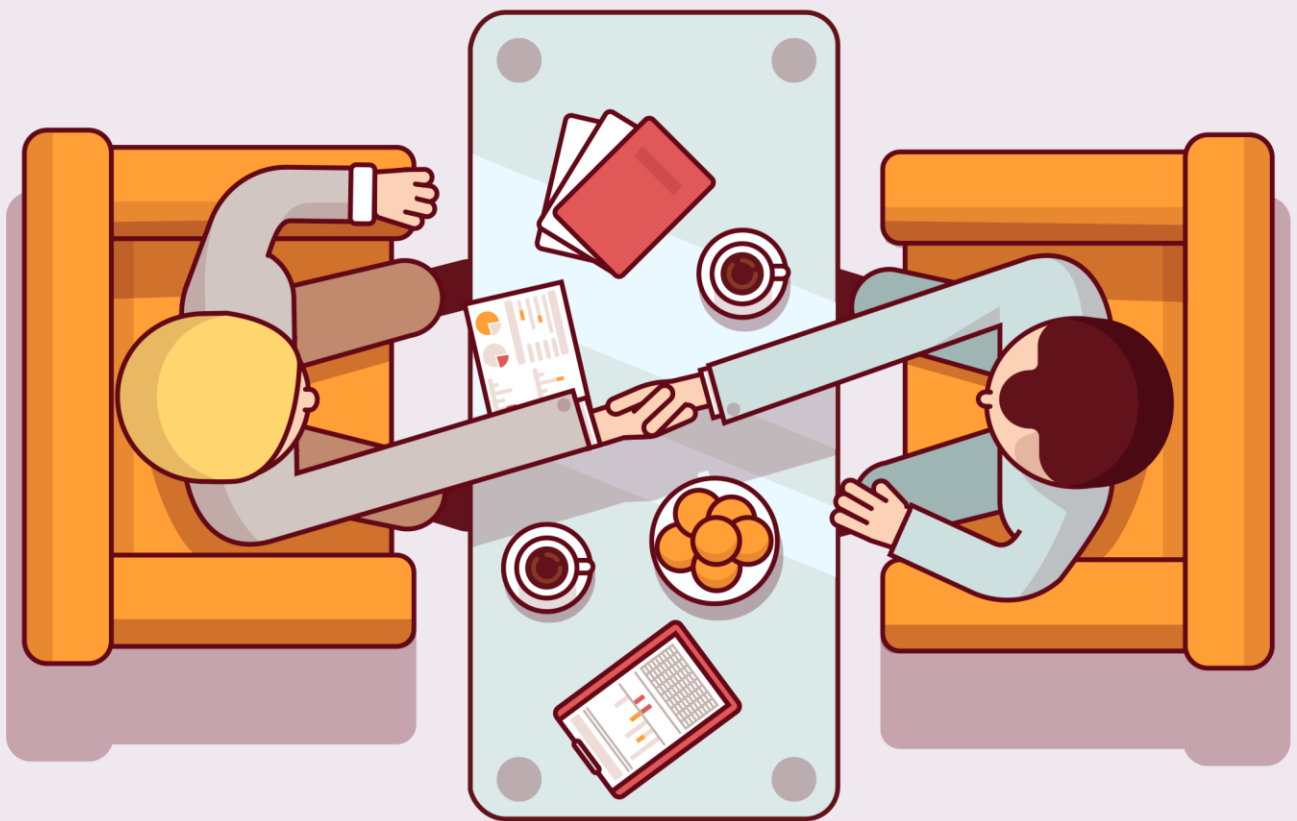


# THE MARKETING HANDSHAKE



A COMPREHENSIVE GUIDE ALL ABOUT MARKETING METHODS

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## Introductory

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**When it comes to marketing online and selling products, many people are not sure how to get visitors to their website or how to market their products.**

Any business owner knows that when starting an internet business, it's essential to run strong marketing campaigns in order to achieve success. Whether it's promoting a single product, service, business opportunity, you have to somehow figure out how to get the right people to see your business.

There are numerous ways to target the right people in order to achieve financial success online. One way in particular is through bulk e-mail. Granted it does work and it can be a numbers game, however there are some services that pay people to open e-mail and read them. In order to find the services that work, you will have to test them and see which bulk e-mail services yield real results.

A number of very reputable companies offer marketing packages that often contain downloadable CD's teaching expert marketing strategies and secrets. A lot of systems have received mass appeal to online business seekers simply because it cuts out all of the prospecting and phone calls.

Anyone that has been in any type of network marketing business knows that they can spend an entire day on the phone prospecting in hopes of finding just 1 person that will join their opportunity. Marketing systems will do most of this work for you so you don't have to.

Many marketing systems will let you take a sneak preview of their compensation pay plan and business model. When it comes to marketing online, it's easy to make mistakes and it's easy to waste a lot of money

testing new ideas. Any marketing package tries to cut down on the hassle of spending advertising dollars only in hopes of making it all back.

When looking for a new home business it can be an overwhelming process with all the programs available online. Most programs do not teach people how to market successfully online which eventually leave people empty handed and broke. Finding a program that makes it easy to duplicate success is an essential part of any home-based business.

Before deciding on a home-based business be sure you know what you're looking for and by this, I mean find a program with a proven track record. Find a program that has testimonials and a system already in place that teaches you how to duplicate their success. We know that most people want to do almost nothing and receive everything.

The truth that comes with any home-based business is that it does take time and effort to get it running. The initial boost will ensure a long successful home business career. Eventually you can ease up and put your system on automatic and reap the rewards, but not without doing some hard work first.

## Chapter 1: Explosive Joint Ventures

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**Everyone needs targeted visitors to their websites and tis could proof, at some times, to be a very tough job to do.**

You hear that you need to do one thing from this guru and the other guru tells you to do another. It gets confusing at one point.

Now, the one strategy that will never fail you is finding good partners. Basically, even internet marketing is about the “partners” you have and find. You need link partners to gain popularity in the search engines and when you want to sell a product, effectively, you need JV partners to get this thing rolling.

### **Now why should I do a JV?**

Well, whenever you have a product and you want to launch it, it may be wise to find websites in your niche that have lists and may be interested in selling your products. And even if they don't have a list, just ask them if they would like to promote your product on their website.

### **What is in it for them?**

Great question... whenever your set-up a JV, you need to be sure there is something in it FOR THEM. So, depending on you focus you could offer them a commission of 50 up-to 100% on a product you sell.

So how do you determine what kind of commission you will give to your affiliates? It really depends on your focus... if you want to build a list of paying customers quickly, your set-up a JV and give as much commission as possible to your JV partners but when it is for a product that you are going to sell as your main product, you could offer them a commission anywhere between the 50 and 65% (you still need to make a living yourself).

In the first case the product doesn't have to be extremely high priced, it is all about building that list with "paying customers"... your golden list. So, something like \$9,95 would be just fine and perfect to attract partners and hand you over their lists. Especially if you give-out a commission of 100%.

Now, the next thing you should do is make it as simple as possible for the JV partner. What I mean by that is that you shouldn't let them do too much work. You should create all the messages for them (so they can send it out to their list), create a couple of banners that they can put up on their websites, text links, etc.

Now, I have shown you the basics of setting up a JV. Marc Goldman knows a lot more about how-to set-up Joint Ventures, effectively. So, if you were truly interested, I highly recommend you to do a search on him on Google.

**I want to stop by giving you step by step directions you can follow when your set-up your Joint Ventures:**

**1: Have a product to sell.** You need to make sure you have some kind of product you could sell before you can set-up a JV. And this doesn't have to be your own product, just think outside the box or check out this website for more information about Joint Ventures.

**2: Set-up your website.** When your set-up a JV for your own product, you need a website to promote that product. So, you will need to buy hosting and a domain name. I personally get my domains at GoDaddy and my hosting at HostGator.

**3: Find JV partners.** This is a very time-consuming task but very rewarding in the end. All you should do is look for websites in your niche and ask them if they want to be your JV partner. Try to call them if possible and otherwise send them an email about your affiliate program (how much they can make, other advantages for them).

**4: Set-up and prepare for launch.** If you want to learn more about how to set-up a launch, you should take a look at this website. He knows everything about launches and can most surely help your set-up a launch in your own niche. I will just cover some basics.

What you need to do is make sure your follow ups are ready, that you start getting prospects before you launch and keep these prospects updated and

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interested about your product, create a sense of urgency like your product is the best they can get in your niche.

And it will make sure that your partners will make more money and the next time you launch something, they will be happy to help you out.

I hope this article has been useful and will help your set-up some explosive Joint Ventures in the future.



## Chapter 2: Ways to Get Free Marketing Exposure

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### **Are there really ways you can get valuable marketing exposure without spending any money?**

You bet there are. The trick to uncovering these methods is to think of creative ways you can get your products or services in front of, or in the hands of, your prospects. And that last part is critical.

It is only valuable marketing if it is targeted at the people you have identified are most likely to buy your products or services.

#### **1) Share Your Knowledge**

If you have specialized knowledge or expertise related to your business, think of ways to share that knowledge. Consider writing a regular column for a website or publication that targets the same customers you target. Become a regular contributor to a magazine or radio or TV program.

#### **2) Create Information Products**

Package and distribute your knowledge in the form of an Ezine, Newsletter or Special Report. Build your contact list and distribute this valuable information on a regular basis. Use this as an opportunity to market your products and services and be sure to include special offers or bonuses to recipients who act by a certain date.

#### **3) Offer Seminars and Do Presentations**

Do you offer a professional or personal service? Consider booking yourself for speaking engagements where you can provide valuable information in your area of expertise to groups of people. Make sure the groups are representative of the types of customers or clients you believe are most likely to benefit from your services. This tactic serves several marketing purposes.

First, it gets you out in front of your prospects. In marketing this is called “generating awareness” and it is the first step toward making a sale.

Second, it allows people the opportunity to get to know you and/or your services. And with a service business, where clients are buying “you” (that really is what they are buying when they purchase your services) it is crucial that they understand the services you provide and that they get to know you.

People like working with people they like. Given the choice between hiring two people with the same skills and services, most people will choose the person they like or feel the best chemistry with.

Make sure to give attendees a special offer on your products or services at the end of your presentation. Give the offer a deadline to create urgency for them to take advantage of the offer on the spot.

#### **4) Give Something Away**

Find a way to give away samples of your products or services. Is there an association or group meeting or any other event that is looking for donations to be given away as door prizes?

Why not donate a package of your services or products? You will gain exposure (a free advertisement by the group leader) among the entire group when your package is either auctioned off, or announced and given away in front of everyone. You are also giving the person who wins the package the chance to sample your products or services at no risk.

You could further leverage this marketing by offering the “winner” an incentive to refer others to you. The “winner” might also be a great person to provide feedback to you, or a testimonial regarding how they felt about your product or service, that you can use in future marketing.

Yes, there may be a hard cost associated with the product you are giving away, or a “time” cost associated with the time you are donating, however when you weigh that cost against the number of people who are being exposed to your products or services, usually it is well worth it. And it

certainly is cheap (and usually more effective!) in comparison to buying an ad.

My advice is to incorporate this sort of activity into your operational budget and simply consider it a cost of doing business.

There are all kinds of ways to generate exposure of your products and services without paying for advertising space. Yes, sometimes this does involve giving away product or service, but I don't consider that a hard "marketing" cost. I have found that the benefits always outweigh the cost of my time or my products.

The trick is to target well, or in other words, locate where your prospects congregate or what media they read or view, and then find creative ways to get yourself, your products or your services, in front of them in those places.

## Chapter 3: Steps for Improving Your Email Marketing

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**The success of your email marketing campaign is often based on a set of complex factors.**

However, a number of these issues can be proactively managed to ensure an optimized response. When developing your next email campaign, consider the following guidelines.

### **1. Your list.**

Certainly, one of the most important aspects of any email marketing campaign, your list is directly correlated to your success. Are your names recent? Have they agreed to be marketed to? Have they shown an interest in products or services similar to your own? Make sure that you are using a house list (names you collected on your own) or have been purchases from a reputable broker.

### **2. Your subject line.**

Getting a user to open your message is paramount any email marketing campaign. The best way to determine the subject line that works best is to break your emails into three random yet equal groups. Measure the response to each email and use the highest producing one as your control. In follow up emails, try to beat the response rate of your control email.

### **3. Your sender information.**

What information appears on the sender line of your email? Will your prospects recognize it? Do they want to hear from you? Often times, emails are deleted without ever being opened due to an indiscernible sender name. Your sender name should be brief and easily understood.

### **4. Track your results.**

Tracking allows you to determine who opened your message and clicked on a link or multiple links within your email. By determining what worked and what didn't, you can replicate success on your next email. As described above, tracking is particularly important when testing subject lines, imbedded links, and other direct response vehicles.

### **5. Make sure you unsubscribe method is in place and working.**

The CAN-SPAM act of 2003 requires that all email messages contain clear directions on how to opt-out from subsequent mailings. Provide an unsubscribe mechanism that allows those receiving your email to send you an email and indicate their desire to opt-out from receiving further emails from you or your business. If recipients no longer want to hear from you, it's in your best interest to remove them from your list.

### **6. Your images are correctly referenced and you've used alt tags in each image.**

Improperly referencing your images can cause them to appear broken when you send your message - the dreaded red x. To insure the image is referenced correctly it must appear as:

`img src="http://www.yourdomain.com...."` rather than, `img src="/images/picture.jpg"`.

Alt tags are another important part of your images. The new security features on almost every email client these days disables images automatically. Having alt tags in place allow your reader to identify the image and determine if it is safe to enable.

### **7. Test, Test, Test!**

No matter what your involvement with email marketing happens to be, it is essential that you follow the guidelines above for successful results. In addition, the key is to test, test, test! After each email campaign, measure your opens, click-throughs, and purchases.

Document the specific date, time, list, subject line, and content used to produce your results. Refer back to your documentation prior to your next campaign.

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Email doesn't have to be a complex form of marketing. There are many best practices you can follow and some simple rules that ensure effectively delivery, open and conversion.

By following the simple rules presented in this article, you'll not only deliver and effective email campaign, you'll discover a consistent method for generation revenue for your business.

## Chapter 4: Save Money on Marketing a Business

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**The most effective marketing methods such as advertising in newspapers, popular magazines, on TV are very expensive for small businesses, especially for most start-ups.**

Thanks to Internet, in the recent years, some very powerful, and cost-effective, even free marketing strategies have become popular.

Here are some tips to help you save money on marketing your business without sacrificing quality or results. In fact, some of them are very affective to boost your business cost effectively and fast. Implement them repeatedly and save a lot of money and time while attracting hundreds of thousands of more visitors to your website.

### **1. Link Exchanges**

To exchange links with other Web sites is the most popular marketing strategy used by travel and tourism related businesses. Link exchanges help increase link popularity, and the chances to get higher search engine placements and ranks.

In addition, you will have higher chances to be seen by more surfers, to attract more visitors to your Web site, which will highly increase your sales, and return on investment (ROI).

To find the Web sites which are willing to reciprocate links, without the risk of spamming anyone, go to a major search engine such as Yahoo!, Google, MSN, and write in the search bar, for example, "Travel & Tourism Link Exchanges" or, "Travel & Tourism Reciprocal Links".

The Web sites listed in the first 20 in these sections will provide you with the high-quality link exchange resources. To exchange links with these higher ranked Web sites will also help your Web sites get higher ranks.

## **2. Directories**

It is a good strategy to submit your Web site to Travel & Tourism Directories. Because directories have a lot of surfers and visitors who are trying to find the travel and tourism related businesses who offer the best deals to match their needs.

You can reach millions of targeted prospective buyers among these directories' visitors who might be your loyal customers later on. So, you should not underestimate the power of Directory marketing, and start to submit your Web site to the Travel & Tourism Directories as soon as possible. They will help you promote your business affectively, and mostly for FREE.

You can also find important marketing tips and resources in Directories to grow your business fast.

## **3. Pictures & Photographs**

Images are vital elements to attract readers' attention to your ads, to your articles & press releases, to your Web sites. Make sure you use charming photos everywhere you can.

How and where to get such charming photos? Always keep in mind that almost all photos and images you can find on the Internet have Copy Rights, which means it's illegal to use them, so you should never re-publish them without the written permission of the original owners. Or, you will have to pay big amounts of money to settle the possible sues.

You can buy photos online if you find the ones you would like to use. But, the prices of real nice photos are high.

The best cost-effective solution is to take photos yourself, which will also give you the freedom to choose the places, angles, lights, and colors before taking the pictures to your heart's content.

When taking photographs, try to get as many shots in as possible. Then you would not need to pay other photographers to purchase photos to use in your websites, articles, press releases, and advertisements.



To take photographs yourself will save you a lot of money. If you have a library of images for your advertising needs, you will not only save tremendous amount of money, but save a lot of time, too. You can use them in your brochures, articles, press releases, as well as in your websites, and in your advertisements whenever you need.

#### **4. Try to do What You Can Yourself**

You can, of course, hire experts to design your website, for writing press releases, articles, copy writing, advertising, photography, professionally.

But, you can do them, at least some of them, yourself when you want to save money. You will then spend money only for tasks that really need the expertise of a professional.

Keeping this in mind, we have provided information in the 'Grow Your Business Fast' program, on how to write a successful article yourself, how to write press releases in a traditional news story format, that will look real professional, how to market your products, services, informational material, affiliate programs to become a marketing champion in a few months very cost effectively, saving a lot of money.

#### **5. Articles**

When you write an article, you can send it out yourself, or send it to a free or pro article distributor who will disseminate it to newsletters, e-zines, magazines, local and national newspapers, websites; follow it up and see if it was published in any of these publications. If it was, you can be sure that it covers certain required values.

Then you can use your 'accepted & published' article, or at least parts of it, in your website, in your sales letters, in your advertisements, you can even write it in the traditional news story format, and send it to a press release distributor to be sent out to media outlets.

#### **6. Press-Releases**

The best way to send your press releases out, is to submit it to a free or pro press release distributor. If you select a good one, they would send your press release to the media outlets where you would get the best results.

Some of them are experts who know how to do it, depending on their own experiences. If you choose a pro distributor, your chances to get outstanding results would be higher.

Your press release(s) that an editor wrote a news on and published in a popular publication would attract a lot of visitors to your Web site, eventually increases your sales tremendously; also, it would be a good sample for you to use the same values in your future press releases.

## **7. Your Ads**

You can implement the same strategies explained in #3 above, for your ads, too. Watch closely which of your ads generated more traffic and sales. Then, use them at your website, in your newsletter, other related newsletters, use the most powerful lines in your signature file, in your classified ads, in the safe mailing lists, e-zines, in your solo ads ... everywhere possible, over and over again. Get the same positive results repeatedly.

## Chapter 5: Dynamic Marketing Tips

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**Here are 8 dynamic marketing tips to help you increase your sales and profits fast.**

### **1. Don't Just Sell Benefits**

Don't just tell prospects what they gain when they buy your product or service. Tell them what they lose if they do not buy it. Most people fear loss more than they desire gain. Customers want your product or service to enjoy the benefits it provides. They will want it even more when you remind them of what they lose by not buying it.

### **2. Use Pleasant Surprises to Close Sales**

An unpleasant surprise can kill a sale. But a pleasant surprise can help close a sale. For example, adding an unexpected bonus immediately before your prospect takes the last action to complete a sale will eliminate any last-minute hesitation.

### **3. Provide Fast Delivery - Even When You Can't**

The faster you can deliver your product or service the more sales you will get. If you cannot deliver all or part of your product immediately, add something to the purchase that you CAN deliver immediately. It could be as simple as a series of helpful tips related to your product posted on your web site ...available only to new customers.

### **4. Make Buying Easier**

Every non-essential action in the buying process is an opportunity for customers to reverse their decision to buy. Look for ways you can make your buying procedure easier and faster. For example, many marketers use a multi-step shopping cart to get online orders when a simple online order form would do the job with just 1 or 2 quick clicks.

## **5. Improve Your Offers without Lowering Your Price**

You don't have to reduce your price to improve your offer. Instead, simply load it up with bonuses. Make sure your bonuses have a high perceived value to your customers ...even if they cost you little or nothing.

## **6. Keep Your Advertising Up to Date**

If you never make any changes in your advertising, your sales will eventually decline. Don't abandon advertising that's working - but do keep trying to improve it. And regularly test new advertising to see how it works for you.

## **7. Outsmart Your Competitors with Alternative Marketing**

Look for some alternative marketing methods your competitors are overlooking. That's how one internet marketer discovered direct mail postcards. They proved to be a highly effective and very low-cost way to generate traffic to her web site ...while concealing her marketing activity from competitors.

## **8. Neutralize Customer Complaints Quickly**

Handle customer complaints quickly and with a positive attitude. Strive to preserve your relationship with the customer instead of your immediate profit from them.

They will reward you with repeat sales and referrals instead of punishing you by telling everybody they know about their unhappy experience ...causing you to lose future customers.

Each of these 8 marketing tips reveals a proven low-cost marketing tactic many other small businesses have used to boost their sales and profits. Integrate them into your marketing program now and you'll quickly start enjoying the same results too.

## Chapter 6: Tips To Be Successful With Your Own JV Offer

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**Most likely you have already heard other people getting all excited about JV's and how they can help you build your online business.**

Or maybe you belong to that group of people who are not familiar with JV offers, which is short for joint venture offers... also known as business proposals.

Either way... you can benefit tremendously from the following 8 tips to be successful with your own JV offer.

*Let's get started...*

**1. A JV offer doesn't require a JV partner to buy your products or services to become a JV partner.**

Asking you potential JV partner to buy the product or service would be considered a sales offer and not a JV offer. A JV partner is usually offered a free review copy of your product or service.

Doing that drastically increases your chances to gain a JV partner as this makes him or her feel obligated to return the favor by doing his part of the partnership and e.g. promoting your product or service to their lists.

Why am I mentioning this? Yes, you guessed it right... I had people contact me to do a JV with them and when I asked for a review copy to check first the value of the product... I was referred to their sales page!

**2. A JV offer has to be a win/win or better a WIN/win.**

A JV offer has to provide your JV partner with one or more additional benefits for becoming your partner... his WIN. Your win will e.g. be to be able to tap into your JV partner's list and gaining extra sales.

**A JV offer that offers a win/win could e.g. be:**

"I am looking for JV partners that can promote my product or service to their list of contacts.

In return for you are recommending my product or service to your list, I will not only provide you with a free review copy of my product or service, but also pay you a 10% higher commission than regular affiliates."

Another example... a JV offer for a service you provide could e.g. offer this:

*"I am looking for a JV partner who needs a small to medium sized software product developed in Visual Basic. I can offer to do that for you free of charge in return of 10% of the profits you generate selling that software for the first year starting at your first sale and 5% for the time after the first year."*

Again, a win-win situation... the JV partner has a product without out of pocket expense that he can sell exclusively to his lists, his WIN. And you can earn royalties for live without your own list.

**3. Don't make the initial JV proposals too lengthy.** Especially when you propose to a well know marketer, this can be the JV kill. Those people often have very limited time and will not even read your message all the way to the end if it's pages long.

It is better to send a short teaser email first and then follow up once they reply with all details.

**4. Make your potential JV partner feel like you're a peer and not a salesperson.**

Do your research before you send your first email to a potential JV partner.

Make the style of your JV offer personal, mention details about their business and how the JV offer can help them in what they want to achieve.

**5. Don't let your JV partner do all the work, participating in the JV should very as little work as possible for them.**

Be prepared and offer them to provide marketing material for your JV partner. This can be solo-ad copy, banner and text ads and other materials your JV partner can use to share the word about your product or service.

The less work it is for them, the more likely they will become your JV partner. It is that simple.

### **6. Don't just go only for the big player.**

Overlooking smaller publishers that have a very loyal and responsive list can be another mistake. Besides, those will be much more likely interested in your JV offer as they are not flooded with them (yet).

### **7. Show them how you can help their clients and customers.**

Give an example how your product or service compliments your potential JV partners own products or services. This way you help them to provide an even better service to their clients and customers.

This will also build trust that doing a JV with you will not only earn you and them money, but show that you are interested in helping them to look good in front of their own clients and customers.

### **8. Test your web copy and conversion rates and provide details.**

By letting them know your conversion rate, they will know that sending traffic to your is not a bottomless pit. They can estimate how much they will be able to earn by doing a JV with you.

If you know e.g. that you will generate 1 sale out of every 70 targeted visitors your sales page gets, then let them know that you have a 1.4% conversion rate on targeted visitors.

## Chapter 7: Internet Marketing Myths

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**Every day thousands of people go online to make money but most of them fail miserably.**

This is because they either truly believe one of the 6 Internet Marketing Myths or all of them. You can read them below and discover the grain of salt in all of them.

### **Myth #1: Internet Marketing is EASY**

This is probably the biggest myth of all, and let me tell you Internet marketing is hard, takes time, effort not mention money and anyone who suggests otherwise is trying to sell you a bunch of horse hockey. Granted that it's comparatively easier to brick and mortar in that there's no inventory to carry, no shipping of goods no sales staff and virtually no overhead, but a lot of work is still involved.

### **Myth #2: ANYONE Can Make Money Online**

Folks, this is simply not true. Unless someone gets off their lazy boy recliner and download/read everything they can about internet marketing, and put an action plan in motion, they will never make a dime on the internet. DO NOTHING, MAKE NOTHING.

### **Myth #3: You Can "GET RICH QUICK" On the Net!**

This is the trap that a lot of newbie internet marketers falls into including myself when I first started, why? because scammers make it sounds so easy and let me tell you, chasing "get rich quick scheme" is a WASTE OF TIME! money and energy. It just won't happen overnight, instead do some research and find out what people really want and need then give it to them especially a sense of reality.

### **Myth #4: It's FREE to Do Business Online**

This is one of my favorite myths because I believed it during my first year of internet marketing and it just wasn't true then, it isn't true today. Compared to opening your first coffee shop or gift shop in downtown Los Angeles,



internet business start-up cost and maintenance cost is pretty low. Once you have your domain set up, you only pay for internet connection, advertising and ongoing educations, that's it. You can't expect to make money selling free stuff and ask others to do the same. Folks! it takes money to make money.

### **Myth #5: It's TOO LATE to Start an Internet Business**

Most internet marketers would love to hear people say "It's too late now, too many competitions, I should just pack my bags and go home, the internet is too complicated, etc...". You know why? the less people they have to compete with the better which in turn will make them more money.

The fact is, it's never ever too late to start anything and that includes internet business. I firmly believe that the internet is not going anywhere and you should too. Every year the stats will show you the number of people shopping online are increasing, their spending dollars are growing and the number of people going online is increasing also.

### **Myth #6: The BIG Money Talk is JUST HYPE**

As I've told you before, "it takes money to make money?" Well it's true, although you will be hard pressed to find experienced internet marketers to tell how much they spend on promoting and advertising. Sometimes, you have to dig a little deeper to find the truth in every hype you read. It's a fact that the people that makes a lot of money online also spends a lot of money on advertising, tools, resources and know how to get the job done.

If you are willing to take the necessary action to make 'big money' happen for you - it will. It takes time. You can criticize, be skeptical and sure that 'big money' can't happen for you - and it won't. Sit down and write a financial and a sound business plan. Local Chamber of Commerce can give all the info you need to get started.

*If you believe that you will succeed you're right, if you believe that it won't work, you're right also.*

To summarize, you have heard people's story how they're making a fortune on the internet and how easy it is but the reality is some stories are NOT out of this world or unrealistic but it just doesn't happen overnight. You just

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have to apply a bit of common sense into it, find what you love to do, have a game plan, stay focus and you my friend might find the right opportunity to make all your dreams come true.