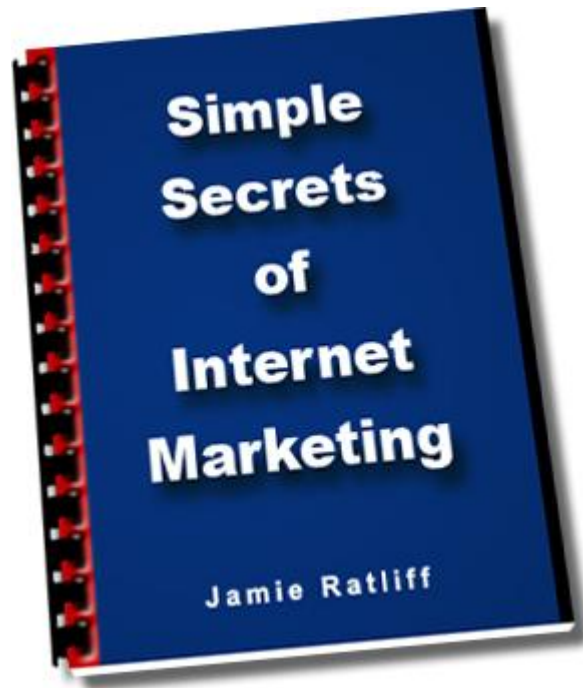


Simple Secrets of Internet Marketing

**Forget Complicated Techniques
And Just Do What Works!**



Presented By Jamie Ratliff

You have giveaway rights to this report!

Copyright 2008 Jamie Ratliff
All Rights Reserved

LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

Inside This Report

- Introduction
- Secret #1: Quit Wasting Money
- Secret #2: Use a Link Cloaker
- Secret #3: The Simple Plan
- Secret #4: Resell Rights Products
- Secret #5: Offer Bonus Products
- Secret #6: Use Viral PDF's
- Secret #7: Build Your Customer List
- Thank You

Introduction: Can It Really Be Simple?

I already know what you are thinking; this is another one of those guides that promises to show you how to make \$200 a day with Clickbank and Adwords right? Well, it's not. I decided to just create a short, straight to the point guide that allows you to get started with Internet Marketing within a very short timeframe, and it doesn't rely heavily on Adwords or Clickbank. If you have spent thousands of dollars on products that failed to deliver, I know how you feel. I have done the same thing, and it was time, money, and testing that I finally figured out what works and what is a waste of hard earned cash. When I share the information below with others, they are usually wondering where the "gotcha" is. You know the \$1500 training course you supposedly need to take? Well, you won't find it. These techniques are simple, and that's the point. It doesn't take thousand dollar software or an extensive training course to actually make money online. It just takes a few tools, time, effort, and testing. I hope these "Simple Secrets" will help you finally get on the track to profits.

Secret #1: Quit Wasting Money

Yes, you heard me, quit wasting money! If you are buying ebooks, special reports, special offers, and other material that you are not using, don't understand, or don't need; it's time to S-T-O-P. Does that mean you won't need to spend any money? Of course not, any business requires some investment. But, it means that you spend money on items that will have a direct effect on your ability to make sales. No more spending hundreds or thousand every week trying to find the magic bullet. It doesn't exist anyway, so stop wasting money trying to find it!

Secret #2: Use a Link Cloaker

I am simply amazed when I get an email these days and someone has used an affiliate link that is not cloaked. Not only does it scream "Affiliate Link", but it looks unprofessional in my opinion. I see blogs and websites all the time that feature raw affiliate links as well, and I often wonder how many sales they lose just due to the link issue. It is in your best interest to at least make an effort to cloak your affiliate links and make your links look more professional. Although you can spend up to \$97 on a link cloaker, you honestly don't have to. There is a great package called the [Hot Link Cloaker](#) that will make link cloaking and link management much easier. The price is under \$30, and the software is well worth it. They offer an online demo as well, so you know exactly what you are getting.

Secret #3: The Simple Plan

I like to keep things as easy as possible, and I have found that my plan below fits almost any small project that I have. I have many sites that make me money every month using this system. This plan focuses on the principle of keeping things simple.

Step 1: Decide on a product or idea (or get rights to it – covered next)

Step 2: Buy a domain name that reflects the product name or idea.

Step 3: Buy [website hosting](#) if needed.

Step 4: Create a website just for the products or use templates (if provided).

Step 5: Implement a solution such as [Rapid Action Profits](#) to accept payments and automatically deliver the product while also offering an affiliate program. You may also consider using [Instant Member](#) for your site.

Step 6: Write a few articles on the topic of your product and submit to GoArticles or EzineArticles.

Once you have started making sales and have tweaked the sales page to get a decent conversion ratio, then you can move on to the next project. The principle here is to finish a project before starting the next, Even if this project is only making \$100 per month, it is at least making money, which is an important start. Imagine if you had 5 of these, or 10 of these. It sounds small at first, but making \$100 on multiple websites every month adds up to some serious money quickly.

Secret #4: Resell Rights Products

I have belonged to quite a few membership sites in the past that gave you new products with Resell Rights every month. Although some were pretty good, it took me a while to find one that was great. The only resell rights site I now spend money on every month is [Unselfish Marketer](#) and of course I own [Niche Products Reseller](#). Once you join and see the massive product list, you will see why I simply do not need other sites. Many of the products I get with my membership are products that I may have paid full price for! This truly is the best membership site I have found, and I have saved a ton of money just by spending \$47 per month.

Secret #5: Offer Bonus Products

For a long time, I had a standard thank you page to allow for people to download my products. I soon learned that if I put a bonus on the thank you page, such as a rebrandable ebook, most people will appreciate the extra gift. I also feature a suggested product on the same page with a similar product they should check out. I do not use pushy tactics or techniques in this process. After all, they are already customers. I did this manually for a while, but it was very time consuming. I now use a system called [My Bonus Products](#), and they have a free account membership that you can use within minutes. Don't underestimate the power of this!

Secret #6: Use Viral PDF's

Viral PDF documents are usually short reports or guides that allow affiliates to rebrand with their affiliate links. I use this technique all the time, and it works great. It does require a few tools to create a Viral PDF, but they are relatively inexpensive and you only have to buy the tools once and you can use them to create unlimited documents. The first thing you need to do is create a PDF. I have used a number of tools for this, but primarily now I use [eDocPrinterPro](#) to create the initial pdf because it seems to work better in regards to retaining the links and formatting, etc. Once the pdf is ready, I use [Viral PDF Silver Edition](#) to make it rebrandable.

Secret #7: Build Your Customer List

I know you have heard the same thing I have – The Money is in the List! Well, it is true, and there is no better list than a list of people who have bought from you before. There are a few major services that offer these types of services, and I personally use [Aweber](#). They have an easy to use interface and I have not had any issues with their service. Now, when you combine something like Aweber and the Rapid Action Profits software I mentioned earlier, you have a very powerful sales tool that builds your list automatically for you! Imagine every time you make a sale on one of your sites, they are automatically added to your customer list. Now that is powerful stuff! If you do not have your customers name and email, you really have no way to follow up with them later. So, since you know they purchased a particular item, you can then offer them other products that compliment the product they already purchased from you.

Thank You

I know this short guide may seem really simple, but that was the point. I wanted something that you could read in just a few minutes that would give you a basic idea of how I and many others make a living with Internet Marketing. Hundreds of people enter this market every day, and very few actually make any money. Most simply jump from one “miracle” product to the other hoping that “it” will be the one. I hope you now realize there is no “it”. The only thing you truly need to succeed, you already have, and that is you!

Wishing You the Best Success,

Jamie Ratliff



Be sure and get my monthly report called Internet Marketing Strategies Monthly. It is available via my blog at <http://www.jamieratliff.com>.

For the most recent report, send a blank email to:
monthlystrateg@aweber.com

