

THE ULTIMATE INTERNET MARKETING ROLODEX



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Introduction

Welcome to our Internet Marketing Rolodex!!!

We have designed this Rolodex to be the only resource you will ever need for finding I.M. related content, plugins, services, outsourcers, content syndication and just about anything Internet Marketing related.

If you think we have missed anything do let us know. We designed this Rolodex as a quick reference for ourselves so we know that all of the product and service providers contained within are vetted and are services we would use and do use in our own business.

We then decided that this resource could save IM'ers countless hours just like it had done for us so we decided to share it.

Over the years we have learned that Internet Marketing comes down to one fundamental principal -

Giving Extraordinary Value!!!

The amount of money you make in this game is directly proportionate to the amount of value you put out there.

Content syndication sites aside, where we tried to list almost everything known to man, we did not just put any old suppliers in here because we live by the beliefs that quality and value should be rewarded. As a result we have cherry picked our suppliers based on the value of their services.

You will even notice that there is a short list of marketers who we respect, admire and who we believe go above and beyond and we felt that with what we had learned from them over the years, their valuable input should be rewarded too.

There are loads of ethical and brilliant marketers out there (sorry for not mentioning you) but the ones we mentioned we just found had something special that appealed to the way we do things.

Who Am I ?

I am Bradley Glynn (sometimes known as Lee) and I have been at the Internet Marketing game since around 2005. I dabbled in it a bit before then but like many others, I seemed to keep finding all of the "bum marketing" cheap tactics and useless MLM programs.

I knew there was more to internet marketing but could not seem to find the right people and the right information.

Later in 2005 my girlfriend and I took a couple's job where we worked on site for one of the richest men in Britain. Our 'guests' included people like Richard Branson, Lord Milford Haven (the queens cousin), Rockstars like Roger Taylor (Queen) movie stars like Demi Moore and Ashton Kutcher and many others.

Some of the "lesser known" ones were investment bankers, entrepreneurs, movie producers etc.

Let's just say that we learned plenty from these people and how they live compared to "regular" people. One of the main things we learned is that money does not buy happiness.

Some of these people's lives would seem farfetched as storylines on Days of Our Lives. Money should be a by-product of what you do rather than the focus of it. If you are chasing money in IM you are likely to hop from one program to the next following the promises of overnight millions.

Rather focus on what type of business you want to build and be passionate about it. For us we love creating digital products and connecting with our subscribers as to what works and what doesn't. That is what makes us tick and that is where our success comes from.

OK back to the rich folks, it was a level of wealth only a very select few IM'ers even know about, this was old wealth and almost every visitor was on the Sunday Times "Rich List".

We observed how they did things differently and picked up tips daily. Those stories are for another time. What is important to consider here is how much networking went on. There was a constant flow of tips, information and joint ventures going on all the time and the IM world is exactly the same.

Stay plugged into a network, talk to people and provide immense value. Sooner or later that value will be rewarded by the right people with an opportunity.

Grab the opportunities that come your way. Sitting on your arse waiting for the universe to hand you success is not going to happen. Forge strong relationships and ask what you can do for people rather than what they can do for you.

The other major lesson I learned from these folks was that success is a team effort. They always managed to surround themselves with extremely smart people.

They knew their limitations even if they would not publicly admit them and hired the right people for the jobs.

So as the boss was away for large stretches of time and we were out in the countryside, I got to work learning about internet marketing.

I learned how to do a product launch, how to do SEO both pre and post penguin and panda, where to outsource, how to build websites, how to do video marketing, social media etc.

If anything I was so engrossed in learning everything I could that I forgot to take action on a lot of them. Learning became an addiction. Sure you have been there too, I just need to learn this bit, then I will get to work on it, only to discover that there is something else to learn.

I don't regret it for one moment as it made my IM knowledge very well rounded but things only started working when I started actioning one thing at a time, developing a system and then outsourcing parts or all of that system for additional leverage and then moving onto the next. We now have several systems in place and do not rely on a single source of income.

Fast forward a few years and we arrive here at this Rolodex, we have put a lot of work into it, not just to provide you with the services, but also with tips

throughout. We believe that it will give you some insight and you can learn from our mistakes, failures and successes.

Through this PDF it is my hope that you will start to feel like you know us and that it is more than just a Rolodex but rather a the beginning of a relationship.

Ultimately that is what life is all about, relationships, moments, experiences and memories. I would love to hear some of your stories so that I can learn from you too.

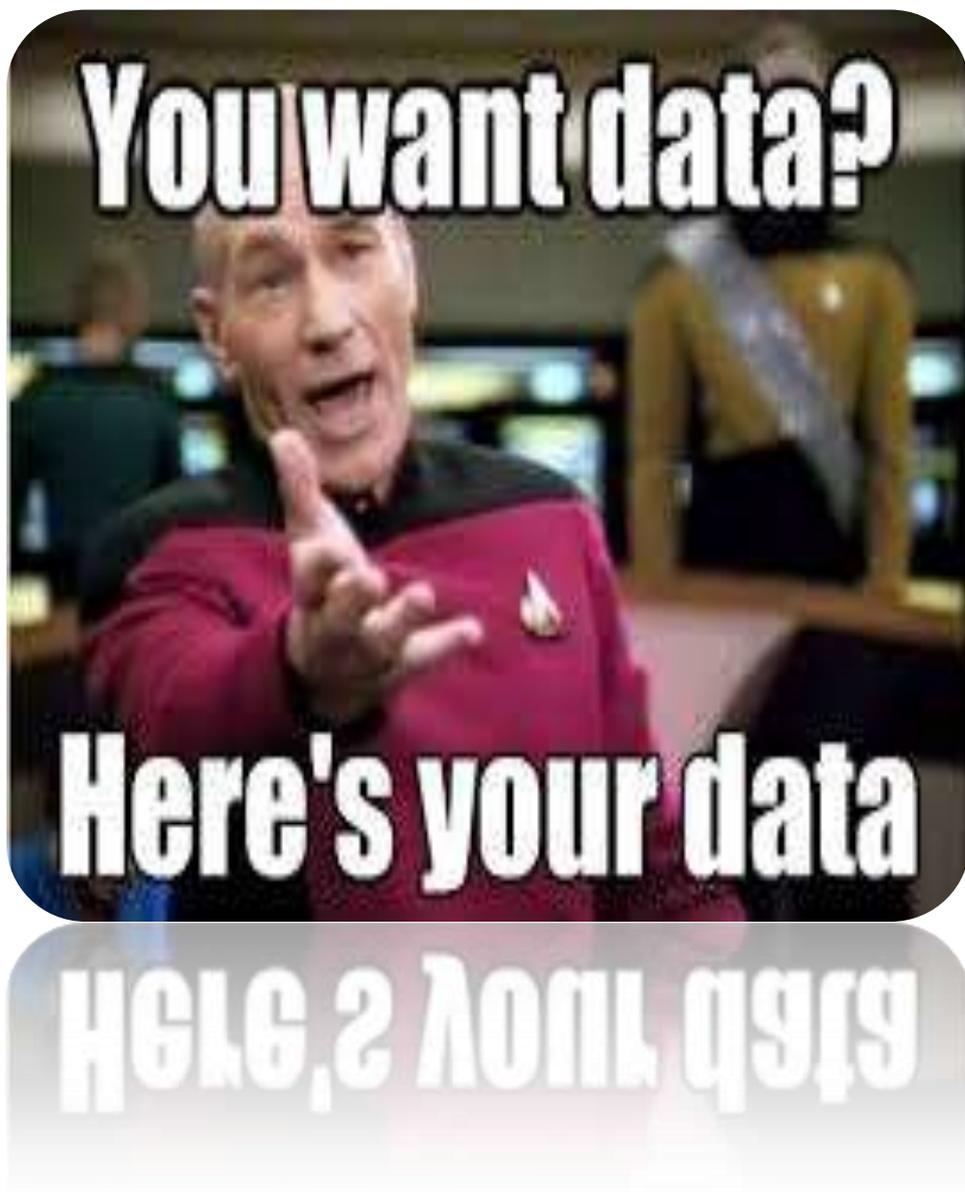
We have some very exciting things coming up in the near future and trust me when I say you will be glad we are in contact.

To Your Continued Success

Bradley Glynn



Chapter 1 - Content Syndication



a) Content Syndication - Our Experiences

In this section, you are likely to find more places to syndicate your content than you will know what to do with.

Do not get overwhelmed with the seemingly endless list of sites to submit your content to, there is a very simple way to do this.

Follow our 3 step policy to keep things simple:

- 1) Create content with immense value to your end user.**
- 2) Syndicate it to as many high traffic sites as possible.**
- 3) Use automation tools to syndicate your content.**

That's it!

Look for the sites with high Alexa rankings, and Google your keywords and look for sites that come up first for your search terms and are mentioned on other high value sites. Start to make a list of these sites and look for opportunities to share your content.

Building backlinks is important for any website, but for a while now we have focussed more on creating great quality content and syndicating it all over the web for users to find rather than trying to contrive back links to the content on our sites.

Only content that is "remarkable" will get remarks, likes, shares and be commented on (as long as it can be found). It really is as simple as that.

The leverage you can get from people talking about your content and sharing it far outweighs spinning garbage content that makes no sense for the sake of backlinks. It's not just the reach that's important either it's the building of the brand, **YOUR brand.**

We are not dismissing mass link building and we understand it's place especially for short term projects where you are looking to cash in on time sensitive niches such as hot trends.

We have just found that for the "long game" where the content we create now will be relevant in months or years from now, our subscribers and readers will love us for creating amazing content and we build a strong brand at the same time is much better than hit and run or as it's been called "spray and pray".

There is no point in trying to play the 'long game' with 'short game' tactics.

You will live in constant fear of the dreaded Google slaps. We have found a middle ground where simple policies for proven successful activities have the desired effect.

If you want to go from zero to 100 000 visitors in a month then this is not for you, but if you want to steadily build followers and visitors then using our techniques will give you a very solid foundation.

You know what else we have discovered that is interesting? Since we started treating Google like a spoilt child and took no notice of them and created and syndicated our content for the benefit of our users rather than the search engines, they have rewarded us more than when we were actively trying to get their attention.

It's the equivalent of us saying we don't want to play your game, we have created our own and we don't need you. All of a sudden the 600lb brat wants to take part in our game.

Go and find your audience, they are not on Google they are on the sites that interest them. Sure they may find those sites through Google but once people know and trust a site they will go there directly, share their content directly and viralize that site's content.

Stop looking over your shoulder at Google, you'll be forever playing their game and not finding your own sources of RELIABLE traffic.

We split our traffic into 3 types.

- ❖ Accidental - they stumble across our content (often from Google)
- ❖ Purposeful - we direct our message at them. i.e. mailing list, rss feeds, PPC
- ❖ Incidental - the traffic comes as a by product of something we do i.e. guest blogging, articles, products

Incidental is the one that shows great promise as you are reaching out beyond your known visitors and mailing list into the mailing lists of others and putting your message in the way of "on target" traffic in other places.

We find **Accidental** traffic is often very low grade because although someone may search for "Internet Marketing Advice" we have no way of knowing what advice they want, whether they are newbies or old hands or if they are just the competition checking their keywords. So we avoid basing our entire online marketing solely on Organic search results from Google.

While you can make a killing ranking for keywords you know will convert, using blackhat and in even some cases greyhat techniques will likely backfire in the long term unless you know exactly what you are doing.

When those at the top of the SERPS get knocked off because they are "found out", you want to be positioned as the relevant resource to take their place.

Google are always refining their algorithm and it is far from perfect but it is always getting more sophisticated.

Just remember one thing, Google does not owe you anything, not loyalty, not a salary, not even an apology if they cause you to go broke.

Some SEO's love following everything Google does and learning all of the tricks and loopholes and if that is your thing, then great I know you will likely make a lot of money. Ask good SEO's though how much they have dedicated to being a SEO. If you are learning SEO basics just to learn the shortcuts, you are just cutting yourself short.

SEO is an art and I have too much respect for it to say being good at it is easy. There are 3 main problems I see when it comes to unsophisticated SEO's attempting to manipulate the search engines.

- 1. They leave footprints everywhere.**
- 2. They don't know the difference between good and bad SEO practice and worse than that, they don't know that they don't know.**
- 3. They do not test and measure results with any form of deductive logic.**

I have been through countless SEO courses and very few of them are any good. Someone discovers a tactic that works (for now) and creates a course and sells it to the masses and then says 'I make my money from SEO'.

No you make your money selling information products on tricks that may or may not work for getting search results.

SEO is an intricate game like chess or poker and the only way to get good at a game is to practice.

All the theory books will help but until you are in the trenches you will not learn the subtleties that will determine whether you are a the real deal or someone who dabbles.

Like in most intricate games your moves need to be calculated, deliberate and timing is extremely important. Until you get a feel for these things, you run the risk of 'busting' or damaging your cause.

Ironically by showing Google that they are irrelevant to us (not strictly true but we like them to believe it) they see us as important when people are talking about us and we are getting traffic without relying on them. The less desperate measures we make trying to attract Google the better we do on the rankings. Like chatting up a pretty girl, the more desperate you are the less likely you are to get a date!

Looking at it logically is this attitude to traffic building not exactly the type of site Google want to reward? With the introduction of social media Google have shown an ever increasing importance of being on the pulse of what is relevant in the socialsphere.

So let's reverse that, if it takes a lot of time, effort and resources to get any search positions then surely Google are not as relevant to your activities as you may think?

The more influence you have in the Socialsphere the more Google HAS to take notice, by missing out relevant, socially important websites Google themselves downgrade their own relevance.

Remember when Michael Jackson died and the news was all over the social media sites faster than Google could index pages relating to the news.

Make your site important and relevant in the socialsphere and even small efforts at SEO should be rewarded on Google - depending on how stiff the competition is of course.

That is why social activity (signals) is becoming such a big part of their algorithm. Most people now get their news from Facebook and Twitter rather than major news sites or Google themselves.

The reason is simple, people are talking about it and sharing it as it happens.

Even if you are not talking about it yourself, you will often learn about breaking news from your friends' comments on it.

Create your content with this concept in mind, syndicate it all over the web (just like big media companies do) and get people talking about it and engaging with it and you have a foundation for playing the "long game" and will never have to rely only on Google for your traffic.

They will reward you but your business is not built on the whims of, or at the mercy of Google. Imagine the scenario: You wake, Google has decided to change its algorithm and ALL your pages ranking for big traffic keywords are gone. All your effort has been wasted and all your income has dwindled to zero, you cannot run a business without long term stability.

In the real world some niches are dry and creating engaging content is difficult and sometimes near impossible. Building backlinks the right way and having links from good quality and preferably relevant sites will always have it's place.

Sometimes that is all you need but this Rolodex was created for Internet Marketers and we are working in an ever changing, exciting, dynamic and "remarkable" sector.

In order to stand out we need to be "remarkable".

That is what makes us relevant. Not only that we have a voice but others are also talking about us.

b) Content Syndication Software

There are many ways to syndicate content and many of the underutilized social sharing sites can provide an enormous amount of traffic.

Yes you will also get the quality backlinks but as we have stated we prefer to target users and user engagement. By targeting our audience we go directly after the people we want to visit our sites.

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