

Liz Tomey's

Forgotten Offline Advertising Tactics

EXPOSED

*Offline
Advertising
For Your
Online
Business*



About the author...



Liz Tomey

Liz Tomey got her start in the marketing world at the age of 19 by starting her own direct mail/mail order business. Liz created several product and services to help others in the direct mail/mail order business build their businesses quickly and easily. She's successfully run this business since 1998.

In late 2004 Liz took the Internet marketing arena by storm by creating products and services especially for Internet marketers. These proven to work products are what have allowed Liz to become the well-known and liked Internet marketer that she is today.

[The IM Truth newsletter](#) is also published by Liz where she focuses more on teaching no BS marketing techniques rather than pushing the "product of the day". This newsletter allows her to help Internet marketers push their business to new levels.

Liz is also the owner and sole creator of some of the hottest sites in Internet marketing.

[TomeyMarketing.com](#) - This is Liz's main site. You can see exactly what she's about and any and all products and services she has created along with incredible free learning tools including video tutorials and many helpful articles.

[TrainYourAffiliates.com](#) – Learn to become an elite super affiliate while promoting high paying and amazing quality digital products and services.

Liz lives in Gates, TN with her husband and 5 (yes, F-I-V-E) kids. She runs her business along with her husband full time from her home. Liz is known as "the marketers best friend" because of her passion for helping people succeed with their own online businesses!



*This Is Literally **The Only** Online Resource Where You'll Find The **No BS** Truth About **Successfully** Making Money Online...*

"Internet Marketers: Get The REAL Truth About Internet Marketing From A NO BS Straight Shooter Marketer Who Wants To See YOU Succeed!"

<http://www.IMTruth.com>

Welcome To A Whole New World Of Advertising

First, I want to congratulate you on your purchase. This book could prove to very well be the most profitable manual you do for your website, ever.

Chances are you fall into one of two kinds of people if you are reading this book.

1) You are sick and tired of wasting money on online advertising methods and are ready to make a permanent change that will increase not only the profits of your website but the long term outlook of your business and it's growth.

2) You have had some success with online advertising but are looking for a way to diversify your advertising to pull in more business and sales. You want to bring in more customers from different places to increase your market share.

It really doesn't matter which of these molds you fall into.

The fact is, you're going to learn a way of advertising your website that no one has ever talked about before.

There may be people who have used this strategy in the past but I can assure you that they aren't talking about it because of the sheer profitability involved. They are greedy (and for good reason) and want to keep all of the added profits to themselves.

But now the cat is out of the bag and all the tricks of the trade are going to be given to you in an easily digestible format. You will be able to easily apply and put into action the tricks you are going to learn and do so without loads of study or huge investments.

You are going to truly enjoy working through this easy, yet powerful material and arming yourself with the powerful information that you need to bring your web traffic through the roof with no online advertising!

I don't mean to toot my own horn but I am very proud of not only this system but the way this material is presented because it gives you something you can absolutely accomplish. You don't have to spend loads of money on any complicated garbage that most people try and sell you and you don't have to devote all of your time to this.

In fact, this can be done in just 10-15 minutes a day if you follow the steps properly.

If you're just plain fed up with the high cost of pay per click advertising and trying to constantly just break even you need the information contained in this manual.

Or if you have tried loads of other advertising opportunities like eZines that never produce the results that you are hoping for this is going to help you in a major way.

If you have spent hundreds or maybe even thousands of hours of hard work trying to get good search engine rankings you are going to feel a sense of relief knowing you no longer have to play that extremely hard game.

I knew after trying all of these things myself for years on end that there had to be a better way to generate traffic, subscribers and sales in my online business. After all, this is the technology age and new developments in advertising are coming out every day right?

What is surprising is that what I found has nothing to do with a highly advanced way of advertising. In fact, there isn't anything to do with advertising on the Internet in this system at all, which is the shocking part.

I found that by using a time tested and proven way of advertising that's been around before pay per click search engines, computers and even the phone worked the best.

You're going to be incredibly impressed and excited when you see exactly what this system is going to reveal. I assure you that you've never heard of a system like this in the past.

In order to fully enjoy this system and use it to it's highest potential you will need to be open minded because these tactics have never been shared anywhere at any price and they fly directly in the face of what you have been taught up until this point.

The direct objective of this course is for you to succeed and nothing more. While most courses on marketing your business are always incomplete and loaded with links that take you to buy additional products that is required so you can use their course, this course is different.

There are a few links to vital services, which I don't personally offer that you may find useful on your path to profits. This course is complete from A to Z and leaves nothing out. There also isn't some big second course or high-end seminar that you need to attend after going through the course in order to go to the next level.

You learn how to start with very cheap and sparse beginnings and learn to leverage those profits into a much larger scale, high profit producing income machine.

The only limits on this system are the limits you impose on yourself. Whatever income you dream of having, you can make reality if you just dedicate yourself to the application of this system exactly as it's presented to you.

Now that you understand briefly what is going to be shared with you, let's get to the first section.

Section 1 – Why Online Advertising Is Becoming Less Effective And How You Can Increase Your Profits In Spite Of That

Have you spent money on advertising online only to be left with little, or worse, no results?

Don't feel bad, it's happened to all of us.

The truth is, advertising on the Internet is becoming less and less effective every day. Why?

Because more people are starting online businesses and there is more competition when buying advertising. This drives up advertising rates and decreases response because so much more advertising is being served to the audience.

Another thing that is actually destroying much of online advertising is the black market that tries to exploit every advertising method using shady tactics.

This can be software that generates thousands of garbage pages in order to get high search engine rankings or publishers just overselling and over publishing advertisements to their list putting more money in their pocket while decreasing response for the advertiser.

The truth is, when advertising online; it's like a battlefield when trying to choose an online advertising method an even harder task to make it a profitable purchase.

Now, don't get me wrong, there are still many ways to generate traffic and make money with your website but they are becoming more and more expensive every day. This is making it impossible for the working Joe or Jane to have any kind of buying power, which almost eliminates the potential profitability that these advertising methods could have.

Another big obstacle that is affecting almost all online advertisers and business people is what is called "The Google Dance". This is what the constant barrage of changes to the Google Ranking Algorithm is called. An algorithm is a set of criteria that web pages are judged by which gives them a high or low ranking in the Google search engine.

Google's pay per click program, AdSense is also becoming a much harder place to do business in. There are big corporations that are seeking out people that don't have deep pockets and out bidding them on all of their key terms and getting all of their traffic. After a few days or few weeks, the little guy they are outbidding is out of business.

Google has also done it's own changes to weed out people that don't have large amounts of money. Recently, they raised all of the minimum bids on people bidding on niche terms and directing them to a lead capture page to \$5 a click.

So someone getting 100 visitors a day and paying 5 cents a click was spending \$5 a day on traffic but after this change they were instantly paying \$500 a day for traffic! This turned thousands of profitable websites and businesses unprofitable at lightning speed and put many people out of business.

So what can we do to still be able to get a nice share of business and make enough money to not only succeed but also continually grow with all of these big sharks out there?

You need an advertising method that isn't overrun with big companies with deep pockets and scoundrels trying to exploit backdoors and loopholes that make the advertising ineffective.

Here it is...

Section 2 – The Solution To Your Frustration With Online Advertising

What I am about to reveal to you is something so little used and so effective that you are going to get extremely excited at the new possibilities for your business.

This isn't anything to do with online advertising or some "new trend" that is going to crash and burn just a month or two after it comes out.

This has worked for years for the very few people who have used it and will continue to do so if you follow the simple system I am going to share with you.

The secret is advertising your website in newspapers all over the nation and directing them to your website to collect their e-mails.

I know, you're probably thinking that's an extremely simple breakdown but it's the simplest explanation for what you're going to learn today. You will discover all of the hidden secrets and steps you need to take to get the maximum return from your investment without any trial and error.

Newspaper advertising works like crazy if you know how to do it right and combining it with an online lead generation method makes it produce results that you never thought possible.

Think about it. There are only a few businesses advertising their online business in newspapers and if you take notice, you'll see that it's the same businesses doing it over and over again. If they are continually running that ad, you know that it is producing profits for them.

Another point to ponder is the fact that there is far less competition for the advertising than there is online because in this high technological age, many are forgetting about newspaper advertising and getting caught up trying to advertise online. This means that you can get better advertising at cheaper rates and with far less competition in front of those potential customers!

I've also found that you're going to get prospects of much higher quality from a newspaper because they have to exert much more effort than your regular Internet visitor. You see a visitor sees your ad in an e-mail or on a web page and clicks the link and they are in front of your offer.

An offline lead has to read your ad in the paper, go to the computer, turn it on, load their web browser and type in your web address. Only after all that do they actually arrive at your offer. This means that they are putting much more time and effort into viewing your offer and will give it much more attention than just an ad they clicked on.

One thing you might not know about is that when an ad is in the newspaper, most people associate it with news and with being "official". Anyone can go post an ad on a free message board online but if you are writing an ad, paying for it and submitting it to the newspaper, you have more credibility because you are a real person advertising in the paper, not someone hiding behind a keyboard.

I'm sure that you're probably itching to get started with advertising your own online business or website in the newspaper so you can start seeing the financial rewards the few who know about this strategy are seeing.

Please take note that you need to read everything all the way through. There are specific steps that, if missed, could make your ad bomb miserably which will result in you losing money. Advertising your business in the paper has to be done a very specific way to be profitable which is another reason people don't do it; they have tried and lost money.

Just by reading this system all the way through, you will know the bullet proof way to making the newspaper your most profitable advertising medium yet. The best part is that it's easy, fast and doesn't require a huge investment.

There is much more to this system than just putting an ad in the newspaper that says “Go To My Website <http://www.mywebsite.com>.”

You need to know the best way to pull maximum eyes to your ad and even further, to get the maximum amount of them to actually visit your website. And after that, the job still isn't done because you need to convince them to take action on your website whether it be making a purchase or giving you a way to follow-up with them. I prefer and recommend the latter.

Taking your online advertising offline and using newspapers for generating traffic is an incredibly effective way to finding highly targeted prospects that you wouldn't normally have access to. This is literally an untapped barrel of prospects that you can grab and profit from.

A great benefit of advertising in newspapers is that very few people are using the newspaper to effectively promote their website which means that you have much more opportunity to make a sizeable profit. With less competition for the prospects you have a bigger share of the real estate in the newspaper pages.

You're going to be grabbing the attention of people that aren't at their computer so they aren't in “point and click” mode, which means that your ad will get more attentive review. You of course need to catch the eyes of your visitors first so you can get them to your website which is exactly what you are going to learn in the next section.

Without further a due, let's get into creating your first highly responsive ad in the next section!

Section 3 – Crafting Your Eye Catching Ad

In this section you are going to learn the first step in the process of creating loads of profits from advertising your website in newspapers.

What is this first step you might ask?

An effective, curiosity provoking advertisement that gets people reading the paper to take action and visit your website.

To clarify, we are going to be using short, concise classified advertisements to generate leads. Yes, you will learn about using space advertising and longer ads in a later section but this is where you need to start.

Don't worry, this isn't something that requires you learn a bunch of copywriting tactics or complicated writing tricks. You just need to put yourself in the place of your prospect.

Let's jump into this with an example.

Let's say that you sell a book on how to have more fun boating while spending less money and you want to use the newspaper to get more people to your website.

You want to give a short and enticing headline that peaks enough interest to get people to your website, nothing more.

Instead of giving you a long-winded explanation or course on copywriting, I'll give you a handful of examples you can steal and model to fit your product or service.

Example #1

Learn Why I Have A Blast Boating Every Weekend And You Don't! Free Newsletter.
<http://www.HaveMoreFunBoating.com>

Example #2

Secrets Ways To Boat More, Have More Fun & Spend Less Money. Free Report.
<http://www.HaveMoreFunBoating.com>

Example #3

Do You Enjoy Boating? Learn How To Do It More Often & Have A Blast Doing It At This Free Website...
<http://www.HaveMoreFunBoating.com>

As you can see from the examples above, it doesn't need to be some long-winded advertisement. Just something short, simple and crafted to generate some curiosity is all you need.

You will also notice that there is a mention of there being a free report, newsletter or website. This is done to get the maximum amount of people to visit your link. It's a proven fact that if you mention something is free versus not mentioning a freebie, you will get more responses to your ad.

It is also very hard to sell directly from a newspaper. You will notice that 99% of the ads are all geared towards getting the reader to take an action that costs nothing such as make a phone call, come in to the store, visit a website, etc. This is no mistake. If you tried to sell your product in a newspaper, you would need to take out a huge expensive ad in order to provide enough information to actually sell your product and the response would probably not be profitable.

This is a key part of this system and will be explained further in the next section. Don't worry it's all easy to put together.

The key objective of this ad is to just get people with an interest in your offering to your website.

It is extremely simple for you to use the examples above in your own advertising.

For example, if you sell an investing newsletter you could simply use example #2 and replace “Secret Ways To Boat More” with “Secret Ways To Make More Money Investing”, change the domain to yours and you have an instant ad.

Or if you sell a monthly membership to a site that offers video game codes and cheats you could take example #3 and replace “Do You Enjoy Boating?” with “Do You Enjoy Playing Video Games?”

I’m sure you can see the simplicity of using these examples for use in crafting your own advertisement. You don’t need to reinvent the wheel or spend 10 hours trying to make your ad perfect. Just take one of the examples provided and tailor it to your own offer or mix and match the ads to create something you like more.

A Quick Word On Domains

One other thing you will notice is that there is only a naked domain listed with each ad. A naked domain is nothing but the domain such as <http://www.mydomain.com>

You will want to register a separate domain for each of your advertising campaigns. I know, you may be thinking, isn’t that excessive? The short answer is no, it’s not.

You need to track, test and know exactly what kind of results you are getting from each of the ads that you place and pay for.

Another option that I strongly recommend that you DO NOT use is using different pages on a single domain for separate ads.

I’ll clarify this with an example.

You place an ad in Newspaper #1 and list <http://www.mydomain.com/newspaper1.html>.

And you place an ad in Newspaper #2 and list <http://www.mydomain.com/newspaper2.html>

The reason you do not want to do this is because it will definitely decrease response. Many people will not type in long, complicated web addresses. Many other people will not enter it correctly which will result in them not getting to the page and being frustrated.

This is why it's vital that you have a separate domain name for each of your advertisements. The good news is that you just start with one ad and one domain and after you see a profit from that ad, you purchase another ad and another domain so the domains and ads pay for themselves out of profits. You can then just keep running those ads to those domains until they stop being profitable.

Don't worry about the cost; you can get quality domain registration with all of the bells and whistles for fewer than 10 bucks. Here's the service that I personally use:

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

By now you should either have your first ad or be on your way to having one in the next few minutes.

Please remember that your key objective with your advertisement is to do nothing more than get as many targeted people to your website as possible. This is why you use the freebie offer to get more people to the website.

In the next section you are going to learn how to take these visitors to your website and turn them into prospective customers for your products and services. This is the second step in this process of grabbing readers of the newspaper and getting them into your system so you can make them aware of you, your products and services and convince them that you are the right business for them.

Section 4 – Creating Your Potential Customer Super Vacuum

Now it's time for you to learn how to take the interested prospects that you get from the newspaper to your website and turn them into people you can contact over and over to sell them on your products and services.

A Quick Word On Your Free Offer

You've heard throughout this report that you are going to be offering something for free in order to get the contact information of your potential customers.

Here is where that is going to be explained to you.

The reason that you are offering something for free consists of two reasons actually.

1) You can't prepare a person to be sold with such a short ad.

2) You want to get the names and e-mail addresses of as many people as possible so you can follow up with them over time and make even more sales over time.

When people are browsing the paper and they see a keyword or key phrase that interests them, they will stop and read it and if they see that they can get something relevant to their interests for free, they will take further action and go to the website.

At the website you want to further emphasize the value of your free offering.

As you saw in the copy examples, you know that you will be enticing them to the website from your newspaper ad and then getting them to give us their name and e-mail address so we can follow up with them.

This is vital to making your newspaper advertisements for your online business profitable. With a small ad you have a very small chance of even making one or two sales from the traffic but with a freebie you can get as many as hundreds, sometimes even thousands of people to sign up for a free e-mail list in exchange for a freebie. Then you can build a relationship with them and sell them products and services over time.

I'm sure you can see why getting the contact information of all of your potential customers is so important to the long term stability of your business and how it could secure your business a lifetime of profits.

What can I give them for free you might be asking?

As you saw in some of the advertising examples you were given to model there are a number of possible freebies that you could give away. I almost always choose some type of information as the freebie delivered via e-mail because it's free, fast and can be automatically and instantly delivered.

The freebie can be as simple as a free 500 word article related to the product or service that you sell.

You can also create a report that's 10-15 pages long and send it out to the subscriber in Adobe format so people on both Mac's and PC's can view it. A report like this is usually called a white paper.

Yet another option is to create a web page with the report on it that the visitor gets access to after giving you their name and e-mail address.

If you sell an information product all you have to do is copy and paste a few segments out of your book into a Word document and you have an instant article, report or web page that you can offer. This is a super fast way to get an informational bribe together to extract the name and e-mail address of your potential customer.

So what if you are selling a physical product or a service?

This is a good question. All you need to do is write up a 500 word article related to what you are selling and use it as the bribe.

For example, say you sell hitches for trucks. You could offer a free report on how to prolong the life of your hitch and pull loads more safely. You would then just put a collection of quick tips together and you have a bribe you can use to entice them into handing over their name and e-mail address.

Now that we've covered putting together a freebie to give away, it's time to learn how to get people to give you their name and e-mail address in exchange for it.

This is actually a very simple page that only has a few key elements that you need in order to be extremely effective. To make this as easy for you as possible, I'm going to list the key elements and I'm also going to provide some templates for you to steal and use as your own.

First let's go over what is called your "Squeeze Page" and the 5 key elements to it:

Element #1

A headline that further emphasizes your offer in your newspaper ad with more conviction, excitement and curiosity. What you want to do here is basically super charge your headline from the newspaper and makes it even more appealing to the visitor.

This will entice them to go further down the page and eventually take the action that you want them to take.

We'll use our example of the person that is selling a book on how to have more fun boating. The headline they used for the newspaper was:

"Learn Why I Have A Blast Boating Every Weekend And You Don't!
Free Newsletter."

To make this more super charged you could make the following changes...

"Why This Free Newsletter Is Going To Show You Exactly How To
Have A Blast Boating Without Spending A Fortune!"

Element #2

Bullet benefits that list what is in it for the visitor if they give up their first name and e-mail address so you can contact them.

This is where you drive home 6-12 key benefits the visitor is going to get by handing over their contact information to you in exchange for their e-mail address and name.

What you're doing is piling on the benefits of your visitor handing over their e-mail address so they have no choice but to say yes and give it to you.

To give you something to give you a kick start here are some bold examples. We are going to base these examples on the premise of you selling hitches and offering a report on how to prolong the life of your hitch and pull loads more safely.

How To Double Or Even Triple The Life Of Your Hitch Quickly & Easily!

The Secrets To Saving Money On Your Hitch Purchase & Accessories!

How To Make Your Loads 84% Safer When In Tow At No Cost!

Secret Rust Prevention Techniques That Are Cheap, Easy & Fast!

Why Hitches Break Loose & How To Make Sure That Never Happens To You!

How To Evaluate Your Tow Load To Make Sure It Falls Within Your Vehicles Limits!

I'm sure that you can see the detail in these examples. You want to give them specific "secrets" that they are going to learn in exchange for their name and e-mail address.

You want them to feel the pain of leaving the page if they do leave I without giving you their name and e-mail address.

I recommend six to twelve bullets to entice your visitor.

Element #3 The Call To Action

This is where you bring everything together and get your visitor to cough up their name and e-mail. You want to tell them exactly what you want them to do. There's no reason to beat around the bush or be shy about what you want them to do; that won't get results.

You need to command them to take the exact action, giving you their contact information in this case.

Here are a couple calls to action that you can model and steal for use in your own page. Again, these are based on the premise that you are selling hitches.

Go Ahead And Enter Your Name And E-Mail Address Right Now And You'll Get Instant Access To Your Free Hitch Secrets Report!

Simply Enter In Your Name And E-mail Address Into The Boxes Below And You Will Receive The Report In Your E-Mail Box In Just Seconds!

Notice that you emphasize that they will get access to the report that you've already built a bunch of anticipation for and given a command as to what you want them to do. It's vital that you tell people what to do because if you don't many will just leave because they are unsure about what to do.

I want to also share with you another tactic that can inject more power into your call to action and create a sense of urgency and scarcity in your offer.

By simply adding the phrase "All Of The Free Copies Of This Report May Already Be Claimed, Make Sure To Enter Your Name And E-Mail Address To Secure Your Copy Of This Special Report Quickly"

I recommend putting this right under the signup box because it is a last thought to push any of the people still on the edge in the zone to signup mentally. This statement makes them feel that if they don't act now, they may lose out and not get the report that loads of other people are getting.

You might be thinking "I could use this in my display ad as well" but it's actually better to wait until you have them to your website because it adds even more reason to act now once they get there.

Think of it as not letting all of your tricks out of the bag at once. You use this as the last push to get people excited about what you are offering.

Element #4 – The E-Mail Collection Box

This is the final element of the lead capture page and it's a very simple part to put into the page. Most mailing list management and auto responders services and software's offer an auto subscription box generator so look for this in your account or software.

Here's the service that I use and recommend:

<http://www.KickButtAR.com>

This service has an extremely easy interface and is very simple to use so anyone with any level of experience can get setup quickly and easily. You'll find an auto subscriber form generator as well as help guides and support to help get you through anything that you need help with.

It's easy to load up your freebie article or report into an auto responder so that it's delivered automatically every time someone signs up for it.

For a live example of the e-mail box simply open up one of the templates that came with this manual and you will see e-mail boxes pre-inserted into the page.

Those are the four key elements that make up the lead capture page you will be using to convert visitors from your ad into subscribers and potential profits.

Some things that you can test and try in your pages are audio, video and graphics. While these can increase response, they need to be tested to make sure. While these elements are great to test, they aren't absolutely needed. A well laid out page with no graphics will work just fine and is where you should start out.

The good news is that you already have templates included with this package so you don't have to worry about trying to setup a layout yourself, all you have to do is plug in your information into one of the proven layouts and you're ready to go.

Don't think that you need to do a completely different ad, I assure that the template you have been provided is a proven format and if you'll use it and test different text, you will never need to come up with a new format.

Now that you have your system for collecting subscribers and following up with them, it's time to talk about the follow up...

Section 5 – Profitable Follow-Up Secrets

Now that you've persuaded some of your visitors to give you their name and e-mail address, you need to follow up with them and build a relationship with them.

We're going to go over an example sequence that you can use to profit from your new subscribers. It's actually a very simple alternating sequence that consists of only two parts.

Part 1 – E-Mails with sales messages and ads in them that are meant to make you money.

Part 2 – E-Mails with content, articles, reports that are meant to give the subscriber some value and make them happy to be on your mailing list.

Here's a simple progression of what this would look like after a subscriber signs up:

Day 1 – Subscriber Signs Up & Gets Freebie

2-3 Days Later – Send Ad For Product Or Service

2-3 Days Later – Send Content To Further Build Relationship

2-3 Days Later – Send Ad For Product Or Service

2-3 Days Later – Send Content To Further Build Relationship

2-3 Days Later – Send Ad For Product Or Service

2-3 Days Later – Send Content To Further Build Relationship

2-3 Days Later – Send Ad For Product Or Service

2-3 Days Later – Send Content To Further Build Relationship

You'll notice that this is nothing more than simply alternating content and advertising e-mails. You do this so you give them an even blend of content. The content will keep them interested in your e-mails so they look forward to hearing from you. The point of the content is to build a relationship.

You don't have to come up with new, original content all the time if you don't want to. As we previously outlined, if you have an information product, you can break it up into hundreds of articles and never have to worry about content again.

But if you don't have any content or just have the one original freebie you used as a bribe to get your visitor to give you their name and e-mail you can use article directories and publish other people's articles.

Here's two I recommend:

Go Articles

<http://www.goarticles.com> & <http://www.EzineArticles.com>

You'll be able to get quality content that has been professionally written and spell checked from article directories like Go Articles and you will save loads of stress and time by using them. The only thing that is required when you use these articles is that

you keep the authors “author box” in tact. This is the box at the end of the article that usually links back to their site.

I’m sure that you will agree that this is a pretty good deal for using their content completely free.

One way you can increase the income you make from your e-mails to your new subscribers is to add a short ad to the bottom of the content articles. This way your subscriber gets a good piece of content first and then you get to put a sales message of some type in front of them.

Now, don’t think this means you can insert an ad that’s as long as the article. You want to stick to strictly short, classified style advertisements that generate clicks to your product page.

You may be thinking “If I mail an offer for my product every two weeks, won’t my subscribers get tired of seeing that product?”. The Answer is yes, that is a possibility. The great news is that you can sign up for affiliate programs for related products and services and get paid for recommending them!

So you can send an advertisement for a new related product ever e-mail and get paid a chunk of every sale!

Here are the two places I look first for related products and services to market to my targeted mailing lists:

- Commission Junction
<http://www.cj.com>
- ClickBank
http://www.clickbank.com/promote_products.html

Simply scroll through their market places and find related categories to browse. In my experience ClickBank usually offers higher commissions and a more timely and reliable payment schedule although Commission Junction offers more types of products. ClickBank focuses mainly on digitally downloadable product and Commission Junction does both physical product and service as well as digital downloads.

You will find that many of the affiliate programs that are in both of these networks provide pre-written advertisements that you can copy and use in your promotion. I do recommend that you customize these e-mails a bit to add your personality to them because your list is used to you and your style of e-mails.

The most important thing you need to know when e-mailing your list is that you don’t want to bombard them with garbage e-mail. You need to really put some effort forth in

providing real quality content to them on a regular basis, this is why I recommend that you mail them at least one piece of content for each ad you send them.

Some other marketing guru's say you can bomb them with ad after ad and mail them everyday but I've found that this gets you loads of unsubscribes, angry e-mail responses and spam complaints. You're much better off mailing them on a regular schedule twice a month. You could mail them once a week or just once a month but either way, you should alternate between content e-mails and ad e-mails.

Another thing to keep in mind is that you do not want to forget about your subscribers and not mail them for months on end because most will forget they subscribed and file spam complains or send you a nasty e-mail and unsubscribe from your list. This is why I recommend a regular mailing schedule.

By having a regular mailing schedule you will prevent any chance of them forgetting about you because you are in constant contact with them. This will also make sure that when they are in a buying mood or ready to make a purchase of a product related to yours, they will have you in mind and will find one of your e-mails and visit your page.

Focus on building a relationship, offering quality information to your subscribers and recommending genuinely quality products that you feel comfortable standing behind and you will have a huge network of loyal followers that trust and enjoy taking action on your recommendations.

Section 6 – How To Select Newspapers That Will Yield The Best Results

Now that you have created an ad, a page to collect subscribers and a system for following up with your potential customers, you have a system that will automatically collect, contact and follow up with your leads.

All you have to do now is send people to your signup page and the rest will take care of itself. In order to start up your lead cycle you will need to place your first ad.

In this section we are going to cover a couple of the tools you can use to effectively find, analyze and place classified ads in newspapers all over the country.

The first thing you need to know is that you should stick to placing ads in places with a population of over 200,000. This is to make sure that you can get a decent amount of actions to your advertisement because some newspapers serve a population of 20,000 and chances are the profits from an ad there (if any) will be very small.

The first thing you need to do is decide on a city. There isn't any precise science to choosing a city other than making sure that it has over 200,000 people. You will also want to look at the newspaper online to make sure that it isn't a primarily agricultural publication since that probably isn't the demographic you want to hit.

So choose a city and then you want to go to the following website:

The US Newspaper List
<http://www.usnpl.com>

This website is one of the most comprehensive listings of newspapers on the Internet and the best part is that it's completely free.

Once you arrive at the website click the state that the city you've chosen is in. You will now be at a page that lists all of the newspapers for that state by city. If your city isn't listed in this publication that means that city doesn't have a paper or it's such a small publication (which you don't want) that it wasn't listed. Locate your city (there may be multiple papers for a city) and click on a publication.

Now you are at the website of that publication in the city you want to place an ad in. Before we continue you want to make sure that the city has a population of over 200,000 so click the following link:

City Population
<http://www.citypopulation.de/search.html>

This site uses Google to find the population of the city you are going to be advertising in. Simply enter your city in the "Name of the place or administrative division (required):" field and click the "Search by Google" button. You will now see a listing of results generated by the search feature, click on one and you should be able to quickly locate the population of your chosen city.

Now that you've verified the publication you want to advertise in and the population of the city it serves you are ready to take a look at the site and make sure that it's the kind of publication you want to target.

Common sense really has to come into play here. Chances are you want to target an urban population that is familiar with technology and has money to spend. In other words, a general type of audience is what you're looking for. For most people reading this book, an agricultural type of paper wouldn't fit their products or services.

So browse through the articles and quickly check out the content to see that it matches what you are trying to sell in at least a general sense.

The next step in getting your advertisement placed is to locate the advertising information on the website. In most cases you are going to be able to find advertising information in one of two places:

- 1) On the main page look for a “Advertising” or “Advertisers” link and follow it. It will probably be on the top or the bottom of the page.
- 2) On the main page find the “Classifieds” link and click it. You can almost always find a link that says “Place An Ad” or “Buy Advertising”.

After you arrive at the advertising page you will see all of the advertising information, deadlines and rates for placing an ad. Most papers have an online form that allows you to enter and place your ad 100% online which makes placing an ad extremely fast and easy.

Make sure that you aren’t placing an “Online Only” advertisement because you want a listing in the physical newspaper. Most newspapers give an online listing away for free with the booking of an ad in the physical paper so make sure you are getting this.

If you can’t see clearly that what you are purchasing is, in fact a newspaper ad in the physical publication then look for a phone number to ask if that’s what you are purchasing. You can usually find an advertising department or advertising representative contact number on the advertising page. You may have to book over the phone so have your ad copy ready and make sure you are ready to give them your information and credit card.

This is the final step in opening the doors of your lead system is now complete. You have a complete collection and follow up system in place and you now have an ad placed that is going to send leads to your system.

Now all you need to do is sit back and watch the visitors hit your website and see how your ad did. In the next section we will cover how you judge precisely how successful your ad was.

Section 7 – Analyzing Results & Determining Profitability

Now that you have your whole system setup to collect, follow up and generate subscribers to make you money, you need to make sure that the advertising you are using is effective and profitable.

In this section we will cover how you can analyze your advertising campaign in great detail so you know if it's working or if it's not. You will learn how to find the cost of a subscriber, a visitor and all the other important factors that determine the success or failure of your advertising campaign.

I recommend that you wait 14 full days after your ad runs before you do any kind of analyzing of the campaign. By allowing 14 full days to pass before you start analyzing your advertising you will give the ad a chance to produce as much traffic to your site as possible.

After two weeks, you will usually see very little or no traffic from the ad. That is the nature of newspaper, it isn't like a magazine that might lie around on a table for a while or be saved. Newspapers are read and disposed of, that's the nature of a newspaper. If it's a day old it's looked at just how it is, "yesterday news".

The reason you want to allow this two-week period to go by is go make sure that you get the absolute most accurate numbers after you analyze your ad.

You're going to learn to calculate the exact profit of your ad, the value per visitor to your site and the value per lead. These are some very important calculations that you must know in order to know if your advertising is working or not. Don't worry; I'm going to show you how to do this very easily.

First let's learn how to calculate your Cost Per Visitor...

The first thing you need to do is make sure your two weeks has gone by and check your website statistics to see exactly how many visitors your advertisement produced. Now there is a difference between total visitors and unique visitors. Total or Raw visitors is usually a complete count of people who have hit the website including those who have come more than once. This is important because you don't want to count the same person twice as it will make your profit calculations inaccurate so make sure you get the "Total Unique" visitors and not the "Total Raw" visitors.

The rest of this calculation is pretty easy. All you need to do is take the total cost of the ad that you placed and divide it by the number of visitors you received. The formula looks like this:

Total Cost Of Ad / Total Unique Visitors = Cost Per Visitor

So if your total unique visitors is 471 and the cost of the ad was \$25 you would do the following formula:

\$25 / 471 Unique Visitors = 5.3 Cents Per Visitor

This means that you paid \$25 for your ad, you received 471 unique, individual visitors to your website from that ad and it had a cost to you of 5.3 cents per visitor to get them there.

This is actually a huge win because many people pay several dollars for targeted traffic and you are generating it for peanuts. This calculation is what is going to tell you if your ad was a success or not. Yes, you also need to measure subscriber sign-ups but ultimately that is irrelevant to the response of your ad because it isn't what made them click over to your website.

If you can perfect this one thing (getting subscribers to your site), you are complete gold and the best part is it's not hard! All you have to do is start placing small ads and simply use this Cost Per Visitor calculation to analyze the results of your ad and it's effectiveness at getting people to the site.

The next calculation is Cost Per Subscriber...

While the first calculation is the most important in terms of getting people to the website, this calculation is the most important in terms of getting people to take action and agree to receive communication from you.

The truth is, it doesn't matter if you can get a million visitors to your website, if you don't convert them into subscribers that you can follow up with over time, you'll never make any money. They'll come to your site, lose interest and leave. And the bad news is that if you "turn off" a subscriber once, chances are that you are never going to get their interest again which means that they are gone forever.

This calculation is going to tell you exactly how much you are paying to generate each individual subscriber.

To do this calculation you simply need the cost of the ad and the total number of subscribers generated from the ad. So you'll need to log into your mailing software and see exactly how many subscribers you received. Some mailing software will let people subscribe twice and count them, as two subscribers so make sure that you do what is called a "de-duplication" of your list first. This is a feature built into most mailing software that automatically goes through your subscribers and deletes duplicate entries from your list.

A de-duplication will not only provide you with more accurate response numbers but also make sure that you don't have people getting more than one of the same messages from you. When people start seeing two or three of the same message the first thing that comes into their mind is "Spam". This could result in them sending you a nasty e-mail, unsubscribe or reporting you as Spam. None of these are good so make sure you do de-duplicate.

If you aren't sure if your mailing software has a de-duplication feature, e-mail their support department. You can also go with this company who I firmly recommend that does have de-duplicating built in:

<http://www.KickButtAR.com>

Now that you have the cost of your ad and have made sure to de-duplicate your list and have an accurate number of unique subscribers you can calculate your cost per subscriber.

This calculation is much like the first one. Here is how the calculation is structured:

Total Cost Of Ad / Total Unique Subscribers = Cost Per Subscriber

So if you paid \$25 for your ad and generated a total of 213 subscribers to your newsletter the calculation would look like this:

$\$25 / 213 \text{ Unique Subscribers} = 11.7 \text{ Cents Per Subscriber}$

This means that you paid \$25 for your ad and you generated 213 subscribers to your newsletter at a cost of 11.7 cents per subscriber.

This is a good response and is typical if your lead capture page is setup properly. If you are paying more than 50 cents per subscriber you should tweak and test your lead capture page to get the cost per subscriber down.

This isn't a universal rule because every business is different and has different "acceptable costs" when it comes to leads. If you sell yachts you may be able to pay \$100 for a lead. Just make sure to decide what your acceptable cost is for generating leads because if you don't make that cost you know you need to refine your lead capture page.

This calculation the second in the series of four calculations you are going to learn.

This profit calculation that you are going to learn is how to calculate the cost per sale. This is where there rubber meets the road and you actually start seeing money come in from your ad so this can be exciting.

You need to make sure that you track your sales via an ad tracking program so you know what ad produced the sales. As for promoting affiliate programs and tracking profits, make sure you sign up for a separate affiliate account for each ad. Some affiliate programs have great software that allow you to track individual ads but most do not so you will have to sign up for multiple accounts so you can use each for a different ad.

This is where you find out the truth about your ad. Was your ad a raging success? Or what your ad less responsive than you expected and do you need to tweak your ad?

Whichever it is, you will find out what you need to do whether it be buy more ads in more papers or work on increasing the response of your current ad.

Much like the first two calculations, this calculation is based on the cost of the ad to get your final calculation and is called

Cost Per Sale:

Total Cost Of Ad / Total Sales = Cost Per Sale

So if you paid \$25 for your ad and you generated 5 sales from that ad this is what your calculation would look like:

$\$25 / 5 \text{ Sales} = \5 Per Sale

This means that you paid \$25 for your ad and generated 5 sales for a Cost Per Sale of \$5.

This isn't a bad deal at all. In most products or services you would advertise in the paper you are making more than \$5 profit per sale so a cost of \$5 to make a sale is easily accepted. This would be a success in most products and mean it's time to place more ads!

Now it's time to calculate profit per sale.

Let's say that you have a product cost of \$8 but you sell it for \$29, which means that you have a profit of \$21 per sale if it costs you nothing to make the sale. We know that with the calculation you did for "Cost Per Sale" on the newspaper ad that you placed that you made 5 sales at a cost of \$5 per sale.

Now we are going to look at the formula for determining Profit Per Sale:

Profit Per Sale (Pre Ad) – Cost Per Sale = Profit Per Sale (Post Ad)

So if you have a Profit Per Sale of \$21 before advertising costs are taken out and a Cost Per Sale of \$5 for each sale your advertising generates your formula would look like this:

$\$21 \text{ Profit Per Sale (Pre-Ad)} - \$5 \text{ Cost Per Sale} = \$16 \text{ Profit Per Sale (Post Ad)}$

This means that you make \$21 per sale before any advertising cost is incurred and after the \$5 cost per sale from the newspaper ad is subtracted you are left with \$16 net profit.

This is the final calculation you're going to learn and the one that tells you if your advertising campaign is successful. If you're generating a profit, even a small one, that's a win and a success. Even if you only generate a couple of dollars per sale profit, you can multiply your advertising efforts over many more newspapers, which will increase your overall profit.

The last formula is also a good way to gauge the overall profitability of the product or service that you offer. If you expected to generate more profit per sale and are set on making that a reality you should reevaluate your product or service selection and choose one that fits in better with your expected income level.

Now you are armed with all of the formulas and calculations that you need in order to determine the profitability and success of every part of your advertising, conversion and follow-up system. This will give you the power to look into the inner workings of each ad campaign and see what needs to be improved in order to make the campaign a success.

If you aren't getting enough visitors from your ad to your website that means that you have an issue with your ad copy in your ad or you are advertising in a newspaper that just doesn't work for the product or service that you want to sell.

If you are getting enough visitors to your website but aren't getting enough of those visitors to convert into subscribers that you can follow up with over time you have a problem with your ad copy on your lead capture page and it needs to be tested and improved.

If you are getting enough people to subscribed to your list but aren't getting enough of those subscribers to buy a product or service from you or from one of the companies you recommend via affiliate program have a problem with the content and quality of your e-mails.

And if you are getting enough people to convert and make a purchase from you but aren't making the amount of income you have been hoping for you are selling a product with too little of a profit margin.

These are all things that we are going to discuss in the next session because if you have a leak somewhere in your system you need to make sure to make the appropriate changes to plug it.

You now have the power to analyze every part of your advertising system so you can see with almost x-ray vision what is succeeding for you and what is failing but now its time for you to improve the parts that aren't converting.

Section 8 – Testing, Tracking & Increasing Response

By now you have developed your giveaway, advertisements, lead capture page, follow-up system and have it all up and running smoothly. You also have your first ad placed and have analyzed the results using the formulas you have learned to make sure that your ad is producing maximum results in all areas.

If you didn't get the results you hoped for in one or more areas or if you know that your results could be better and are shooting for improving them, this is where you are going to learn how to do that.

First, let's talk about your newspaper ad. If you didn't receive many visitors to your website, this means that either your ad didn't generate enough interest or that the newspaper you advertised in wasn't the proper audience for your freebie, product and service.

How do you remedy this situation?

- 1)** You can re-write your ad and test it again in the same paper in order to increase the response. If you re-write your ad a time or two and test in the same paper without positive results, chances are that you need to try another newspaper.
- 2)** You can select a new newspaper and see how the results with that publication are. If you don't get a good response again, chances are it's your ad and you need to work on that part of the problem.

Second, if you are getting plenty of visitors to your website but you aren't converting enough of them into subscribers on your list this means that the sales copy isn't enticing them to want to part with their contact information.

To improve this you are going to want to test one component of your page at a time. I suggest you make changes and test them in the following order:

- 1)** Headline
- 2)** Call To Action
- 3)** Benefits

It's a proven fact that your headline is the most important part of your ad copy and the single most powerful factor that you can change for a move in the response of your ad.

The call to action is also a very powerful part of your ad and is the next part that you should change after testing the headline because it is what further pulls your visitors in to the ad copy and gets them interested.

Lastly you should reword and rearrange your benefits to be more powerful. Make sure your most powerful benefit is the first one listed to further pull your visitor into reading further into the benefits and down into the call to action.

If you are trying to increase response by testing new ad copy, you want to add more life to your already existing copy. Use exciting words to punch up your copy (this is probably the easiest and strongest thing you can do).

Here is a list of a few words that are exciting and get people feeling the benefits of having what it is that you are offering:

- Limited
- Exclusive
- Free
- Exciting
- Amazing
- Just Released
- Revealing
- Top Secret
- Confidential

These words give you a base to plug into your ad to make it stronger. You can use these on the headline, the benefits, the call to action, etc.

When testing you want to make sure that you only test one variable at a time because if you don't the test results will not be accurate. If you want to increase response, start with the headline first. Don't test the headline, the benefits and the call to action at the same time because if the response does go up, you won't know which element increased the response. If the response doesn't go up you are going to be further in the dark about what it was that didn't work.

So remember, only test one thing at a time!

You also want to make sure that the URL or web address that you are testing the new ad on is not getting traffic to it from past ads or any other kind of advertising because this will make your response results inaccurate. If your current domain is getting traffic, register a new one and redirect it to a page on your site but do not use the existing domain already getting traffic.

Another thing you want to keep in mind for testing your results and increasing response is that you want to setup a separate mailing list for each of your ads so you know exactly how much money the subscribers from a particular newspaper made you. This is actually very easy to do with a quality mailing list company.

As you've read a few times already we recommend the following company that offers a great service, and YES, unlimited mailing lists is one of them!

<http://www.KickButtAR.com>

This will allow you to closely gauge exact profit amounts on each set of subscribers you generate from a particular newspaper. That way if one newspaper generates a bunch of subscribers but none of them buy even after you have tested new e-mails in your follow-up sequence you can stop advertising there because it isn't profitable.

Another big tool you are going to need is ad tracking. You need to track each individual ad and every element of your sales process to see what is working and what isn't. For each ad that you place, you should setup a separate ad tracker. And for each repeat ad you place, you should setup another ad tracker. You want to be able to individually track the responses of each ad you place and each repeat ad you place so you know exact results for each ad, each time you place them.

There are plenty of great tracking solutions out there and you'll need to decide on one that best fits your needs. There are two categories that tracking software's fall into:

- 1) Remotely Hosted Monthly Services
- 2) One Time Cost Software Hosted At Your Site

With the remotely hosted monthly service you pay a monthly fee every month to use the tracking service and you don't have to install any software on to your website for it to run. Some of the benefits of this service include ease of use and constant updates to the software at no extra cost. With most monthly tracking services you will get big upgrades and new features every once and a while and because they usually have thousands of members, they can afford to implement some pretty high end features.

With the one time cost software you pay a one time fee for a software that you then install or have installed on your website server. Some of the benefits of the one time fee software is that you only have to pay one fee, one time, ever. Another benefit is that it is on your website so you don't have to worry about your ad tracking software going down like the remotely hosted service. Yet another benefit is that with most tracking software's you have the freedom of making customizations to the software any way you see fit.

You can determine which of these benefits are most important to you and pick your tracking service according to those needs and wants.

Here are two of the most reputable monthly tracking services:

AdMinder - <http://www.adminder.com>

HyperTracker - <http://www.hypertracker.com>

Here are two of the most reputable single fee tracking software's available:

Clickalyzer - <http://www.clickalyzer.com>

AdTrackz - <http://www.adtrackz.com>

Be careful to choose a service or software based on your long terms needs because you aren't going to want to change tracking services after you have a bunch of trackers setup. Doing so will make you have to log into two different tracking services or software's to compare archived data which can be a chore.

You might be asking yourself, why all this tracking?

The answer is simple, you need to be able to measure the results of the advertising you are spending money on or you'll never know accurately how profitable it is. You can't measure anything that you aren't tracking so make sure that you track all of your ads.

By tracking advertisements you can go back and compare ads that you placed in the same newspaper over time and ads you placed in different newspapers. You can see trends of increased response or decreased such as around wintertime or Christmas time.

Tracking is really the lifeblood of your business and your ability to increase your response. If you don't know what's working and when it's working, you are eventually going to crash and burn. By tacking all of your advertising you will have the ability to view the response of everything you're doing at a quick glance.

You give yourself an extreme amount of power by taking the initiative of tracking all of your ads because you can almost predict advertising results after building up a data source of advertising results.

Now that you're armed with a system to write ads, place ads in newspapers and follow up with them to make sales all while tracking all of your efforts, you are ready to see a system that will take your ad system and kick it into high overdrive. What you are going to learn in the next section is going to take your advertising and pump it up to the extreme.

The next section reveals something that will take the results that you are currently experience and multiply them by up to 100 times! I know, this sounds crazy and you may think that is impossible but I assure you that after you checkout this next section you will be fully convinced and be excited at the results you are about to see.

Advanced Section – Space Ads

You have been learning how to use classified ads to generate traffic to your websites using this simple, quick and inexpensive system. The reason that we've focused on the smaller, less expensive ads is because many of us can't afford to spend large chunks of money on huge display ads in the paper.

Once you start seeing some success with your smaller ads and start generating a profit you may want to take a step up and start trying out larger ads that can get you more subscribers faster and increase your profits.

Using display advertising can really increase your overall response, therefore increasing your overall bottom line. While these kinds of ads can be quite pricey, they will create a much faster flood of traffic to your website.

Display ads come in four common sizes.

Size #1 – Eighth Of A Page (4 Inches X 5 Inches)

Size #2 – Quarter Of A Page (6 Inches X 8 Inches)

Size #3 – Half Of A Page (10.25 Inches X 8 Inches)

Size #4 – Full Page (10.25 Inches X 15 Inches)

You can find ads in smaller and different odd sizes but these aren't usually sold by the newspaper. They are sold by resellers.

What a reseller does is buy one of the regular size blocks from a newspaper or a few of them and then breaks the ad space up into smaller various sizes to sell to people. The person obviously makes a profit doing this since they are booking a larger, more expensive ad but it could be just what you are looking for because you can pick up a display ad smaller than an eighth of a page and save more money when starting out.

Here's one that I recommend that buys large space ads in USA Today and then breaks it up into affordable smaller display ads:

<http://www.wolfenterprises.net>

Wolf Enterprises has been around for a long time. I have personally used them for display ad design for over 10 years and they provide punctual, quality service.

The final decision as to what size and type of ad you are going to want to purchase really depends on your financial situation. I firmly recommend that you start with the

smallest display ad you can find to test the waters even if you can afford a larger ad so you can test the waters and build your way up to the larger ads.

Making the jump to display advertisements is of course something you only want to do after you have used the base system in this book and have seen success with your small, classified ads first.

This will assure that you slowly work your way into display advertising a little at a time and don't lose your wallet in the process of trying it out. The good thing about getting a very small and less expensive display ad is that if it fails, you can most likely still afford to try again until you get the hang of it.

If you spend a bunch of money on a big ad in the dark without any experience in display advertising you could lose your shirt and be out of business before you even get started.

Now that we've covered the different standard sizes of display ads that you get from a newspaper and how you can get a cheaper, smaller display ad from a space reseller we'll go into how you can most effectively use the space that you now have in your display ad.

I can assure you that this isn't going to be what you are expecting when it comes to placing a display advertisement. When you think display advertisement you probably think that you need a big, expensive graphic advertisement and that's what most advertising agencies would recommend you do as well.

I'm here to tell you that if you are hoping to generate leads and get the most bang for your advertising dollar, you do not want graphics in your advertisement. You can include one small accenting graphic as an eye pleaser but you don't want a bunch of images in your ad and here's why...

In order to create the most responsive advertisement possible and generate the most traffic to your website you are going to want to use a direct response, text based advertisement.

You might be thinking "What? All text in a display ad?"

I know, this goes against all of the conventional wisdom you may have heard or read when it comes to advertising with display ads but it is absolutely accurate and proven with testing.

Your key isn't to impress someone with a fancy advertisement that has all kinds of colors and pictures. You want to give them information to suck in the people that may spend money on your related product or service so everyone that passes your ad is sucked into it and every visitor to your website is targeted to your specific offering.

Don't worry, you don't need to be a professional copywriter to do this, basically what you are going to do is use the same type of copy that's in your squeeze page with some minor tweaks and actually place it into the display advertisement.

Here is the basic layout of your advertisement...

Element #1 - Headline

Element #2 - Opening Paragraph

Element #3 - Bullets

Element #4 - Call To Action

Element #5 - URL

We will go over how to create each of these elements by tweaking your squeeze page to serve two purposes.

You could just copy the squeeze page word for word but I have found that if you just reword your text and make it seem a bit different, the readers will get even more excited about the information they are about to receive in exchange for their contact information.

This is your chance to double the "anticipation factor" with your potential customers.

Let's get right into the first element...

Element #1 – Headline

This is what is going to draw in the people that you want to hit your web page. This will be the first thing that they read and what is going to convince them to jump over to your website.

In the beginning of the book I used a book on boating as a subject for writing a headline to use in the squeeze page. This isn't going to work with our Hitch example so what we are going to do here is convert it to a headline that can be used for your display ad.

This will be good practice for you because you are going to need to do this same thing with your product and this will better prepare you for that.

Here's the original headline we will be converting...

"Why This Free Newsletter Is Going To Show You Exactly How To Have A Blast Boating Without Spending A Fortune!"

This is actually a pretty simple conversion. In order to turn it into an ad relevant to the free hitch report we will simply replace "Have A Blast Boating Without Spending A Fortune" with "Extend The Life Of Your Hitch Three Fold & Tow Safer Loads"

This leaves you with ""Why This Free Newsletter Is Going To Show You Exactly How To Extend The Life Of Your Hitch Three Fold & Tow Safer Loads".

Pretty easy conversion right?

Here's something that will pull in even more interested eyes into the ad...

Add "Attention Truck & SUV Lovers:" before the headline.

So now we have "Attention Truck & SUV Lovers: Why This Free Newsletter Is Going To Show You Exactly How To Extend The Life Of Your Hitch Three Fold & Tow Safer Loads"

The great thing about that addition is that it's extremely easy to adapt to any other subject. Let's go back to our boating example. You just add "Attention Boat Lovers:" or say you sell designer cat leashes and are offering a free report on grooming & exercise tips for your feline. You would simply add "Attention Cat Lovers:".

I'm sure this is clicking with you by now. The great thing about this little trick is that it can be done for any report and what it does is really catch the eyes of people interested in that subject.

This will of course be the biggest text in the ad so it grabs attention and pulls people into the rest of the text.

Element #2 – Opening Paragraph

The opening paragraph is what is going to hook the reader and guide them through the rest of your ad.

There are many ways that you can structure a opening paragraph but I am going to cover the way that I find the easiest and the most effective.

The best way is to ask a series of three to five questions that expose problems they may be experiencing and then tell them how they are going to get the answers via your free report. I like to actually ask questions based on the bullets, which makes this process even easier.

Read bullets 1 through 3 in the “Element #3” section below to see how these questions are being formed.

From Bullet #1 - Is your hitch rusted, cracked or covered in worn grooves?

From Bullet #2 - Do you fear you may have overpaid for your hitch and the accessories that accompanied it?

From Bullet #3 - Have you heard mysterious creaks and bang when towing leaving you wondering how safe your load is?

As you can see these questions were based directly on the bullets, which will create great consistency in the rest of the ad. Let's put them together to show you what I mean...

Is your hitch rusted, cracked or covered in worn grooves? Do you fear you may have overpaid for your hitch and the accessories that accompanied it? Have you heard mysterious creaks and bang when towing leaving you wondering how safe your load is?

Now just add the following statement after your opening paragraph:

If you have ever wondered about any of these problems this free newsletter is going to show you how to:

Then the bullets start directly below this statement.

As you can see, there are three questions that all expose problems or potential problems for Truck & SUV owners who have hitches or tow things with their vehicles and since they are based on the first three bullets that list things they are going to learn for free, they know they are getting the answers to these problems!

This is a tight psychological trick that exposes something that could create pain for the reader and then offering the solution. It's very powerful.

Element #3 – Bullets

What we are going to do now is take the exact bullets that we created for the Lead Capture page in “Section 4 – Creating Your Potential Customer Super Vacuum” and alter them so they are different from that page.

The reason for this is we want to really hammer home the great information that they are going to get for free and create that sense of loss if they don't get it.

This gives you a chance to pile on the benefits of signing up for your newsletter.

We are going to do this in a very easy to grasp, visual way. What I am going to do is simply list the bullet by number and the under it in Bold you are going to see how I changed it.

These changes can be as simple as easy rewords but it's important that you see each change and think how you can do this with your own offer.

Let's jump right to it...

1) How To Double Or Even Triple The Life Of Your Hitch Quickly & Easily!

Quickly & Easily Extend The Life Of Your Hitch By 200%!

2) The Secrets To Saving Money On Your Hitch Purchase & Accessories!

How To Save Loads Of Money On Your Hitch & Hitch Upgrades!

3) How To Make Your Loads 84% Safer When In Tow At No Cost!
The Secret System That Guarantees Your Loads Are Towed More Safely!

4) Secret Rust Prevention Techniques That Are Cheap, Easy & Fast!

How To Make Sure Your Hitch Doesn't Rust Or Erode At No Extra Cost!

5) Why Hitches Break Loose & How To Make Sure That Never Happens To You!

A Simple Preventative Trick That Locks Down Your Hitch Much Tighter!

6) How To Evaluate Your Tow Load To Make Sure It Falls Within Your Vehicles Limits!

Easy Ways To Precisely Check Your Truck Or SUV's Load Limits For Complete Safety!

As you can see, the simple changes to the bullets are something that anyone can do. Basically all you have to do is reword the bullet in order to make it sound a little different. You don't need to come up with a new bullet that focuses on a new benefit because you want to emphasize the same benefits.

When your visitor comes to the site, you are trying to re-emphasize what you already used to get them to the site. Why do you want to do that?

Because if your ad got them to the site, it was effective at getting them to take action and you can use that same ad again in different wording! There's no reason to try and create a completely new ad if you already have one that is working.

What the re-worked ad is meant to do is to further instill the benefit they will get from the freebie that you are offering because you know they already want it.

Element #4 – Call To Action

Once again, you don't need to reinvent the wheel here. Rewording your already created call to action will work perfectly. You need to remember that you still need to firmly command your visitor to take the action that you want them to take.

Don't let the fact that you are recycling your old call to action allow your call to action to become limp and watered down. It needs to be firm, sharp and tell your reader exactly what they need to do.

Below you are going to see the old call to action and below it in Bold you will see the new, reworded one...

Go Ahead And Enter Your Name And E-Mail Address Right Now And You'll Get Instant Access To Your Free Hitch Secrets Report!
To Get Instant Access To Your Free Report, Simply Drop By The Following Web Page And It Will Be Immediately Sent To You!

Element #5 – URL

This is pretty cut and dry. Please remember to read the "A Quick Word On Domains" in Section 3 – Crafting Your Eye Catching Ad and follow that advice to a "T".

I also want to make sure that you list your complete web address because some people use different web browsers and if your domain isn't typed in it's entirety, it won't load your web page. Don't assume that everyone knows to add http to the beginning of your domain without you telling him or her.

If your domain is myhitchdomain.com put it in your ad as:

<http://www.myhitchdomain.com>

This will prevent anyone having problems loading your web page because they didn't know to put http or www in front of the web address.

Now that we've gone over all of the elements of your advertisement, let's put it all together into a completed work. Flip the page to see the completed display advertisement.

"Attention Truck & SUV Lovers: Why This Free Newsletter Is Going To Show You Exactly How To Extend The Life Of Your Hitch Three Fold & Tow Safer Loads"

Is your hitch rusted, cracked or covered in worn grooves? Do you fear you may have overpaid for your hitch and the accessories that accompanied it? Have you heard mysterious creaks and bang when towing leaving you wondering how safe your load is?

- Quickly & Easily Extend The Life Of Your Hitch By 200%!
- How To Save Loads Of Money On Your Hitch & Hitch Upgrades!
- The Secret System That Guarantees Your Loads Are Towed More Safely!
- How To Make Sure Your Hitch Doesn't Rust Or Erode At No Extra Cost!
- A Simple Preventative Trick That Locks Down Your Hitch Much Tighter!
- Easy Ways To Precisely Check Your Truck Or SUV's Load Limits For Complete Safety!

To Get Instant Access To Your Free Report, Simply Drop By The Following Web Page And It Will Be Immediately Sent To You!

<http://www.myhitchdomain.com>

Advanced Section – How To Design Your Own Simple Yet Highly Effective Space Ads

If you've made it to this section, I want to congratulate you because you've shown more motivation and dedication to the financial future of your business than 99% of other business owners.

I'm willing to bet that you are extremely excited about what you've learned and are ready to make things happen and take the plunge into this great opportunity to advertise your business. The greatest part about this is that you don't have to spend an arm and a leg to do it. Granted, this section covers using more expensive tactic (display advertising) but the beginning of this system is so affordable that anyone can afford to get started.

In this section we are going to go over how to create a display ad. One of the most expensive things required in display advertising is actually having the display ad designed. There are companies out there that charge thousands upon thousands of dollars on designing a display ad.

These companies will also create you an ad that is packed full of graphics and try to make it look all flashy. We aren't trying to create a flashy ad. In fact, I am going to suggest that you don't have any graphics in your ad at all! Why shouldn't you include graphics?

Graphics take up valuable space that could be used for words! The truth is, a snazzy graphic, no matter how nice it is, will not out pull a powerful well written set of words.

This is why I recommend that you use your entire space ad for text only. You can convince more people to visit your website with a powerfully written ad much more effectively than you could with a bunch of graphics.

While some graphics may look nice or catch your eye, you are trying to pull in targeted people that are interested in precisely what you offer which is why you want your headline to attract people that may buy your products. If you get 10,000 people looking at a snazzy graphic but they aren't interested in what you are selling, it doesn't matter that they all looked at your ad. If you get just 1,000 people to look at your headline because it expresses something of interest to them you will get a much better response and more visitors, subscribers and sales.

The key here is to attract the type of people who have direct interest in your product or service whatever it may be.

Another reason that using all text in your ads is a good idea is because it looks more newsworthy. Most of the articles in the paper have no graphics and this is what makes them attractive to people. Most people who read the paper are reading for news, not for ads. In fact, most people who read the paper have learned to block out ads. This is why you should try to make your ad look like an editorial or an article.

If you catch people's attention with a headline first, that's the first sign of an article and will get more attention from high quality prospects.

Today you are going to learn how to create an ad using a free tool that comes automatically with windows! This also assumes that you have feature rich word processing software. This tutorial was created using Microsoft word so you may need to figure out how to do certain functions mentioned within your own word processing software if you aren't using Microsoft Word.

The greatest part is it will cost you nothing and is very easy to do. You can forget about those high priced design firms and long waiting time to get an ad made.

To make things easy on you, I have included a template that you can use in Microsoft Word format, which already has all of the fonts, design and borders in place. It even has the mock ad for the Hitch business we have been outlining throughout this book so you can just go in and change the ad to fit your business and presto, you have an instant ad.

Here's what the ad looks like:

"Attention Truck & SUV Lovers: Why This Free Newsletter Is Going To Show You Exactly How To Extend The Life Of Your Hitch Three Fold & Tow Safer Loads"

Is your hitch rusted, cracked or covered in worn grooves? Do you fear you may have overpaid for your hitch and the accessories that accompanied it? Have you heard mysterious creaks and bang when towing leaving you wondering how safe your load is?

Quickly & Easily Extend The Life Of Your Hitch By 200%!

How To Save Loads Of Money On Your Hitch & Hitch Upgrades!

The Secret System That Guarantees Your Loads Are Towed More Safely!

How To Make Sure Your Hitch Doesn't Rust Or Erode At No Extra Cost!

A Simple Preventative Trick That Locks Down Your Hitch Much Tighter!

Easy Ways To Precisely Check Your Truck Or SUV's Load Limits For Complete Safety!

To Get Instant Access To Your Free Report, Simply Drop By The Following Web Page And It Will Be Immediately Sent To You!

<http://www.myhitchdomain.com>

A Note On Using Color

Some of you may want to use color in your ads. I don't recommend using any color in your ads because it makes them look like ads. You don't see any of the newsworthy articles in the paper using any color in their text. I recommend using bolding because that makes text stand out without using color and you'll notice that your template has pre-inserted bold portions.

If you do insist on using color I wouldn't use it anywhere but in the headline. I say this because if you are going to use some color it should be to the headline which has the sole purpose of catching the attention of your potential customers and getting them to read further. Other than the headline, you should not be using color.

I have actually seen ads that have only the text "Order By Calling This Number" in red while everything else in the ad is black and white. This just screams "I want some of your money now" and will push away many more people away than it will pull in. With an ad like this, most people will see the red "Order By Calling This Number" text and never read the headline or any of the ad because they are being sold right away in their eyes.

You need to keep the focus that your ad is not to sell anything to the person reading the newspaper. You want to find people that have interest in the type of product or service you sell by offering a related freebie to get their attention.

There should be no mention of something for sale until after they have signed up for your e-mail list.

When people read your ad they should get a feeling of excitement about a free report, article or several day e-mail course they are about to receive with no strings attached.

The same feeling should be conveyed in your lead capture page at your website.

Only after you have collected their name and e-mail address AND delivered some quality content for free should you offer anything for sale. Some people get over anxious and want to sell right away.

I recommend waiting for two weeks before mailing them an ad for your product or service. If you mail them right after they get the content, they may think "This was all a ruse to get me to buy something" and they may unsubscribe on the spot.

Advanced Section – Taking Small Success's And Multiplying Them Big Time

This section is meant for the person that has taken this system and started using it with success. While short, this section shows you how to dramatically increasing your income.

In using the strategy outlined in this section, I am assuming that you have already progressed through the system with classified ads to start and slowly working your way

up to display advertising. You should also have a nice collection of response data that you can analyze to see which publications are the most responsive for you.

I feel a little bit ashamed to admit how easy this portion of the course is but it truly is extremely simple, short and easy to do.

You already have successful display and classified ads running so the next step is to multiply your efforts.

What do I mean by this?

I mean that you need to place more ads. I know, you're probably thinking "Duh, that's common sense man!" But the truth is, some people get this wrong.

Some people see a little bit of success and then go all out and drive their entire savings into more ads. You need to have a record of success before branching out in a big way. This means you should have at least two classified ads and two display ads that are consistently turning a profit for you and with the testing and response increasing strategies that you learned this shouldn't be hard.

You then want to slowly start placing more and more ads in more and more papers. But the most important thing you need to remember is this...

Never buy advertising unless you are buying it out of profit.

What does this mean?

This means that before you start pumping out loads of ads all over the country in loads of different newspapers, you need to make sure that you have the "free" money available to purchase that advertising.

What is "free money" you might be asking. When I say free money I am referring to profit that you have generated from your previous ads. This means that when you diversify and starting advertising on a larger scale in more newspapers you want to pay for those ads out of the profits of other ads.

This does some very important things for you.

1) It will make sure that you don't lose anything directly out of your bank account. Sure you will be losing money but it won't be your house payment or car payment, it will be money you never actually had "in hand".

2) It will keep you grounded. By only placing new ads out of current profits, you are protecting yourself from thinking "okay, I have a winning ad, time to mortgage the house and place a thousand ads". After getting a winning ad it's easy to get into that mode off

thinking but the truth is it isn't realistic. What is successful in one or even a large number of papers may not work in other papers. That's what's important to carefully test and track each ad so that if it isn't profitable you can drop it.

3) This will give you the ability to individually analyze each advertising campaign and make sure that it's profitable before moving on to the next one.

Now, don't get me wrong, some may interpret this as me saying not to place more than one new ad at a time. While I do advise that in the beginning, it isn't required once you get your feet wet and have a few successful ads running. Place as many ads as your current profits allow you to without dipping into your personal funds.

You need to be conscious of what can be deadly when it comes to diversifying your small successes into a huge advertising campaign all over the nation in dozens or hundreds of newspapers. Once you are buying advertising on such a large scale, it can be incredibly tempting to take advertising offers and discounts that you see available.

You need to make sure that you aren't putting your personal assets or all of your savings on the line because that could result in disaster. The truth is, advertising is a gamble. While testing, tracking and closely monitoring your ads and results can give you a huge edge on everyone else and increase your odds of success, you can still lose it all the next day.

Don't get me wrong, I'm not trying to discourage or scare you. What I am trying to do is make sure that you are clear that advertising is a risk and that you need to make sure that you don't put the well being of yourself and your family on the line. Make sure you have a nest egg that is never touched and safe.

A Note On Keeping Focus

Now that you are placing more ads in more newspapers and multiplying your success it's important that you keep your focus. What I mean by this is that you need to make sure that you don't slack off and stop monitoring your results.

This is a vital point when it comes to spreading your advertising reach to more newspapers at more cost because with all the buzz going on around you with all of the new ads, it's easy to neglect your analyzing of your results.

This can and has resulted in disaster for many people who have gotten lazy. If you fail to keep track of your response rates you can lose your success as quick as you gained it.

Doesn't it make sense that you invest the time checking on your results now that you have enough success to start spreading your advertising everywhere? This is the deciding factor between success and failure. The person who continually monitors

everything they are doing and keeps close track of every advertising dollar is the person who sees their business explode.

Make sure you understand this because if you keep tabs on what's going on in your advertising efforts your business will grow at astronomical rates. Think about it, your going from just a few papers to dozens and eventually hundreds which will multiply your income by dozens or hundreds of times!

Here's a quick and efficient system for taking your advertising across more newspapers and being safe and precise while doing it:

- 1)** Determine how much profit you have available to place advertising in addition to your already running and successful ads. This means you use the profit calculations you learned in a previous section and determine your profit. You then place as many ads as your profit permits you to place.
- 2)** Make sure that you follow the advise to setup a separate domain for each ad, a separate tracking link for each ad and a separate mailing list for each ad.
- 3)** Closely monitor and analyze the results of the ads that you've placed while making sure to give the ad 14 days after it stops running before you calculate and final profit calculations. Make sure to keep close tabs on your current successful ads to make sure that they are still pulling a profitable response.
- 4)** After the two weeks have passed, use the "Analyzing Results & Determining Profitability" section to help you determine all of your results and profit calculations.
- 5)** Start back at step 1.

This is the simple cycle you can use to take your advertising reach all over the nation across hundreds of newspapers without spending any money out of your own bank account and while making sure that you get every last penny you can out of each ad.

This system is simple but important because if you get lazy and stop tracking, testing or analyzing profits, you could lose your shirt. The great thing about this system is that after you get used to testing, tracking and keeping track of all of your advertising campaigns it will start to come as second nature.

If you use one of the tracking solutions that I recommended you will only need spend a few minutes each day looking at your ads and analyzing the campaigns. Many of the software and monthly services I recommended even have system to help you automate your profit calculations so you can just log in, click a button and see all of those calculations in just seconds, no math required.

Even if you do need to do the calculations yourself, it will take only seconds for you once you've done it a few times and it will eventually become enjoyable because you're seeing how much money you made!

A Note On Ads Losing Steam

Now, you may find that you are getting a great response from a particular group of papers over the course of a couple of months and you think that you don't need to monitor the results anymore because that ad is working every month.

This is one of the biggest and most costly mistakes I've seen people that advertise in newspapers make. The truth is, newspaper ads lose steam over time.

You see, a newspaper only has so many readers and only so many of those readers are ever going to be directly interested in what your headline offers them. There will come a time when you reach a saturation point with any advertisement. I have seen ads run profitably for years but the average and much more realistic number is about 6 months.

Don't worry; I know that you're thinking "Great now all of my ads are worthless!" This isn't the case at all; this just means that you need to find new papers to place those ads in once they lose steam.

This also means you just have to use the template you already have with this course to create a new variation of your ad to capture more of the audience who may have missed your first ad. Simple enough right?

Just follow the steps you learned in the previous section on creating an advertisement and create another ad.

Now you will want to make sure that you test your ad just as you did with the ad you are now replacing to make sure that it's effective. If it isn't do some testing, tweaking and measure the response until you get it to where you want.

A great tip to make creating the ad easier is to take the ad that you are replacing and just reword each part of the ad. This keeps the content, flow and subject matter of the ad the same but does it with different wording which may help keep your response the same.

Whatever you do, make sure you test. Don't think that just because you have a successful ad you can write another one and throw it out to dozens of newspapers. You want to test it in one paper first and as you see a profitable response, slowly roll it out to more papers.

Here's a great little trick the newspaper advertising pros never share. You can take the ad that has lost steam and stopped being profitable and run a new ad for six months and after that ad loses steam, you switch the old ad back and run it in the paper. Every publication gets new readers and people who saw your ad before and ignored it may be intrigued this time.

This is what we call "Recycling An Ad" and it works like crazy. It's proven that when people read the newspaper they develop the ability to ignore or "block out" ads that they see on a repetitive basis. The great thing about recycling an ad is that it breaks their pattern of ignoring it. The ad is gone for 6 months or a year and then comes back and they will be much more likely to look at it because it's something they recognize but don't know where they recognize it from.

To take this whole system even a step further to make creating ads easy and less frequent you can just rotate ads once you have a few to work with. You can do this for years and never have to write another ad again.

All you have to do is create a few sets of ads (I recommend having at least 6 classified and 6 display ads) and when one starts declining in response, simply replace it with one of your ads. This doesn't mean that you just write 12 ads all at once and "call it good". You need to have 12 tested and proven ads to work with or this rotation system will not work and you may end up losing a lot of money.

While it may take a while to build up a collection of 6 classified and 6 display ads that are proven profitable and responsive, it will serve you in making things much more easy on you in the future. And to be honest, with the simple system you have here in the templates, testing and tracking tricks and analyzing tactics, it should be easy and fun to do.

By using this simple rotation system you should never have to write ads again after creating your initial portfolio. Once you get to this point and slowly extend your advertising campaign all over the country you will only have to monitor the results of your campaigns to make sure that they are still producing profitable results.

With that being said, you have completed this systems from the simple beginnings to learning the more advanced and profitable techniques for making newspapers super profitable for your website.

You have every little part of the system you need and you have no reason not to have a flood of traffic at your website by using these secrets in advertising.

Start from the first section and slowly move forward.

Conclusion – Get Moving

Now that you are here you have completed learning this system for creating a fortune with your website entirely through the use of newspaper advertising. You have gone from the simple steps of creating an ad from a pre-made template and have learned how to select a newspaper to place your first ad in.

You are armed to the teeth with the tricks of the trade at converting your visitors to your website into subscribers and turning those subscribers into lifetime customers who enjoy receiving your e-mails and love buying from you.

You also know the secrets to tracking, testing and analyzing all of your advertising and how to use that information to increase the response of your ads.

And most importantly, you know how to take your little ads to the next level and multiply your profits by dozens or even hundreds of times if you choose to do so.

You have also shown incredible discipline and motivation in arming yourself with powerful information that can power your business well into the distant future.

One thing that gets many people before they ever have the chance to succeed is procrastination. I know that only a small percentage of the people who buy this book will actually read it and even a fewer percentage of those who do read it will ever apply it.

I hope that you are the person who is going to take this system and run with it. I hope that you are going to create a huge income for you and your family.

The easiest way to make sure that you take action and actually do something with this system is to get up right now and take a step in the right direction. I want you to take a step in the direction of making this system profitable for you.

I don't care what step it is. Go write an ad. Go register a domain name for your first ad. Select your first newspaper that you are going to place your ad in. Go research e-mail list management and ad tracking solutions and sign up for one or buy software to aid you in analyzing your results.

Whatever it is, get up, get moving and take a step towards making your financial dreams a reality. It's a fact that if you just take a step, no matter how small it is, towards your goal, you have a much higher change of actually making it a reality.

That's the difference between those who act and those who don't. People who are procrastinators think about what they want and think about what they need to do. People who take action make a quick first step in the direction of what it is they want which causes them to move toward it quickly.

So which person are you going to be?

We both know that you are capable of doing everything in this system one step at a time so get moving and do it! This system has been arranged in a way that teaches you how to make a fortune in a progressive, simple manner.

Sure, there are advanced strategies but you are only exposed to those after you have completed the simple first steps of this system. After you have completed the first steps in this book you will have the knowledge to move on to the next section.

That's the way this book was created, to teach you things one step at a time in an easy, soft and fun manner.

There's no reason that you can't take a simple action toward making this system work for you right now.

I urge you to take your success and financial future in your own hands and complete a step right now. If you need help or have a question or comment, please don't hesitate to contact me because the number one thing that I want is for you to make all of your dreams come true.

If you've read this whole book all the way through before completing any of the steps I realize that you may feel a little bit overwhelmed and may even think that it's over your head but I want to assure you that it truly isn't.

If you'll just go start at the first step and complete each step as it's presented, you will get all the way back to this conclusion without hassle. Sure you will learn some new things and will learn how to measure response and more about creating ads but you will not meet anything that you can't do.

So get moving and take the first step towards the financial future that you know you deserve. As Zig Zigler would say- I'll see you at the top.

To your success!

Liz Tomey
<http://www.TomeyMarketing.com>