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## About the Author



Rafael d Jesus Ferreras Castillo is an entrepreneur living in who loves sharing knowledge and helping others on the topic of Internet marketing and self-improvement, I am the host of this book

I am passionate person who will go the extra mile and over-deliver.

Rafael d Jesus's words of wisdom:

*"I think all we can succeed in any stage of our life, if we can believe and put our trust in Jesus, and that we can in everything, that strengthens us."*

If you would like to learn more from Rafael d Jesus Ferreras Castillo,

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# Introduction

Everyone, or at least every one among us, knows just how important it is to build a list of e-mail addresses for a good Internet marketing. Now, many budding Internet marketers today make the wasteful mistake of overlooking their single most powerful tool - the list of e-mail addresses they have compiled.

Think about it. You already have the e-mail addresses of the people who may be interested in what you have to offer. So why not sell them related stuff via those e-mail addresses? They gave you the consent to use them for communication, after all. Of course, you should know your limitations too, but that's another discussion altogether.

Of course, you don't just come up with a list of e-mail addresses. It takes time and the consent of the people. That is where this book comes in. You are holding, in a manner of speaking, the guidebook to a better Internet marketing business. This will help you build your list via various techniques, detailed across 77 tips.

Well then, now we can get started. A lot of these techniques are what you might think of as different tools in the Internet marketing toolbox, but remember that the tool is much more effective if used in a certain manner. Without further ado, let's kick off with tip number 1.

# Top 77 Tips

## Tip Number 1: Blogging is king.

More precisely, regular blog posting is king.

Starting a blog of your own can be easy or difficult, depending on how you go about it. The hard way would be to start one from scratch using good old web page coding - which is more trouble than it is worth really. The easy way is to use some sort of automation in the set-up. WordPress is one such tool of choice. It works on plug-ins and templates, so you can create a customized look without the problems that go with all the coding that you would need otherwise.

If you can post a blog entry once a day, then you are doing well enough. That means that you will be generating leads and adding to your list every day.

## Tip Number 2: Stay relevant.

Whether you are posting blog entries or sending e-mails to the addresses on your list, you need to stay on topic - that is, maintain focus on the very thing that got people interested in you in the first place.

When you stray too far from the topic of interest, people will start skipping over what you send them. Later on, they will start marking your messages as spam, and you can kiss their patronage goodbye.

It's okay to make a few side mentions, but overall you need to stay on track.

If you do mention something on the side, make sure that it is easily skippable without destroying the essence of the whole. Using proper paragraphing can achieve this effect. Additionally, inserting these extra bits in footer sections can work too.

### Tip Number 3: Make a proper squeeze page.

A squeeze page is a simple straightforward web page built with the intention of getting the visitors to give you their e-mail addresses (an action known as "opt-in").

Remember that the squeeze page is not a page for selling your products. What a squeeze page does is "squeezing" the e-mail addresses, and not money, out of visitors. Therefore, you can save the actual links to sales and purchases for later. All you need to put into a squeeze page is the premise of your service, and a little bit of pre-selling. Think of it as posting the headlines and first few lines of the newspaper.

### Tip Number 4: Skip the video on squeeze pages, or people will skip over you.

Why is this so, you ask? Isn't video a good way of generating leads and convincing visitors? Well, yes, but think about where you put it!

The fact is that most people who visit your squeeze page and opt-in



are the impulsive type. That also means that they are not exactly patient. Even with high-speed broadband that is available nowadays, people still do not like waiting for anything to load if they are not sure they want it.

By keeping your squeeze pages free of videos, you will allow it to load quickly and cleanly. Your visitors can get to read the salient points right away, and they will opt in while their attentions are aflame.

## Tip Number 5: No heavyweight effects on your squeeze page

In addition to keeping videos away from your squeeze page, you should also avoid media that consume high bandwidths. Sounds and music are definitely out, since they will hold up the loading process. Make sure to trim and compress images that you use on your page. Don't bother with flashy Flash effects.

In any case, smarter users do block media from untrusted sources, so your special effects are simply left out. As such, you should just stick to text and graphics, so you do not lose any impact.

## Tip Number 6: Use video in your posts!

YouTube has made publishing videos of yourself a breeze, and it is free. This means you can get a stronger connection with your audience without paying an additional cent!

Adding videos to blog posts makes them more capable of making an

impact, especially if you have some good looks. Some people prefer to read, others like to watch and listen. By including a video in your well-written blog posts, you can generate leads from several types of people. Make sure to make yourself presentable before going on-cam.

## Tip Number 7: Video responses are cool

Another application of videos in marketing blogs is as a means of responding to the most important questions. It makes your followers think that you really do care about what they think and ask - and you do, considering the effort you took to post videos for them.

Picking out the questions that matter most is the tricky part. It is unlikely that you will be able to answer all the questions when your following grows beyond a certain point. Additionally, you should discuss only questions related to the main topic, and relegate questions regarding problems about site features (like glitches) to text responses.

Another way that this could work in your favor is that your responses generate traffic and boost your popularity. Then, people who aren't following you will check out the videos, and if they like what they see, they'll check out your other videos, and it snowballs from there.

## Tip Number 8: RSS is your BFF

RSS is usually expanded as "Really Simple Syndication" and it really is simple. The idea of using RSS is that it can publish your media to any RSS reader "tuned in" to your feed. That means that when you post

something, whether it is a text blog entry, a video, or an audio podcast, then those who chose to receive RSS data from you will get an update on their RSS readers. It's like they get a personal notification every time you put something up online.

## Tip Number 9: You can substitute audio for video

Speaking of podcasts, audio is a viable substitute. If you are not quite confident about your looks, or want to keep your online footprint as small as you can, then going with audio instead of video may be the solution. It helps to have a good voice, but the most important advantage of audio over video is that it consumes less space and can therefore be downloaded more quickly. There are some things that you can't do with audio, but it does have many of the communication capabilities of video.

## Tip Number 10: SEO is FTW

SEO stands for "Search Engine Optimization", a set of ideas and procedures meant to shape search engine traffic to your benefit as an Internet marketer. In theory, you will fix your webpages in such a way that search engines (like Google and Yahoo!) will favor your site and feature it higher among results for relevant searches.

In practice though, SEO is pretty complex, and will have to be discussed elsewhere. It is also constantly changing, so keeping up is pretty tough, but the payoff is well worth the trouble.

## Tip Number 11: Stay human, get human attention

Inasmuch as you are running or starting up an Internet marketing business, you need to remember that people are not leads; they are people. If you do not approach them with the intention of helping them, they will not be likely to bother noticing you. Remember that you are dealing with human beings. Be fair, be helpful, and be human. It will be that much better for you and for everyone in the end.

Helping does not mean that it has to be free, but the fact remains that you are offering something that can make life easier for your audience.

## Tip Number 12: Freebies, freebies!

Everybody loves free stuff, as long as you're not pushy about it - then it becomes suspicious. Whatever type of business you have, it pays to give some stuff or services away. Whether it is a regular freebie or a periodic blowout, there must be something you can give away to people.

Many marketers give away free stuff when people sign up. At times, there are also free items or samples with no obligation to register. Tempting visitors by giving them a taste is as old a marketing strategy as marketing itself. If the visitors are suitably impressed, then you can be quite sure that they will opt into your list.

## Tip Number 13: Tag team!

One way to get a leg up in Internet marketing is to give a hand to other

marketers. It makes sense, as long as you both keep your respective ends of the bargain. There are many ways to apply this cooperative principle, and we will discuss them across several tips. The first would be to feature links to each other's webpages under a "related info" or similar section on your homepage. If you do not deal in the same type of product or service, then the section can be labeled something like "Friends", "Partners", or "Other Cool Stuff".

### Tip Number 14: Tag team tactic: follow-up!

This is an interesting tactic when it comes to making sales. For example, you finish a transaction with a customer. At the receipt page, you insert an offer for a friendly competitors' product or service. If you do make a sale, you can get a commission from your competitor, and he can do the same for you. It generates leads both ways! The best part is that you do not even have to be offering the same type of goods or services!

### Tip Number 15: Tag team tactic: big blowout!

Small giveaways do create buzz, but not as much as big blowouts, right? Well, you can team up with other Internet marketers to organize some sort of event with free giveaways, whether online or in meatspace (the "real" world). It creates buzz for all of your marketing businesses, plus it has a bigger profile and presence. This produces leads in many ways, and also helps you make friends and partners.

### Tip Number 16: Tag team tactic: sponsor!

Sponsoring local bands, sports teams, or other such public entities is a

great way of boosting your presence, but it can be a bit tough to come up with some reasonable amount. Teaming up with other interested Internet marketers can make it easier for all of you to get the word out without paying through the nose.

## Tip Number 17: Facebook, MySpace, and other page-based social networks work

These social networking services are great because you can do a lot of different things on them. Still, if the point is to build up your list, you have to remember to make it interesting, especially towards the target audience.

Don't just add people willy-nilly. Pick out the ones with interests related to what you have to offer, and build a network on the people who are interested. It is much more efficient and synergistic in some ways.

## Tip Number 18: Microblogging services like Twitter, Plurk, et cetera

The micro format is actually pretty useful. In fact, if you sue it right, you can use this to get some real-time leverage for your business.

You can use the framework to drive people to your squeeze page, or use it to make announcements of new blog posts. Of course, at its core you can use it to meet new people who are interested in the goods or services that you can offer.

## Tip Number 19: Article marketing articulates your page and the casual readers

Writing articles and submitting them to various sites across the Web can make a big positive impact on your business. In fact, you can use these articles to entice people who may have had only a passing interest in what you have to offer.

Of course, it is important to have decent writing skills. It is not just about spelling and grammar. You also have to have a way with words that either overrides reason or steers it towards your direction. In other words, your charisma in writing is an essential element for this tactic.

## Tip Number 20: Forums can enclose, stimulate, and multiply your followers

Internet forums are great because people can converse (not in real-time) by means of posted messages. That means other people can read what's been going on and make their own comments.

You can join forums and dive into related threads or start new topics. Better yet, you can start up your own forum! It doesn't take much - just a Web host and an automated forum website builder.

Forums are not just for discussing matters with members. They also make great places to meet people, and more importantly, meet people who are already interested in the *raison d'etre* of the forum.

## Tip Number 21: Joint ventures in lead generation?

You bet! Joining forces may be quite common in Internet marketing activities, but it is not so in lead generation. This is a shame, since it can work very well for lead generation!

For example, you have a list of people that you e-mail regularly and they have not bought anything from you. Why not try selling them another marketer's products or services? You can generate leads for your ally and they can do the same for you. It can generate traffic both ways, which makes it all good in the end.

## Tip Number 22: Ning.com is a major social networking system

Though it may not have as large a following as the near-legendary Facebook, Ning is great because it provides the framework to start up social networking pages on any topic of interest.

The idea is to set up the network and the premise, and watch as people join and get each other fired up by talking about the topic of interest. You're likely to get a group of like-minded people with this tactic.

## Tip Number 23: Traffic Geyser builds up your steam

Traffic Geyser is a piece of software that links in with the video component of your enterprise. After recording a video, you need to



upload it into a video hosting service like YouTube, otherwise it just sits on your hard drive doing nothing. Uploading to one or two such sites is easy enough. What about if you have a half-dozen or more video sites to upload to?

That's where Traffic Geyser comes in. It can upload your video to various video hosting websites across the Web automatically. That means spending less time waiting for uploads to finish so you can upload the next one. Moreover, it also works with non-video content, such as articles, blog posts, and more.

## Tip Number 24: Pay-per-click advertising means better opt-in conversion

PPC or pay-per-click advertising gets your ad out across the Web, which are displayed on appropriate Web pages. An interesting PPC ad can get people to click it and get redirected to your squeeze page, opt-in page, or any other page that you link it to.

The best part is that people will only click on your ad if they see something that interests them. By reaching your chosen page via these ads, they basically qualify themselves as persons interested in the item on offer.

## Tip Number 25: BuddyPress!

You might not heard of this little WordPress plug-in before, but it is incredibly powerful. It actually helps you set up a social network on your own Webpage running on WordPress! Just add the plug-in to

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