

ENS NEWSLETTER # 2



ARTICLE 1

The Internet -
Getting Started Is Easier Than You Think

ARTICLE 2

How To Drive Traffic FAST

ARTICLE 3

How To Build A Keyword List

ENS Newsletter - is a monthly review of
the best MLM business strategies to
Explode your *Business!*

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ARTICLE 1

The Internet - Getting Started Is Easier Than You Think

By Joshua Fuson

ENS Newsletter is
a monthly review
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business strategies
to **explode** your
business.

If you ask most entrepreneurs today which tool they want to use to grow their business, 9 out of 10 will answer **"the Internet"**.

The Internet has changed shape from being a fun passtime, an interesting communication tool, to what it is today - a must-have necessity for growing a thriving business and exposing your products and services to the masses.

Even with all the excitement, most people are very nervous about starting Internet marketing. This is a common fear; just about every Internet marketing "newbie" is fearful of getting bogged down in heavy technical detail or frustrating situations that they don't understand.

~ This is simply not true. ~

I would will show you three examples of why you do not need to be a technological guru when starting in Internet marketing.

First, you can always outsource all of your technical work. If you do not know how to build a website, that is fine. You can always hire someone very cheaply to build the website for you. You'd be amazed at how inespensively you can find someone to complete the technical aspects of putting a website together. There are people from all over the world waiting and willing to work for very little investment. Now, I'm not saying to underpay people. What I am saying is people are willing to work for less than you may think. This is a great thing for you. You can simply hire people that have basic technical expertise that you may lack.

“Hire people that have
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that you may lack.”

Next, you can use something called a WYSIWYG editor. WYSIWYG stands for "What You See Is What You Get". They are very easy to use and to learn. That is how I build my websites. I do not know HTML code, but I do know what I want my site to look like. So, I use a WYSIWYG editor and it turns out looking great. It is not necessary to learn HTML to use a WYSIWYG editor. It is just necessary to learn how to use the buttons. It is really a point-and-click that is very popular among Internet marketers.

Thirdly, you can buy templates.

If you do not want to hire someone to build you a site or you do not want to use a WYSIWYG editor to build your site, you can always buy a template. Now, you will still need to probably use a WYSIWYG editor or hire someone to fill that site with content. But you will not need to actually build the framework of the site. And building the framework is the hardest part. Templates are relatively inexpensive too, so you can get the framework of your site and not spend a fortune.

Whichever way you choose, there are a few "must have" services that you will need when you get started online. We can actually make a few recommendations regarding these services, as have a tremendous amount of experience in this arena:

1. Domains

You will need a domain name when you first start your Internet marketing campaign. Your domain is where everything starts with a website. That is the actual URL that you type in to the address bar, so it looks like www.yourdomainhere.com.



You can get domains at a ton of different places - GoDaddy, Hostmonster, NetworkSolutions, 1and1, Idotz, Yahoo, and a few others. Prices range from \$3/yr to \$15/yr.

For customer service, price, and ease of use, we recommend www.GoDaddy.com.

2. Hosting

The thing you will need is a hosting account. The hosting service is what will power your domain and put it on the world wide web. Hosting can range from ridiculously inexpensive (\$3.99 per month) up to thousands of dollar per month.

For most beginners and intermediate marketers, we recommend (again) GoDaddy. We have used Hostmonster, 1and1, Siteground, and Webocity, but we like GoDaddy the best. They are very reliable, and their customer service is second to none. You can check them out at www.GoDaddy.com.



3. Autoresponders

An autoresponder is simply a software that will send out pre-written emails and newsletters, track your leads in a central database, and allow you to manage your subscribers or "opt ins" that visit your site, and choose to reach out to you and request more information.

Autoresponders are tremendous time-leveraging tools, and they allow you to maintain and keep in contact with your leads and subscribers.

There are numerous different softwares out there, such as GetResponse, Constant Contact, Aweber, Email Labs, InfusionSoft, iContact, etc.

Prices range from \$20 per month up to \$6000. Obviously, that's a HUGE difference. For most beginner and intermediate marketers, we recommend starting with Aweber.

It's simple, easy to use, and inexpensive (\$19 per month). You can check out Aweber her: www.aweber.com.

“Autoresponders... they allow you to maintain and keep in contact with your leads and subscribers.”

Beyond building a site, all you need to worry about is getting traffic to your site, and make sure your traffic is converting into customers and clients.

Piece of cake, right?

It can be, you just need to know how to do it. The important thing to do is get started.

So let's get started!

ARTICLE 2

How To Drive Traffic FAST

By Joshua Fuson



One of the keys to a successful online marketing campaign is getting high-quality traffic to your website.

It is simply not enough to have a website - your website needs to be visible and searchable on the Internet. People need to be able to find your site easily and quickly.

First, it's important to understand that when we talk about "traffic", we are really talking about people. When you hear the people talk about website "hits" or "traffic" or "views", that's referring to how many people are clicking on and viewing your website.

With driving traffic, the absolute fastest strategy for novices is to use pay-per-click advertising (PPC).

Why?

There are several distinct advantages of using pay per click advertising.

- 1. Easy To Set Up** - All you need is a website, some keywords, and a few ads, and you're off and running.
- 2. Fast Results** - You can test messages on your site quickly (within one day), and be running within 2 hours.
- 3. Not Technical** - This is pretty basic stuff. If you are brand new to marketing, you can understand and apply these concepts the same day you learn them.

So what is PPC?

The three major search engines are **Google, Yahoo & MSN**. Each of these search engines have a "paid search" option for advertisers. If you go to any of these search engines and do a search for something, you will see the search engine results page (SERP) display advertisements along the very top and right-hand side of the page. The ads that you see here are PPC advertisements.

Those are the advertisements that you want to write and use for your own purposes.

The way it works is that you can link groups of "keywords" or "search terms" to written advertisements. So if you go to www.google.com and do a search for "glassware" then you will see this in action.

Your search for "glassware" will trigger multiple written advertisements (or "sponsored links") to the top and the right-hand side of the page.

That means all the advertisers set up their campaigns so that whenever the keyword "glassware" is searched, their ad is triggered to show. And every time you click on one of their advertisements, they will incur a small charge. Hence, that is why it is called "pay per click".

That is why this is such a powerful technique:

1. People only see your ad when they are interested in your specific product / service / information

2. You only pay when they respond and want more information

You can go and sign up for a free advertising account with any of the 3 major search engines:

Google - adwords.google.com

Yahoo - marketingsolutions.login.yahoo.com

MSN - adcenter.microsoft.com

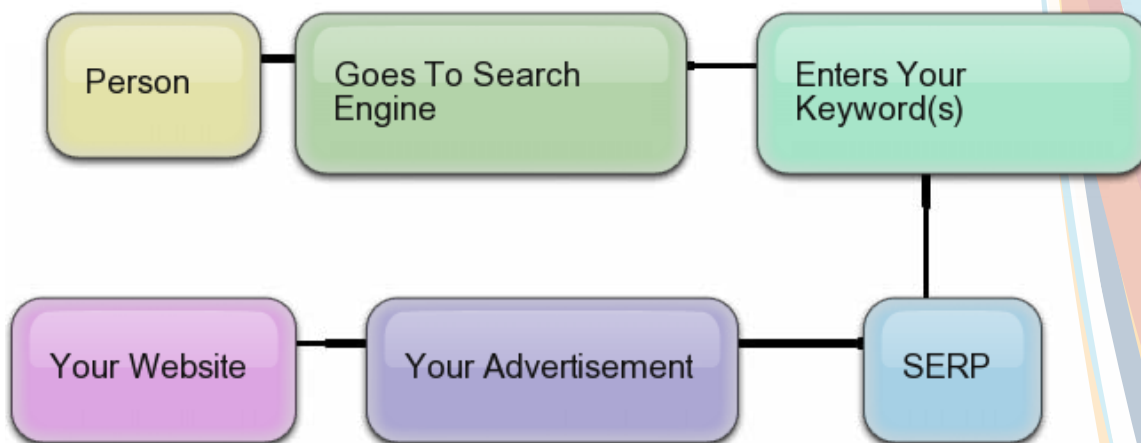
Once you are there, you will need 3 key ingredients:

1. **A Website.** This will be where you are wanting to drive your traffic. This will also be referred to as your "landing page", as this is where your traffic will "land" after they click on your advertisement.

2. **An Ad.** This will be what appears in the search engines to entice visitors to your site. You will have a headline, two lines of text, and the URL (or web address) that your traffic is going to.

3. **A Keyword List.** Keywords are truly the bread and butter of any online marketing campaign. Keywords are attached to your ads, which are in turn attached to your web site.

Look at the flow-chart for PPC below.



Notice how it starts with a person (or prospect) and ends with your website. Listed are all the steps in between the prospect and your website.

So a person goes to a search engine and enters your keyword or keywords. That will trigger your advertisement, which will then hopefully prompt your prospect to click your ad, which will then take them to your website. Simple, right? That's the whole point.

Now, there are a few things that you must have in place:

1. Proper Website.

You must have a proper website when you are using paid advertising. A proper website is one that has a high degree of relevance to the keywords your are attaching to it. The less relevance a search engine sees between your keyword and landing page, the more you will have to pay.

Think about it - a search engine is responsible for delivering good relevant content to their users. If a searcher tries to use a search engine to find information about something (anything) and they don't find it, they probably won't use the search engine again.

So the search engine has a vested interest in delivering good, relevant content. And as long as you provid good relevant content, the search engine will love you.

The second thing a proper website will do is prompt the visitor to take some sort of action to get them to reach out. Typically, this is accomplished by providing them with some sort of offer in exchange for their contact information.

Say you are marketing a product that helps people fight heart disease. On your website you can offer a free Heart Health Report, Hart Health Newsletter, or Cardiac Health Teleconference in exchange for the visitors contact information.

2. Proper Sales Funnel

After a prospect reaches out to you for more information, you still have to followup and work with that prospect to get them to take advantage of your marketing offer.

The best way to do this is with a prospecting script, a presentation, and a closing script.

You should put all prospects through your "sales funnel", so that people who reach out to you are ultimately doing business with you. So if you call your prospects up after they submit you their contact information, invite them to your presentation (local, teleconference, or online) and then close them afterwards, you will have a systematic process for downline growth.

You have to followup & work with the prospect to take advantage of your offer

3. Effective Followup

This is best accomplished with an autoresponder. Once a prospect goes to your website, you can use an autoresponder to followup up with your prospects automatically.

You can educate them on your niche, provide them with valuable information that they can use and apply, and position yourself as both an expert and a trusted guide.

An autoresponder will actually produce the submission form that goes on your website. It will contain blocks that your prospect will fill in with their contact information, and that will allow you to build a very powerful tool - a database.

Once you have a database, you can develop a subscriber base of interested prospects that see you as a resident expert, a valued helper and advisor, and **NOT** just another salesperson.

ARTICLE 3

How To Build A Killer Keyword List

By Joshua Fuson

One of the most important things to realize is that any online marketing campaign will be keyword driven. Whether you are using PPC or any other form of search engine marketing, keywords will be at the heart of your campaign.

You need to understand how people search in order to use keywords effectively. And there's some free software that I'll talk about in just a minute that can make that process a TON easier.

But first, let's learn how to build a keyword list.

There are numerous keyword-list-building softwares out on the market, ranging from free to nearly \$300 per month.

It's important to realize that most of these software tools are meant to give you an estimate - they are far from being an exact science. That being said, it really doesn't make sense to pay a lot for these tools.

We've used them all, and a good free one to get started with is WordTracker. (<http://freekeywords.wordtracker.com>)

Here, you can do what is called "keyword research".

Remember, keywords will always be the heart of your online campaign, so it pays to know which keywords will be your targets as you build your campaign.

Another good free tool is from Google itself - you don't even need an account to do research on Google's own search engine. (<https://adwords.google.com/select/KeywordToolExternal>)

Once you have a solid keyword list, you will use it again and again. It doesn't matter if you are doing search engine optimization, PPC, or Web 2.0 - you will always use your keyword list to get rankings and traffic with your online campaigns.

You will build your keyword list in a Microsoft Excel file, usually in .csv format. This way, you can keep all your keywords in one central location, and when you are targeting your keywords for different campaigns, you have it organized and ready to deploy.

Web 2.0 - How To Find Article Publishing Partners

This is a very powerful content sharing strategy to get loads of targeted visitors to your website, as well as getting professionally published online.

The objective is to build links, credibility, and traffic to your website. There are 2 separate tools you will need to make this an effective strategy:

1. Copyscape.com - a near-free (\$0.05 per search) tool that gives back match percentages based on full text
2. Ezinearticles.com - free hub that allows you to publish articles that can be republished

With these two together, you will be able to find people who are trying to build their businesses by adding articles to their websites.

When you find these people, you will offer them free articles that will only be available on their website, in exchange for control of the links in the article.

HOW TO DO IT

1. Go to www.ezinearticles.com, and search in your topic areas.
2. Click on an article that fits your topic area.
3. Go to the very bottom, and you will see a list of articles that are MOST PUBLISHED in that niche.
4. Go to www.copyscape.com, and cut and paste the text of the article into the premium search area of Copyscape.
5. You will get a results page that lists where the article has been published in order of relevance.
6. Find a publisher, then select "compare text".

“you will be able to find people who are trying to build their businesses by adding articles to their websites.”

7. Go to their home page, and check their page rank, Alexa Rank, and their strategy.
8. Find their contact information on the Whois Database (<http://www.whois.net>).
9. Contact them, provide them with your offer - exclusive content in return for links that you control to your own home page.

What can you expect by using this strategy?

In 4 hours of effort, you should find 3 - 10 potential partners.

When you make their offer, you should also offer to look into other sites that they run, as well as getting your article published in an email to their database if they run a newsletter.

This strategy can result in tens of thousands of dollars in potential business. It doesn't take long, and it's not difficult to do.

So...

Just go for it!

Case Study -

“How I Added 131 People Into My Internet Security Business On Autopilot”

In one of my previous campaigns, I was marketing an Internet security business. I decided that I only wanted to market it online, and that I only wanted to use pay per click advertising to do it.

So here is what I did:

1. Keyword Research

I started by researching keywords, tons of keywords that related to Internet Security and Identity Theft. I spent a lot of time gather obscure and popular keywords, because I knew I needed lots of keywords in order to the campaign successful.

2. Proper Website.

This was slightly different situation, as I was not looking to just generate leads for my business - I actually wanted to SELL the entire product online from top to bottom. The reason for this is because of the payout commission - it was a \$30 product with a \$20 payout. That’s not a huge amount of money, so I thought it would be a better use of time if the website actually sold everything that was included.

So I actually wrote the sales copy for the website, got everything together and hosted up on a domain.

3. Campaign Setup

Here, I actually went into my adwords account and grouped my keywords in with related ads.

I put the conversion code in on my “thank you” page of my website, which lets me see how many people who see my website actually purchase the product offered (this is a free tool offered by all the search engines).

I got everything ready...and finally started driving traffic.

4. Campaign Optimization

Just about any campaign needs to be optimized, and mine are no exception. I tested few different headlines, different ads, as well as different actual offers on the website. I finally got it tweaked to the point where I was making money on every new enrollment.

Look at the graphic below:

Ad Group Name	Status	Current Bids - Max CPC	Clicks	Impr.	CTR	Avg_CPC	Cost	Avg_Pos	Conv_Rate	Cost/Conv.
<input type="checkbox"/> Kaspersky	Ad Group Paused	\$10.00	940	126,668	0.74%	\$0.37	\$343.41	4.0	2.45%	\$14.93
Search	On		900	76,293	1.18%	\$0.37	\$337.13	3.6	2.56%	\$14.66
Content	OFF		40	50,375	0.08%	\$0.16	\$6.28	n/a	0.00%	\$0.00
<input type="checkbox"/> Trend Micro	Ad Group Paused	\$10.00	875	99,409	0.88%	\$0.38	\$331.62	3.5	2.74%	\$13.82
Search	On		874	78,901	1.11%	\$0.38	\$331.45	3.1	2.75%	\$13.81
Content	OFF		1	20,508	0.00%	\$0.17	\$0.17	n/a	0.00%	\$0.00
<input type="checkbox"/> BitDefender	Ad Group Paused	\$10.00	746	47,414	1.57%	\$0.26	\$190.58	3.5	1.34%	\$19.06
Search	On		746	47,158	1.58%	\$0.26	\$190.58	3.5	1.34%	\$19.06
Content	OFF		0	256	0.00%	-	-	n/a	0.00%	\$0.00
<input type="checkbox"/> McAfee	Ad Group Paused	\$10.00	548	493,887	0.11%	\$0.27	\$150.26	3.3	1.46%	\$10.78
Search	On		262	115,525	0.23%	\$0.48	\$125.40	8.3	2.67%	\$17.91
Content	OFF		286	378,362	0.08%	\$0.09	\$24.86	n/a	0.35%	\$24.86

One of the things I found from testing is that most people who search "internet security" and "identity theft" keywords are not looking to buy anything - they just want to find information and articles on those subjects.

What I found was that by using adgroups that focused on other Internet security products, I got much better results.

As you can see on the graphic, the highest converting adgroups are all other Internet security products. I basically formulated a campaign around the message "Before you check out XYZ product, you might want to learn about this OTHER product first". The whole drive of my sales copy was on educating my prospect on how bad the identity theft and Internet security situation actually is, and how my product could help them.

So on the far left, you see the "Ad Group" names, which are just clusters of keywords and related ads. You can see I was spending anywhere from \$0.37 up to \$0.49, and that my conversion rate went from 0.35% up to 2.74%. The important column is the one on the far right - cost per conversion. That is tracking how much it actually costs me to get a new sale.

You can see that are nearly all under \$20, which means I am profitable on the front end. Now this was a network marketing business, and the product was a monthly subscription, which means that every month after the first month, I was pulling in 100% profit from that original sale.

So here are your take aways:

1. Don't get discouraged.

There will always be setbacks, and we went through 2 or 3 real disappointments before turning this campaign into a success.

2. Test, test, test!

The whole key to getting a campaign viable and profitable is testing. Always test your campaigns for better results.

3. Keywords are key.

You must have good keywords that relate to your product and service. I eventually found that people who were searching for internet security software were searching to BUY it. That's what led to the breakthrough in this campaign, and you will have similar breakthroughs in your own campaigns.

Conclusion:

There is so much opportunity to grow a business right now that it's nearly funny. The question is: what's stopping you from getting it?

Now, you have some strategies that are effective and you there's no reason you can't put them to work for you.

So go for it!