

The Contemporary Web Traffic Guidebook

For people who are looking for new techniques to gain much needed web traffic, you've got your hands on the best thing the magical Internet has to offer. If you're lucky enough to find The Contemporary Web Traffic Guidebook, then it must be Christmas. Learn new strategies as you dive head first into this gem as you drive traffic to your website like a magnet.

GET YOURSELF A FREE LEAD GENERATING WEBSITE COMPLETE WITH BUYER TRAFFIC!

WWW.NEWCLIENTS4U.COM/FREEWEBSITE

Table of Contents

Chapter 1:

The Best Way to Get Free Press

Chapter 2:

Getting More Subscribers with Ad Swaps

Chapter 3:

Automating Your Ad Swaps

Chapter 4:

The Power of Tweet Swaps

Chapter 5:

Advertising Through Ezine

Chapter 6:

The Magic of Free WSOs

Chapter 7:

Utilizing Online Marketplaces

Chapter 8:

The High-Profile Syndication Technique

Chapter 9:

Repurpose Content Through Ebook Syndication

Chapter 10:

Boost Rankings with Document Sharing Sites

Chapter 11:

Untapped Tutorial Sites

Chapter 12:

The Cool Link Roundup Trick

Chapter 13:

The CSS Galleries

Chapter 14:

Content Creation on Demand

Chapter 15:

Video Content Marketing

Chapter 16:

Be the Cool Site of the Day

Chapter 17:

Integration Marketing Strategies

Chapter 18:

Take Advantage of Rocket Deals

Chapter 19:

Profit From a Product Launch

Chapter 20:

Effective Tools to Automate Social Marketing

Chapter 21:

Purchase Existing Websites

Chapter 22:

Set Your Marketing on Autopilot

Chapter 1

The Best Way to Get Free Press

It's a given fact that traditional press releases have the ability to drive extra traffic to a website. The good news is there is a more effective way to get free press without going through the motions of going traditional.

HelpAReporter.com, also known as HARO or Help a Reporter, is a website that is considered as one of the best tools for getting free press. This highly effective online tool has helped people successfully be featured on popular media channels such as CNN, Forbes, The New York Times, The Wall Street Journal and HuffingtonPost.com along with many kinds of media exposure.

HARO is essentially a mailing list that can connect journalists to the right people who can help them with their stories and give them the right exposure. So if a journalist is working on an interesting story that revolves around pet lovers who put up their own websites to help others like them, they send information to HARO about the types of people they would want to interview. If you are one of those people that would be of great help to the story, you could directly contact those journalists through email. HARO will send up to three emails per day containing around two to 10 queries per email, which you can then respond to if it concerns your market.

The free service website started out as a modest Facebook group called "If I can help a reporter out, I will." The group gathered steam and grew in a huge number that owner Peter Shankman started to send queries via email. Its now 100,000 members are currently get free exposure deals.

HARO's website is hands down one of the best ways to get some free press coverage for your website. It connects you to journalists who are actively looking for insights and input for stories that can be released to the media.

Sing up at <http://www.helpareporter.com> or follow their Twitter account at <http://twitter.com/helpareporter>. You can also sponsor an ad on their newsletter, which are received by 100,000 loyal subscribers. Go through some of the many testimonials found at <http://helpareporter.com/tetimonials>.

Chapter 2

Getting More Subscribers with Ad Swaps

If your website has already around 500 to 1,000 subscribers and need more, this number can grow exponentially through ad swaps. This is one of the fastest ways of building your website's list online.

An ad swap is an agreement between owners to mail an offer from each other's lists. This offer is usually free and found on a landing page or squeeze page of a website as a trade off for a person's name and email address. Both website owners benefit from this swap, adding hundreds of subscribers to each of their lists.

For an ad swap to be most effective, both owners must endorse each other's squeeze page offer. This gives away a free report, video or any other kind of content that has value.

Owners with a small list can still use this as leverage to other list owners, increasing their own list at a much faster way. This little-known technique is used by Internet marketers, which help them rake in around 200 to 500 subscribers a day.

As soon as you have a seed list comprised of around 500 to 1,000 subscribers, this is the time to begin looking for potential partners to ad swap. Once you have found potential partners, all you need to do is contact them and send a proposal to do an ad swap with your seed list, keeping in mind that it doesn't matter if your potential partner has a bigger list size. They can simply match the same number of subscribers on your list.

One good tip for a potential partner to agree with you for an ad swap is to set up a squeeze page that is specific to the marketer you intend to swap with. You can add text under the headline of your squeeze page stating that the download page is exclusive only to the marketer's subscribers. This makes it more personal, which gets a more positive response from your potential partner and increases the chances of getting higher conversions due to more specific targeting of subscribers.

Ad swaps are a great way to grow a list without any cost. You get a free endorsement from marketers to their own list of subscribers, and you can do this multiple times with the same

people. With both lists growing, ad swaps can be done with the same partners involving the new subscribers.

Indeed, the power of ad swaps cannot be ignored. However, it should also be noted that these ad swaps are not just limited to subscriber lists. Banner ad spaces on blogs, ads on the thank you page or any other ad space on a website can be swapped. Try to think out of the box as you look for other ways to integrate ads into a partner's marketing avenues. Once this is established, you can have a list builder that's going to last as you go along.

Chapter 3

Automating Your Ad Swaps

To take the ad swap technique a step further, you can utilize the autoresponder swaps. Simply put, these are automated ad swaps that help you exchange autoresponder messages with another marketer by sending a promo email with a follow up sequence to your partner's list and vice versa. This results with every new subscriber seeing the promo when they sign up after a certain time. It may appear after three, four or five days.

The email promo can be placed towards the beginning of the sequence to expose all the new subscribers to the promo for both parties in the swap. It's effectively powerful and it's automated.

Chapter 4

The Power of Tweet Swaps

If ad swaps can be done, it is also possible with Tweet swaps. It is very similar in terms of a followers list on Twitter and a subscribers list on doing ad swaps, which can be very valuable assets for your business.

Even with your Twitter followers not being as responsive as your subscribers list, it still packs a pretty powerful effect by doing Tweet swaps. This technique can drive thousands of visits to your website every week.

Essentially, this technique simply involves swapping Tweets with somebody else by promoting each other's free squeeze page gift or articles through both your Twitter followers. However, with Twitter, you might need to post more than once, since followers check in at different times of the day. This means different people will see your Tweets on their timelines based on the

times you post them. For maximum efficiency, you can set your Tweet swaps to having two to four swaps each day. To achieve a more desired effect, you can even do this for a seven-day trial period to a 30-day period depending on your needs.

It should be noted that a Tweet partner with a bigger following doesn't matter, since the key here is having an exchange of equal value. If you have 1,000 followers and your swap partner has 3,000, you can work out a 1:3 ratio, with you sending out three Tweets while your partner sends one.

Chapter 5

Advertising Through Ezine

Another powerful strategy that can help send out your message to thousands of subscribers at the cost of a few hundred dollars is advertising through ezine or e-magazine. It's one of the quickest methods to build your business and effectively expose your presence online.

Hundreds of list owners online can help you advertise on their newsletters and send your message to thousands of people. A paid solo ad amounting to \$600 dollars can be sent to 60,000 subscribers. This promotion can get you 890 specifically targeted visitors, around 480 new subscribers and 25 new customers. Well worth the investment, right?

The key to paid advertising is knowing your numbers, which equates to determining how much both customer and subscriber are worth to you. This data will ultimately help you decide the advertising sources that will bring in profit. Consequently, the higher your visitor value, the more advertising opportunities become available to you.

This is where ezine advertising come in, which is one of the best paid advertising sources you can find online that provides precision-targeted traffic, since you are tapping into a specifically targeted resource of readers. Ezine subscribers express interest in particular subjects and ask to hear more about them.

There are different kinds of Ezine ads to choose from, with each having its own specific function. Let's go through them.

- Solo Ad – This is an email sent to every person on the mailing list that contains your offer. It is a powerful method since it allows you complete control over the process. You decide what to put on the subject line, create the email body and everything else in the process. This gives you the influence on the people who are open and respond to your message. And since a solo ad is totally dedicated to your message, you get a much higher response, which makes it the most effective type of Ezine ad.

- Sponsor Ad – This is found within the ezine at the top, middle or bottom along with the main content, and is considered as the second-highest most effective ad. A top sponsor ad takes the very top space of the newsletter, which is basically the very top of the email. Generally, top sponsor ads perform better than middle sponsor ads and bottom sponsor ads.
- Classified Ads – Similar to the ones found in the newspaper, classified ads are, in most cases, made up of three to five lines of text, which comprise a headline, ad body and a call to action that includes a link to your website. These ads are inexpensive, but garner much less responses from readers. Given a choice, I'd prefer using solo ads and sponsored ads since they are generally more effective.

Aside from all this cool stuff, you can also get thousands of dollars worth of free advertising. All you have to do is submit exclusive articles to ezine that's within your market. This technique requires a little more work, but is highly effective, and it allows your article to be in front of thousands of readers for free.

To find potential ezines to publish your articles, one of the best sources is found here: <http://directoryofezines.com/>

This directory allows you to search for thousands of different ezines, which can be sorted by category, number of subscribers and more. You also have the option to filter your ezine searches according to your preferred category that accepts article submissions.

This powerful technique can get you all the exposure and traffic you need just by submitting an article, as opposed of being charged hundreds of dollars to advertise on an ezine. These website can help you find related ezines to your business:

<http://new-list.com/>

<http://ezine-dir.com/>

<http://ezinelocater.com/>

However, it should be noted that the Directory of Ezines is much more effective since you'll be able to search directories based on category, number of subscribers, ad types and so on, so you could directly target the market you are in. This even allows you to search newsletters that accept articles to publish, making it very powerful and highly effective.

Ezine advertising can instantly put your message in front of thousands of specifically targeted subscribers. Having a short list of subscribers or even having none at all is irrelevant, since advertising on ezines automatically taps into other people's list, which can number in tens of thousands. You should be aware that there is a huge number of ezines online that allow marketers to publish ads on their newsletters, instantly accessing their base of subscribers for a couple of hundred dollars. Personally, that's a very sweet deal.

However, there is a drawback. If you decide to advertise with a newsletter that's non-responsive, you could lose your money. And if your squeeze page and offer doesn't convert, you will definitely lose money. The risk is there, but there is a fantastic upside as well.

A responsive newsletter with a good ad that converts could easily multiply your investment up to tenfold, or even more. Like with all businesses, there is always a risk, but the rewards can make it worth taking. And once you master this technique, you can use it regularly to drive massive traffic to your website. Furthermore, if you find the best newsletters to place your ads, you can automate your traffic systems and lead generation for easier marketing.

To further enhance this technique, you can make deals with newsletter owners where you can get discounts, but pay in advance to advertise for six months on their newsletters. This creates a system that automates your traffic generation that will continue to work for you and give you a consistent lead flow.

Now that we know ezine advertising can be a huge source of traffic that can be converted to income, let's go through the motions of the process on how to successfully advertise on ezines. The first step is to find the best newsletter to place your ad in. We've mentioned that the most efficient way to do this is by signing up on the Directory of Ezines website, where you can search for the best ezines to place your ad fit for your market. However, you can also find other options by searching on Google and typing in your <your keyword> + <newsletter>. So if you're into stock trading, type in "stock trading newsletter."

Normally, you'll find a link on the website that says "Advertising," which is an indication that they allow it on their newsletter. But keep in mind that an absence of this link is not necessarily a deal-breaker, since you can still work out a deal with the publisher once you contact him directly. The key here is to find high-quality newsletters with a large subscriber base, which should number in the tens of thousands if you want the best results.

Now that you got that locked in, what you need to know is those newsletters you must stay far away from. If you find a website that says something like, "Send your message out to 600,000 subscribers for only \$25," this is definitely a red flag. You must look for high-quality, professional-looking and established websites that have a large number of subscribers.

Once you've found ezines that you think are good, you need to sign up by creating a Gmail account. By subscribing, you'll determine the quality of the ezines being published and this can help you select the best possible option to place your ads. After you've selected one subscribed, you need to check on a few things:

- How often they send out emails – Emails should be sent out on a frequent basis. If they do it once a month, it's not very active, thus not favorable to your marketing plan.
- Quality of the newsletter – Newsletters should provide valuable content. You must also check the density of their ads. Too much of it is not a good sign.

Going through the process will help you weed out the bad ones and identify the best potential newsletters to place your ads. When you contact the owner, mention something specific about their ezine by pointing out a particular article that you enjoyed reading. This builds a rapport with the owner.

If they offer an ezine advertising service, ask for their rates and confirm if it's the same as those published on their website. If they don't have this service, inquire if they accept third-party ads. What you should do next is ask them to check out your ad or email if their subscribers would respond well to it. This also builds the kind of rapport that will help you know what the publisher

knows best about his subscribers. They'll be able to tell you if your ad is fit for their newsletter and gather the needed response by giving insightful advice. Once your ad is in place, it's time to track the results of your ad.

Tracking is important to determine which traffic sources convert and which do not. This tool will help you know how many people click on your ad link, how many people subscribe and how many actually pay for your product or service. You can use any traffic software to do this.

For high-converting solo ads, you must have total control over the email copy, deciding on what to place on the subject line, the body, everything. You have two options to do this: going for a long email or a short one. But to get a higher rate of response, traffic and conversion, a shorter ad or email is ideal, with getting people to click on your link as your goal, so it is suggested that you send them to your squeeze page. This goes the same if you're paying for traffic. To maximize the volume of traffic your getting, shorter emails get the most amount.

The main goal is to get people to your website and let your website do the rest of the work. If you're getting a one percent profit from what you paid for your ad, you can opt to put the process on autopilot. You can do this by going back to the newsletter publisher and setting up a deal that can let you advertise on a continual basis, like once in every six months. This is a great deal since the publisher will have a guaranteed income for the next six months. Paying in advance is ideal to give you an opportunity to work out a discount. When done the right way, you can build your business entirely from ezine advertising. Everybody wins.

Chapter 6

The Magic of Free WSOs

Traditional forum marketing has been around to help Internet marketers gain traffic, but this strategy adds a little twist to it.

Many Internet marketers know that the Warrior Forum is one of the best places to grow your list of subscribers really fast. Just by simply posting a free WSO, or Warrior Special Offer, on the Warrior Forum can add hundreds to your list. Many people list paid products here, but let's first focus on list building. You can create a free WSO that direct people to a squeeze page that contains free reports, videos and other useful content. This will allow you to easily add up to 100 subscribers to your list quickly every time you post a free WSO.

Of course, it would be more beneficial to include a one-time offer after your squeeze page to monetize your signups. Take note that there will always be people who would want to advance towards a level with you, so offering something directly when they sign up doesn't leave any money on the table.

A very simple formula to create a highly effective WSO is by posting a copy of your squeeze page on the thread with a link directing people to the actual squeeze page. You add a call to action for

people to click on the link, landing them to the squeeze page where they can sign up. It is a very simple formula to drive traffic to your website as long as you have an attractive offer and well-written content on your squeeze page.

You can also post your WSOs on the Digital Point Forums in the buy, sell and trade section to bring in an additional number of subscribers.

Chapter 7

Utilizing Online Marketplaces

Placing free reports, products, software and scripts at online marketplaces can also get you a huge number of targeted traffic to your website.

A good example is posting free reports on ShoeMoney.com, a popular Internet marketing blog. There is a section on the website under “Market Listings” where you can list your services, job listings, websites for sale and other things you want to market. This is the place where you would want to list your free reports. A listing here costs \$50 that will run for 14 days. It is well worth the cost since a single post can bring you in a little over 70 subscribers. Just create a free account on the website and buy a listing in the marketplace section. You can write a short description of your free report that is packed with all the benefits you have to offer and link it to your squeeze page. Make sure you write a good and compelling report to attract people to subscribe.

Chapter 8

The High-Profile Syndication Technique

The high-profile syndication technique is a method that gives a little tweak on traditional article marketing by taking it one step further, with exponential results that can allow you to easily generate 10 times more traffic than traditional article marketing, and this is done by simply submitting articles to high-profile websites, blogs and newsletters.

If you write articles about sports, for example, you can submit your articles to one of the most popular sports websites such as <http://bleacherreport.com/> . And if you have a website that focuses on parenting, you can submit your articles to <http://www.momsnetwork.com/submit-articles.shtml> . So no matter what market you’re in, there are popular websites that can cater to your content to drive massive traffic to your own site.

Doing traditional article marketing via submission of articles to places like EzineArticles.com or GoArticles.com is great, but you can take up a notch higher by syndicating your articles to these high-profile websites to see a dramatic effect on your site's traffic.

A cool tip for when you're paying for ads on another website, whether it be banner ads or text links, is to create integrated advertising deals to make it more effective. You work out a deal where the website not only displays your ad, but also publish your content on their blog section. This type of customize deal is extremely powerful, getting you a lot more exposure and traffic from content integration. With the combination of ad placement, this guarantees you very favorable results.

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Chapter 9

Repurpose Content Through Ebook Syndication

You can repurpose your content by turning them into PDF ebooks and get more exposure. This is done by converting your collection of related articles into PDF format for free at <http://www.youconvertit.com/ConvertFiles.aspx> or <http://www.pdfonline.com/> , then submit your newly created ebook to <http://www.free-books.net/> and <http://getfreebooks.com/> to get you hundreds of visitors for every ebook you submit.

It is important to note that you must a promo at the end of your ebook that sends readers to your squeeze page. This is the key to building a list with ebook syndication.

There are many more ebook directories that you can submit your work to, but the two mentioned previously gets you 99.9 percent of the traffic.

This technique is easy and very effective. It lets you use existing content, so there is very little work involved. Just convert your content into PDF format and submit them to directories for exposure and traffic.

Here is a Complete List of Ebook Directories:

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

<http://www.free-ebooks.net/>

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

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

<http://www.ebookjungle.com/>
<http://e-library.net/>
<http://ebookdirectory.com/>
<http://www.memoware.com/>
<http://www.ebook88.com/>
<http://www.sharewareebooks.com/>
<http://www.ebookee.com/>
<http://www.feedbooks.com/>
<http://directory.pdf-search-engine.com/>
<http://www.howto.co.uk/>
<http://www.e-booksdirectory.com/>

Chapter 10

Boost Ranking with Document Sharing Sites

Exposure and traffic can once again be increased by submitting your ebook to the top document sharing sites like DocStoc.com, Scribd.com, Docshare.com, Esnips.com and Yudu.com.

You can even repurpose your content and convert it to other formats like taking your articles and making a video out of it, so you could submit it to the different video sharing sites. Add audio and you can submit it to different podcast directories. Convert the same content to a PowerPoint presentation and you can submit it to sites that cater to them like SlideShare.net, SlideBoom.com, AuthorStream.com or PowerShow.com.

There are many people still doing traditional article marketing, making them miss out on the massive traffic that they can get. You can multiply your traffic exponentially just by converting your content into different formats and submitting them to directories that cater to them.

People should not just focus on one thing. If they create valuable content, it could help their businesses grow at an incredibly fast pace just by syndicating it across the Internet. With the number of online media today, it makes it a whole lot easier to get your content spread across the web to reach a much larger audience.

Chapter 11

Untapped Tutorial Sites

Tutorial sites are a huge untapped resource on the Internet. Website owners from different industries or niches can use tutorials to drive thousands of visitors to their websites. There are a ton of these websites that you can submit your tutorials to, and one of the most popular is <http://www.instructables.com/> . Another is <http://tutorialized.com/> , which has a section for marketing and SEO. This site alone can send you thousands of visitors to your website.

Here is a more comprehensive list of tutorial sites you might want to tap into:

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

<http://www.good-tutorials.com/>

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

<http://www.pixel2life.com/>

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

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

<http://www.rnel.net/>

<http://toxiclab.org/http://tutorial-index.com/>

<http://designbump.com/>

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

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

<http://www.tutorials-expert.com/>

<http://www.cg-links.com/>

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

<http://tutorialoutpost.com>

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

<http://psd.tutsplus.com/>

<http://psdtop.com/>

<http://graphic-design-links.com/>
<http://design-newz.com/submit-newz/>
<http://woork.blogspot.com/2009/02/add-design-news-on-woork.html>
<http://devmarks.com/>
<http://www.dzone.com/>
<http://www.1stwebdesigner.com/contribute/>
<http://www.tripwiremagazine.com>
<http://www.webdesignbooth.com/>
<http://www.crazyleafdesign.com/blog/contributors/>
<http://psdlearning.com/>
http://www.brushking.eu/submit_news.php
<http://kailoon.com>
<http://www.myinkblog.com/submit-news/>
<http://www.fuelyourcreativity.com/user-link-feed/>
<http://designm.ag/submit-news/>
<http://www.flashperfection.com/submit.html>
<http://www.tutorial-center.com/submit/>
<http://www.totaltutorial.com/>
<http://www.designshard.com/contribute/>
<http://www.knowtebook.com/publish>
<http://sharebrain.info/submit/>
<http://www.photoshop911.com/tutorial.html>
<http://www.cg-links.com/submit-link.php>
<http://www.tutorialsgarden.com/submit/>
<http://www.v7n.com/graphics/submit.php>
<http://www.tipclique.com/>
<http://gfxxtuts.com/>
<http://www.tutorio.com/>

<http://designmoo.com/>

<http://www.zabox.net/>

Chapter 12

The Cool Link Roundup Trick

This simple but really cool traffic trick can bring your website hundreds of extra visitors. What you need to do is go to Google and input the following search keywords:

“Daily Link Roundup”

“Weekly Link Roundup”

“Monday Link Roundup”

“Friday Link Roundup”

“Link Roundup”

Now if you want to search for blogs that cater to your niche market, add a specific modifier:

“Weekly Link Roundup” + parenting

“Weekly Link Roundup” + marketing

“Weekly Link Roundup” + moms

The results will show a list of blogs that do weekly link roundups. Link roundups are where bloggers post their favorite links and articles for the week. The best thing about this is there are thousands of blogs that do this on every topic that’s out there.

To utilize this, you can contact the blog owner that does link roundups related to your market and send them a link to your best content from your own website or blog. If your content is worth publishing, there is a very good chance that they will link you to their weekly link roundup. This gives you a valuable backlink that can send targeted traffic your way.

Chapter 13

The CSS Galleries

CSS galleries are another valuable source of traffic and links. It is to be noted that FreelanceSwitch.com has received over 25,000 visits from CSS galleries. So if you have a cool and savvy CSS design, submit it to all the best CSS galleries like the following:

CSSMania

CSSRemix

BestWebGallery

WebCreme

CSSElite

CSSDrive

CSSHeaven

CSSTux

CSSGlobe

CoolHomePages

Each site can easily send traffic your way. For a complete list of CSS galleries, go to:

<http://semlabs.co.uk/journal/how-to-build-up-tp-550-high-quality-links>

You can also have your submission automated for \$20 at

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

Chapter 14

Content Creation on Demand

As you know by now, content is the lifeblood of any marketing business. This section will teach you a cool strategy for instant content creation. You will be able to acquire hundreds of unique and exclusive content for just a couple of hundred dollars. The key is product licensing.

Product licensing is where you license products owned by other people and sell them as your own. And the great thing is there are tons of product licensing opportunities online. This happens when owners have a big product launch that gives them a big spike in sales, but eventually fizzles out, and they can even be considered lucky if they sell a few of their products per month after that. This is where you come in. You offer a couple of hundred bucks to license the product, which will make them more than thrilled of the opportunity. What also happens often is people will create a product, put it up on Clickbank, but just never takes off. They might

have great content, but they are lost when it comes to the marketing side of the business. This can be an untapped mine of thousands of products that you could sell for your own business.

To do this, go to a website like Clickbank or Paydotcom, find products that have a lower selling impact, then contact the owner and inquire about buying the license to the product. With the low numbers that are converting for them, they will be more than happy to sell the licensing to you. You can offer them \$300 to \$500 to license their product and most of them will happily agree, instantly having your own product to sell. Some products may go as high as \$1000 if it's a really great product, so it really depends. But for the most part, you can get it at around \$300 to \$500. And if you're lucky, you can go as low as maybe \$250.

A sample email can be sent to a product owner can go like this:

"Hi [NAME OF PRODUCT OWNER],

I just wanted to send you a quick note to tell you how much I'm enjoying your [PRODUCT NAME]. These are fantastic! I'd really like to purchase a license to the [PRODUCT NAME] and include them in my membership site. I'd like to offer you \$1,000 for a license to these products. Of course, I would still give you complete attribution. But I'd love to see if we could work something out.

Your products are by far some of the best I've seen online.

All the Best,

[YOUR NAME]

Once you have the license to the product, here are things that you should do:

- Improve the copy and sell it as your own
- Bring affiliates on board
- Break it up into articles and reports
- Submit the PDF reports to ebook directories
- Submit the PDF reports to document sharing sites
- Turn the ebook into an audio and post it to podcasting directories
- Sell Resell Rights to the product
- Sell Private Label Rights to the product

Now that you have a complete product that you could sell as your own, you could break it into articles. This gives you hundreds of pages of instant content that you can use to drive thousands of visitors to your website.

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