe URL to point to a missing or deleted web page!

If you frequently change your website, always keep a record of the previous names of those pages, and set up HTTP redirectors to bring misdirected subscribers to the new correct pages.

- NEVER allow another piece of mail to get to an unsubscribed user.

Your database deletes do not necessarily have to be in real-time (though it is preferred, and a lot easier to manage that way) but all mail campaigns should begin with ensuring that recently unsubscribed users are excluded.

- DO NOT program the unsubscribe URL to redirect to another one of your sites to process the removal.

This gives the illusion of foul play, and astute users may skip the removal process and instead simply report the communication.

- DO NOT create a removal page that prompts a user to re-enter his/her email address.

You already know what this address is because you just sent it an email! Your mail campaign software should be smart enough to build the subscriber’s ID into the unsubscribe link so that the user does not have to enter anything extra.

- NEVER send any text on a removal page describing a time frame for removal (eg. "Allow 3-4 days for processing", "May take 4-6 weeks").

Whether your process is real-time or otherwise, always indicate that ex-subscribers will get NO MORE communications, and that you are sorry to see them go... And remove
them right away!

- NEVER attempt to obscure or draw out the unsubscribe process in the hopes that the user may find it too much trouble, and reconsider.

A good (bad!) example of this would be a lengthy and confusing list of publications requiring that the user clear the check box next to each.

- Don't Make the User Go Through Excessive Confirmation Screens!

You see all sorts of convoluted unsubscribe processes out there. In marketing, it's the equivalent of "upsell hell" when you're trying to make a purchase. All it's going to do is make people mad and encourage them to report you as a spammer. There's no win in that no matter how you look at it!

Now, on the flip side, here are some Unsubscribe Tips that may help you not only stay in the good graces of the Email Administrators and keep a customer - or get a new one!

- Include a 1-Click Unsubscribe Link In All Email Correspondence.

At the end of every email, you should have a link that the person can click on in order to immediately unsubscribe him/her from your list. And make it simple and obvious! Don't make them click through to another page to enter their email address again and so on and so forth.

- Honor All Unsubscribe Requests Immediately

Unfortunately, you will have people that don't click the link and send emails back requesting removal from your list. (Admittedly, some of these can be quite rude). And while it may be tempting to send them back through the process or to reply with instructions to click the link, simply remove them instead.
- Utilize Your Unsubscribe Page As A Tool.

If you put a custom page up for your unsubscribe, which we certainly would recommend, be sure it's a working page.

If you have a continuity program, you may want to make sure they don't think they are unsubscribing from the continuity program by putting something to the effect of "You have successfully been removed from our email database.

If you're requesting to cancel your subscription to our ACME monthly service, please click here to complete. Your paid subscription will NOT be canceled until you complete the cancellation process".

This will reduce your chargebacks and complaints ten-fold.

You may also use this custom webpage to give them one final offer, recommend something else via an affiliate link, try to get them to subscribe to a different list, etc. This is a great way to monetize your competitors' marketing efforts!

You have absolutely nothing to lose at this point because this is your last chance to communicate with this customer, so make the communication mean something to your bottom line!

To learn how to get more of your emails delivered to your customers and prospects, visit: http://www.EmailDelivered.com. Here, you'll learn how little tips and tactics can increase your email deliverability - and your bottom line profits - overnight. Heather Seitz has co-developed the world's first email monitoring and email block removal service of its kind.
Here is an article written by another one of our Platinum Mastermind members, Bret Ridgway, where he shares the many ways you can use a newsletter to further monetize your business by using Heather’s newsletter as an example:

10 Ways to Monetize Your Newsletter
By Bret Ridgway

There are many different ways you can make money with a newsletter. For some, maybe it's just via subscription fees themselves. For others, it's by using the newsletter simply as a lead generation device. For many it's going to be a combination of these and other methods.

Newsletter Formula co-founder Heather Seitz is the publisher of the popular real estate newsletter "Real Estate Rants," and she's going to share some of the best ways you can monetize your newsletter for maximum revenue.

#1 According to Heather, one advantage of doing a newsletter is it lets you deliver a mini-product that's current to your customers, whether it's weekly or monthly, without having to develop a full blown new home study course that might become obsolete fairly quickly.

#2 You can use your newsletter, not only as a marketing and revenue vehicle, but also as a way to find out what your list wants and to have an on-going dialogue with your audience so you can create new training courses. Creating a dialogue with your audience is important to anyone in any business. The more your audience communicates back and forth with you the longer they'll remain a subscriber.

#3 You can include in your newsletter an invitation to your subscribers to come and fill out a survey online. It drives them from the offline newsletter online to communicate with you. For example, you can run a contest and ask people, "What's your best
marketing idea" It involves people and they're excited to participate. Plus, it keeps them with your program longer because they want to find out if they've won and they want to see what other people did.

#4 From the feedback you receive you can create eBooks and other things. You're developing multiple streams of income and this works in any niche. Certainly you'll want to utilize email to do some of your marketing. But the newsletter business is really about being online and offline, so you'll want to work with your audience in both ways.

#5 You can announce in your newsletter your new eBook, offer your existing subscribers 50% off, and then encourage those subscribers to become affiliates to help you market the eBook. You're teaching them about developing multiple streams of income for themselves and making more money for yourself.

#6 Get people in your niche to promote your newsletter as a bonus to their own product. There are some folks that don't want to do a continuity program, have a membership site or have their own physical newsletter. Give them a coupon to give away to their customers that drives them to your newsletter or membership site. Then offer a good bribe when they come to your site to try your newsletter. You look like the hero because you're giving them the coupon.

#7 In your newsletter, you'll want to be strategic with the articles and content you're putting into the newsletter. For instance, if you're coming out with a new product you'll want to have articles related to and mentioning that product for several months leading up to the product launch date.

#8 A newsletter is only going to contain so much information. Articles are going to be from 300 to 1,500 words so you don't necessarily get the whole picture. Use your newsletter to drive them back to your membership site for more information on the subject. On your site they'll be exposed to other products and service you have available that they can purchase. Your newsletter is a lead generation device for your other products and services each month.
#9 Don’t underestimate the power of putting one or more flyers into your newsletter. It is one of the biggest benefits of having an offline newsletter. Heather can attribute a sale of nearly $11,000 to just one flyer that was contained in one of her newsletters. The cost of inserting an extra piece of paper or two is just pennies in your newsletter. I know I get the Glazer-Kennedy membership newsletter each month and there’s easily three or four ride-alongs every month. Typically, the ride-along is about their next upcoming conference and you’ll see the same flyer about that event where they’re hammering on it. Basically, it’s free promotion for that event for multiple months ahead of the time of the event, so when you’re laying out your newsletter schedule you need to think ahead of time about what your ride-alongs are going to be.

#10 If it’s appropriate in your market you can also sell advertising in your newsletter. You need to be very careful with this and make sure you’re not driving people away from the prime purpose of most newsletters - to generate revenue. If I’m a service provider and my goal with my newsletter is to get more clients to produce more sales to generate more walk in traffic to my office then it’s not necessarily to generate affiliate sales. You may want to have a one page classified section where they’re literally the size of classified ads and you might charge $50 per advertiser in there and that may be something to test to generate.

Bret Ridgway is co-founder of the Newsletter Formula. For your copy of the free report "7 Ways to Make Money with Newsletters and Continuity Programs" visit http://www.NewsletterFormula.com.

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Greg Cesar

I first met Greg Cesar at Armand Morin's Big Seminar 11 in Atlanta in 2008, on the same day I met Jim Edwards. He and I hit it off right away, and went on to do several JVs (joint ventures) over the next couple of years. Greg is a master at website conversion and advertising to build massive businesses on the Internet. My students have been thrilled at the level of caring and involvement he exhibits when he is teaching them. I always feel good when my students go to Greg for help.

This is an article written by Greg that explains more about the connection between the design of your website and the conversions you can expect:

Website Design - 3 Ways to Increase Your Website's Conversion
By Greg Cesar

Website design can make or break your website's conversion rate. But how do you create a website that will turn your visitors into happy, paying customers? How do you make them come back for more of your products or your services?

First off, you have to know three ways on how your website design can encourage people to buy from your online company. These are: site load times, proper placement of products, and order forms.

Website design gurus often advise that your site should be constructed so that the load time is less than 12 seconds for a connection speed of 56k. Online users are very impatient and so, you have to deliver in that time frame or risk losing them. If you have to include pictures, use thumbnails that your customers can click through if they want to take a closer look. Streamline your site so that the graphics support your message. Avoid any high resolution photographs that will bog down your load time.
The next website design concept that boosts your website’s conversion rate is the proper placement of products. You should place your best products "above the fold." This means that your customers should have everything they need onscreen before they have to scroll down. Place your most important information on the left side of the screen. People usually read from left to the center and move on to the next line on the left side of the screen. Online users often ignore the right side, so this is where you should put your less important messages.

The third website design concept to learn is to always put the order form in a prominent place. This motivates your visitors to respond to your products or services quickly. If you don't have an order form anywhere on the site, it's like forgetting to place a cash register in your real store.

It's amazing how simple these three ways are to make your visitors turn into paying customers. However, sometimes, the simpler the concepts are, the more people often ignore them. Apply these rules on your website design and watch your conversion rate grow.

Are you ready to learn some creative marketing strategies? Claim your FREE webinar training at http://CreativeMarketerClub.com/cg/

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Dr. Jeanette Cates

Jeanette was the first person I heard about online that made me say 'I want to be just like her when I grow up!'. The fact that we have become friends still amazes me, and I have benefitted more than I can ever say from her knowledge, expertise, and perspective on the whole business of online marketing.

You will enjoy this article she wrote about links and search engines optimization for your websites:

**Links - Entry Point to the Search Engines**

By Jeanette S Cates, PhD

Picture a spider web with lines connecting and crossing one another. That's the metaphor for the World Wide Web on the Internet.

The key ingredients to the Web are the lines - the links between sites. The search engines send out their spiders to crawl these lines. Spiders are actually computer programs that follow the links from one page to another, from one site to another. But like a live spider, they cannot go if there is not a connection. That's why the links are so important.

In recent years, Google invented the concept of Page Rank. Although more than 100 factors enter into PR ratings, links account for a percentage of a site's ratings. And it's not just *any* link. The more links you have from "quality" sites with higher PR, the "better" your site is considered to be.

High PR sites are visited more often by the search engine spiders. That means that all of their links are visited more often and therefore appear quickly, with higher ranking in the search engines. The quest for links from high PR sites spawned a new industry of
paid link providers to ensure your site was being "crawled" more frequently by the spiders.

But what if you don't want to pay for a link? There are three major ways you can build links: - Link Exchanges - Articles - Link Directories

Link Exchanges

Traditionally we have relied upon "link exchanges" where another web owner offers to give you a link to your site in exchange for your giving him a link from your site.

There are two problems with this approach. First it's very time-consuming. You have to find the sites you want to link to, send an email, and hope that the other website owner reciprocates. Only 10-40% of them even respond! Then you must track whether or not the links are still in place - and adjust your links accordingly.

The second problem with link exchanges is that many site owners only want to exchange links with established sites. That puts newbies at a distinct disadvantage. It's the Catch-22 - we'll exchange links with you when you have enough incoming links that you no longer need more links! It takes links to get links.

While link exchanges still work and are appropriate, particularly with sites that are closely related to yours, they have been modified along the way.

Articles

The second approach to getting links is articles. Site owners are more likely to publish good content with your link in the Resource Box than to just put up a link. It is the same amount of work for them - but provides more value to their visitors.

In recent months we've seen a merging of articles with link exchanges. Article exchanges are website owners sending each other articles, instead of just links. A more powerful form of this direct exchange is an article "ring" where 5-10 site owners
exchange articles on a round robin basis, rather than just one-to-one. That way you're getting links from 10 different sites, rather than just one other one. This tactic is getting good rankings with the search engines.

Link Directories

In the history of links, we've seen several techniques come and go. FFA (Free For All) pages were very popular a few years ago. Essentially a FFA page is just a long list of links, so you can see why the search engines don't find them useful and neither do most people. They are now considered worthless for most purposes.

The latest variation is link directories. They offer several advantages. Instead of just providing a link, they include a description and the ability to specify which words are to be hyperlinked. The hyperlinked keyword phrase tells the search engine spiders where to categorize your page, so it's an important distinction to make in your directory entries.

Link Directories are categorized links and descriptions, so it makes it easier for someone to find an appropriate link.

One of the most important aspect of link directories is that they provide a new website an opportunity to get incoming links rapidly. By registering with 50 link directories you can have 50 incoming links to your site in a week! That makes you much more attractive to potential link exchange partners - from whom you'll receive even more links from your efforts.

Summary

Which tactic is most likely to get you into the search engines and build your rankings in the results? A combination of all of these techniques. New sites will start with Link Directories, then offer articles and finally ask for direct links from related sites. You'll soon open your web stats and say "Along came a spider - or two or three!"
Dr. Jeanette Cates is an Internet Strategist who works with independent professionals who are ready to turn their knowledge and their websites into gold. Dr. Cates offers marketing and online success tips, tricks and techniques in her online newsletter at http://ConnieLoves.me/JeanetteNews

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So there you have it. These four hugely successful online entrepreneurs – Jim Edwards, Dr. Jeanette Cates, Greg Cesar, and Heather Seitz – have all persevered and built online empires that continue to withstand the ultimate test of business success; the test of time. I encourage you to take a closer look at what they teach and the strategies they use to see how you might incorporate more of what they do so well into your own business.

I hope you have enjoyed this Special Report and now see the power of learning from those who have been online for ten years or longer. These veteran marketers have information and insight that we can all benefit from if we are just willing to watch, listen, learn, and implement their sound techniques and strategies. Feel free to share the link for this report with your own list, on the social media sites, or in any way that works for you.
RESOURCES

Jim Edwards – We created a training on affiliate marketing where you will learn the exact steps to take to reach super affiliate status: http://SuperAffiliateConnieGreen.com

Dr. Jeanette Cates – Her online newsletter continues to be an example of strategic online publishing. Claim your FREE subscription to this exclusive publication at http://ConnieLoves.me/JeanetteNews

Greg Cesar – Greg's training will help you to change the way you do business online. Learn more about his creative marketing strategies at http://CreativeMarketerClub.com/cg/

DISCLAIMER: These links, as well as some of the links contained earlier in this report, are my affiliate links, and I will earn commission should you decide to make a purchase by clicking on them or typing them into your browser window. You will never pay more for a product or course because of using one of my links, and in many cases will even receive a bonus by doing so. I have personally used and benefitted from everything I recommend, whether it is here or elsewhere on the Internet. This means that I have spent my own money on these and other products from all of the people mentioned here, and I give them and their products my 'Green Seal of Approval'.
PLEASE FEEL FREE TO PASS THIS SPECIAL REPORT ON TO OTHERS WHO MAY BENEFIT FROM WHAT I HAVE WRITTEN.

Thank you!

Connie Ragen Green