

# Online Income Partners

Work just 4 Hours  
a Week for Only 8  
Weeks Total to...



Earn an Income that  
Keeps Coming In  
Month after Month!

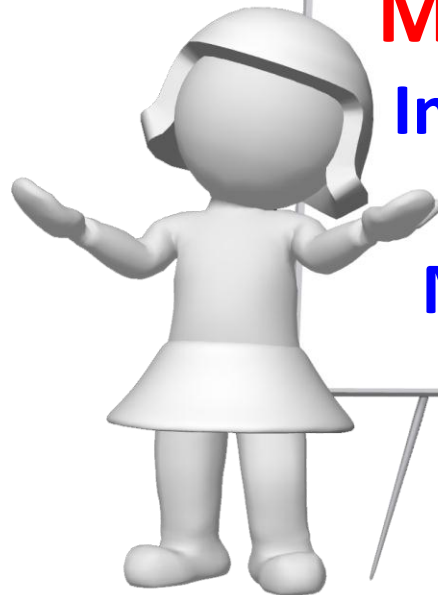
## Lesson #5

**Marketing**

**Immediate**

**Return**

**Methods**



# Review

## Now it's complete

- Your Product is now complete and ready to market.
- You should have enough interviews/recorded segments done for it to run for several months.
- Perfection will never come but you can improve it as it goes. “It’s a work in progress.”
- Be sure your FREE Content Capture page is Golden! You’ll be using it to make the bulk of your sales. Make it irresistible!
- Start making money now!

# What we're going to do this week?

## Immediate Return Methods

- Throughout the next four lessons we'll focus on about 30 effective marketing methods. You don't need to do "all" of them but be thorough on the ones you do.
- **Immediate Return Methods** are ones designed to bring in sales the quickest after completion.
- This weeks methods are separated into

**FREE Options & Paid Options**

# Immediate Marketing

## FREE OPTIONS

Freebies

Friends & family

Your email list

Create a list

Newsletters

Subscriptions

Giveaways



# Freebies

Create something free

## Free content capture page - **Money page!**

You've already created it.

- Check list for effectiveness!
  1. Does it have a catchy title to grab them in 3 seconds?
  2. Does it fill an urgent need?
  3. Does it stress value and benefit?
  4. Is it easy and clear to understand?  
Does it motivate most people to want to sign up?
  5. Would you?

**NOTE:** Take as much time as you need to make this page as effective as possible. It will be your front line sales item in quite a few marketing areas.

*"If it's great you make sales, if not you don't!"*

# Friends & Family

## The buck starts at home

- Send an email out to “everyone” you know about your product. *(See sample page)*
  - Send it to anyone you know, family, friends, coworkers, etc.
  - They may be interested in your topic now, have been thinking about it or possibly know someone who is.
- In your free video or product be sure to add a line about; “Get more here + your sales page url”.
  - This can make sales with those who get your free video without your capture page.
- Put a link to the free gift in your email signature.

# Your Email List

Do you have one?

- Step one in advertising is to send an email to everyone in your email database telling them about your project.



- If you're not sure what to write we have a sample letter coming up.

# Create an Email List

It's never too late to start one

- With the marketing techniques in the next four lessons you have a choice to send people to page one: Free Content Capture Page, to build an email list or page two: Free Content Page, to simply give the free item.
- Page one will help you to build an email list.
  - If they don't buy immediately you still have the chance to sell them in a future automated email.





# Begin Weekly Newsletters

30 – 50% of your sales can come from these

- If you use the advertising techniques you'll learn in these marketing lessons you'll begin to generate an email list of people interested in your topic.
- Some will buy as soon as given the opportunity.
- Some will buy after 7 – 10 sales letters.
- Some will buy a year or two down the road.
- Once your initial automated sales letters are delivered you'll need to send out newsletters to keep their interest.
- The best frequency is three times a week and second best in twice. *(Remember the 80 – 20 rule)*

# Newsletters

## What are they?

- A newsletter in terms of our process are the letters that are delivered after your initial 5 - 10 automated sales campaign letters have ended.
- These are a way to keep your prospective clients thinking of your product.
- They can be automated as well but each are sent to everyone in the campaign at the same time.
- They can include inspirational articles or stories, helpful tips, sales of your product or similar items, questionnaires, surveys or virtually anything.
- Be creative and you will see your list continually grow.

# Sample Email

## To introduce free content capture page

Hi Firstname,

I just finished the creation of an exciting 12 month E-Course titled *“Twelve Secret Child Temper Tantrum Techniques”* authored by the top ranked TV nannies. I’m sending you this letter to give you *Video Lesson #1* absolutely free as an introduction to this wonderful course. It’s titled *“How to Discipline Your Child without Raising Your Voice”* by Mrs. Doubtfire who’s one of the most sought after TV super nannies.

To see it right now [CLICK HERE](#). *(send to page 1 free content capture page to begin building a list)* Please feel free to share the video with anyone you know with children. They’ll be eternally grateful that you did.

Thank you for your support and enjoy the video.

Sincerely,

Your Name

Email Signature

# Email Signatures

## What, why and how?

- An email signature is a block of information at the end of a letter signifying that no more copy is included after that point. Similar to “signing off”.

Hi Friend,

Below is an example of an email signature. Notice how your eyes are drawn to it as much as they would be to the P.S. of a letter.

Sincerely,

*Rene A. Bastarache, CI*

*Hypnotherapy Instructor, Author & Fisherman*

***American School of Hypnosis Training Centers***

Get your FREE 446 Page Hypnosis Training Manual: <http://www.choosehypnosis.com>

Be a Hypnosis Practitioner: [http://www.choosehypnosis.com/individual\\_training.htm](http://www.choosehypnosis.com/individual_training.htm)

Be a Hypnosis Instructor: [http://www.choosehypnosis.com/business\\_in\\_a\\_box.htm](http://www.choosehypnosis.com/business_in_a_box.htm)

# Email Signatures

## What, why and how?

- An email signature is a block of information at the end of a letter signifying that no more copy is included after that point. Similar to “signing off”.
- It often can include the senders name, title, phone number, links to their website, products, a quote and even a picture of them.
- It is often the second most noted part of an email.
- It’s also a great form of marketing as many will click on the links to view your offer or learn more about you.
- They can be easily created in most email programs by clicking on the *mail options* menu and then the *signature* menu where you would create it. *(Some programs may vary slightly)*

# Those I subscribe to

or subscribe to me:

- Are you a subscriber on anyone's email list?
- Who do you subscribe to or follow on YouTube, Twitter, FB, etc?
- Do you have any programs where anyone subscribes to you?
  - Blogs / Articles
  - YouTube or other video sites? Etc.

# Giveaway Programs

- A giveaway program is generally where entrepreneurs come together to pool their resources.
- They give away free products that are hosted on a Giveaway Site that is advertised online as well as the participants.
- The participants are asked to send out email to their followers informing them of a special giveaway program on the dates predetermined where they can get many free items with no strings attached. *(these letters are usually supplied)*
- There they can browse all the free items, choose ones they like and subscribe.
- There can be anywhere from a few hundred to thousands of people viewing your free item.
- Some Giveaways work differently where they are constantly running and don't require your email list.

# Giveaway Programs

- <http://www.newjvgiveaways.com> - A great way to advertise your free stuff and/or build a huge mailing list fast.
- [Online-Sweepstakes.com](http://Online-Sweepstakes.com) - Very simple to submit. They will almost always post your giveaway the same day you submit it.
- [Contest-Corner.com](http://Contest-Corner.com) - Another great site that will post your giveaway in the same day. Contest-Corner is probably the easiest site to submit a giveaway. It can be done in just a few minutes.
- [ContestGirl.com](http://ContestGirl.com) - Contest Girl. For certain giveaways you can get an enormous amount of traffic from them. It's another easy site to submit to and should only take a minute.
- [Prizey.net](http://Prizey.net) - Prizey is a great site to receive strong traffic from when posting your promotions. You can spice up your giveaway and add a picture when submitting the form.



# Immediate Marketing

## PAID OPTIONS

In this section we will focus on paid advertising options that can bring you in immediate results depending on the quality of your free content capture page and your budget.

These options will include:

1. Pay Per Click Paid Advertising
2. Purchasing leads with Adfly
3. Purchasing opt in leads with GetResponse

# P.P.C. Paid Advertising

## Pay Per Click

There are many pay per click programs available but in my opinion these are the main four. Rather than guiding you through building them I've included the links to each to get you started.

- Google Adwords: <http://www.google.com/adwords/>
- Yahoo Advertising: <http://advertising.yahoo.com/>
- YouTube: <http://www.youtube.com/yt/advertise/>

This is *Video PPC*. Currently less expensive than print PPC.

- FaceBook: <https://www.facebook.com/advertising>

# P.P.C. Paid Advertising

## Google Adwords

- Google Adwords: <http://www.google.com/adwords/>

Google

**Web**  
Images  
Maps  
Videos  
News  
More

**Lauara Yoga Studio** (646) 702-4596  
[www.lauarayoga.com](http://www.lauarayoga.com)  
Great for **beginners**. Get the first 3 classes free! Call now.

**Youth Yoga Classes**  
[www.yogakids.com](http://www.yogakids.com)  
Yoga for all ages! We offer modern facilities and reasonable rates  
Yoga Kids Inc. - 610 McKenzie Boul. Denver, CO

**Hot Yoga Classes**  
[www.yogabears.com/hotyoga](http://www.yogabears.com/hotyoga)  
Dynamic, fun and cost effective!  
Special: 10 classes for \$100

**Yoga for beginners**  
[www.vinashiyoga.com](http://www.vinashiyoga.com)  
Burn calories and find peace.  
Small classes. First week free!  
(354) 555-0111 - Directions

**Yoga Accessories**  
[www.yogaaccessories.com](http://www.yogaaccessories.com)  
Experts or **beginners**, we have everything you need for yoga.

**Lilac Yoga Studio**  
[www.lilacyogadenver.com](http://www.lilacyogadenver.com)  
Try our popular **yoga** sessions  
Limited time \$100 for 10!

**Yoga Yoga Denver**  
[www.yogayogadenvers.com](http://www.yogayogadenvers.com)  
Yoga classes in denver. New to **Yoga**? Start here! Mommy & baby **yoga**!  
Map & directions to studio · Rent our Space · Energy/Exchange opportunities

# P.P.C. Paid Advertising

## Yahoo Advertising

- Yahoo Advertising: <http://advertising.yahoo.com/>

**YAHOO!**

**Web**  
Images  
Video  
Shopping  
Blogs  
More

**Anytime**  
Past day  
Past week  
Past month

Ad related to Golfing tips


[Hit Straight Every Time | SquareToSquareMethod.com](#)  
[SquareToSquareMethod.com/Golf-Tips](#)  
Pros Called Him "Straight Arrow" Learn His Swing Secrets Right Here!

See more ads for: [Golfing tips](#)

[Simple Golfing Tips - Tips For Golfing](#)  
[www.tipsforgolfing.com](#) Cached  
Master these simple **golfing tips**, designed to take your **golf** skills to the next level, and you'll be on your way to playing for par.

[Golfing Techniques – Golfing Information – Golf Tips for ...](#)  
[golfing.lifetips.com](#) Cached  
**Golfing.LifeTips.com** offers **golfing tips** ranging from **golf** safety, **golf** conditioning, **golf** putting **tips**, ultimate **golf** caddy **tips**, basic rules of **golf**, improving **golf** ...

[Golfing Tips - Video Results](#)

  
Golf Tips - What P...  
(Best Driver Video)...  
Golf Tips... How to ...  
Golf Tips... How to ...  
Golf Tips... How to ...

**Ads**

[Golf Swing Tips | golf-info-guide.com](#)  
[golf-info-guide.com](#)  
Game-Improving Golf Swing **Tips** New Online Golf Swing Articles

[Golf Tips Magazine](#)  
[Golf-Tips-Magazine.com-sub.biz](#)  
Gift, Renew or Subscribe Today 90 Day Risk-Free Trial, No Tax

[Www Golf Tips](#)  
[www.Edmunds.com](#)  
Research, Reviews, Pricing & More. Get Auto Golf Discounts

[GOLF® Magazine](#)  
[GOLF.com/subscription](#)  
Better Golf Guaranteed for Only \$10 Order Now & Get a Free Gift!

[Get Golfing Tips Results](#)  
[golfingtips.buyerpricer.com](#)  
Looking for Deals on **Golfing Tips**? Find **Golfing Tips** Results & Compare.

# P.P.C. Paid Advertising

## YouTube Advertising

- YouTube: <http://www.youtube.com/yt/advertise/>

The screenshot shows a YouTube video player interface. The main video is titled "The Conscious Mind, The Key to ALL Progress - FREE Hypno..." by Rene Bastarache, with 1,685 views. The video player shows a globe and the text "The American School of Hypnosis". A red oval highlights an advertisement for "Parmesan Crusted Chicken" by Hellmann's, which has 389,498 views and a duration of 0:31. Below the main video, there are several recommended videos, including "Hypnosis Training" by HypnotistMarcSavard (11,227 views), "The Secret to a Successful Hypnosis Session, Free Video Training" by Rene Bastarache (475 views), "The Subconscious Mind is the Law of Attraction. Free Hypnosis Training." by Rene Bastarache (8,839 views), "Learn Self Hypnosis FREE - Two easy ways to help yourself now!" by Rene Bastarache (2,548 views), "Why does the Law of Attraction always work? Here's the Secret!" by Rene Bastarache (1,408 views), "Marketing" by renebastarache (16 videos), and "Proof that the Law of Attraction works! Celebrity Testimonies" by YouAreCreators (342,258 views).

# P.P.C. Paid Advertising

## FaceBook Advertising

- FaceBook: <https://www.facebook.com/advertising>

The image shows a Facebook profile for Rene Bastarache. The profile header features a grid of various hypnosis-related products, including books like 'Clinical Hypnosis', 'Hypnotherapy Scripts I-IV', and 'How to Attract the Life You Want'. Below the header is a profile picture of Rene Bastarache and his name. The main content area shows a status update from Rene Bastarache, dated 19 hours ago, with a photo of a red can of Carmen beer and a glass of beer. To the right of the profile is a 'Recent' list of years from 2013 to Born. Below the profile is a 'Sponsored' section containing three ads: Ray-Ban sunglasses, Compass Pointe NC, and Improve Your Life. The Ray-Ban ad is circled in red. The 'About' section on the left shows the profile is public and lists the author as an instructor and fisherman at the University of Southern Maine.

Recent

2013

2012

2011


2010

2009


2008

1996


Born

Sponsored  See All

Ray-Ban. \$24.58  
yuhongle.com


 Up To 85% Off! Easy Returns + Express Delivery! LED Faucets

Compass Pointe NC  
compasspointenc.com


 A new gated community in NC. Enjoy a resort-lifestyle everyday. 10mins from Wilmington, NC

1,299 people like this.

We are victorious!  
dell.com


 The ultimate gaming experience with NVIDIA 700 series graphics processors. Shop NOW!

Improve Your Life  
Gregory Malouf

 Let go of fear & anxiety & consciously create your reality! Like author Gregory Malouf.

Like • 3,711 people like Gregory Malouf.

"Internet Marketers?"  
Annetta Powell

 Click "like" if you love Internet marketing!

Like • 35,128 people like Annetta Powell.

Complete Your Profile: Places · 1/2

Which city do you live in?

Biddeford, Maine



Philadelphia, Pennsylvania  
Shannon Ruane Liccardello, Dawn McGinley and Jennifer Bare Munson live here


Chicago, Illinois  
Tim Marshall has lived here

Enter current city

Public

About

 Author, Instructor & Fisherman at Self Employed and Loving It!   
May 1996 to present

 Studied School of Life Experience - Daily at University of Southern Maine, Portland, Maine

# Find your BEST Keywords on KeywordSpy.com

- <http://www.keywordspy.com/> find the keyword CPC. *(see next page)*
  - (Just to illustrate, according to KeywordSpy.com, “Child behavior problems” has a CPC of \$1.52, while “Temper Tantrums” can have a CPC of \$.55, less than half the cost... So, you can advertise using temper tantrum keywords at a much lower cost and still target nearly the same demographic of customers and in this case even a larger one.)

# Keyword: child behavior problems

Vol: 18,100/mo CPC: \$1.98

- Overview
- Ads (74)
- Related (674)
- Similar (6)
- Misspell (1)
- PPC Competitors (53)
- Organic Competitors (20)

## Keyword Statistics

PPC Advertisers:	53	
CPC:	\$1.98	
Search Volume:	18,100/mo	
Search Results:	N/A	



## Related Keyword Overview

Related (674)	Search Volume	CPC	Related	Search Volume	CPC
child behavior	165,000/mo	\$1.52	child behavior disorders	8,100/mo	\$1.80
child discipline	49,500/mo	\$1.21	children and discipline	60,500/mo	\$1.27
behavior problems	135,000/mo	\$1.80	defiant children	18,100/mo	\$1.59
discipline children	60,500/mo	\$1.42	temper tantrums	40,500/mo	\$0.59
children discipline	60,500/mo	\$1.41	childhood behavior	27,100/mo	\$1.78
behaviour children	165,000/mo	\$1.39	toddler temper tantrums	1,900/mo	\$0.55
child behaviors	33,100/mo	\$1.37	4 year old tantrums	2,900/mo	\$0.45
children behavior problems	33,100/mo	\$1.97	child tantrums	6,600/mo	\$0.77
disciplining children	14,800/mo	\$1.19	children temper tantrums	3,600/mo	\$0.67
bad behaviour in children	4,400/mo	\$1.14	toddler temper tantrum	1,900/mo	\$0.56



# Keyword: **golf tips**

Vol: 165,000/mo | CPC: \$1.23

**Overview**

Ads (30)

Related (1,000)

Similar (344)

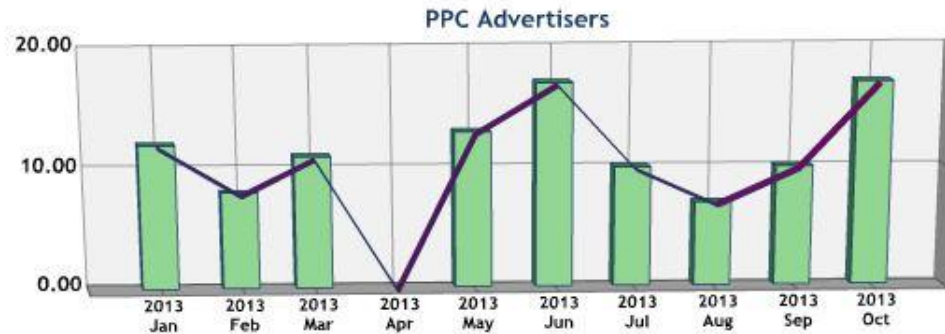
Misspell (3)

PPC Competitors (21)

Organic Competitors (20)

## Keyword Statistics

PPC Advertisers:	21	
CPC:	\$1.23	
Search Volume:	165,000/mo	
Search Results:	N/A	



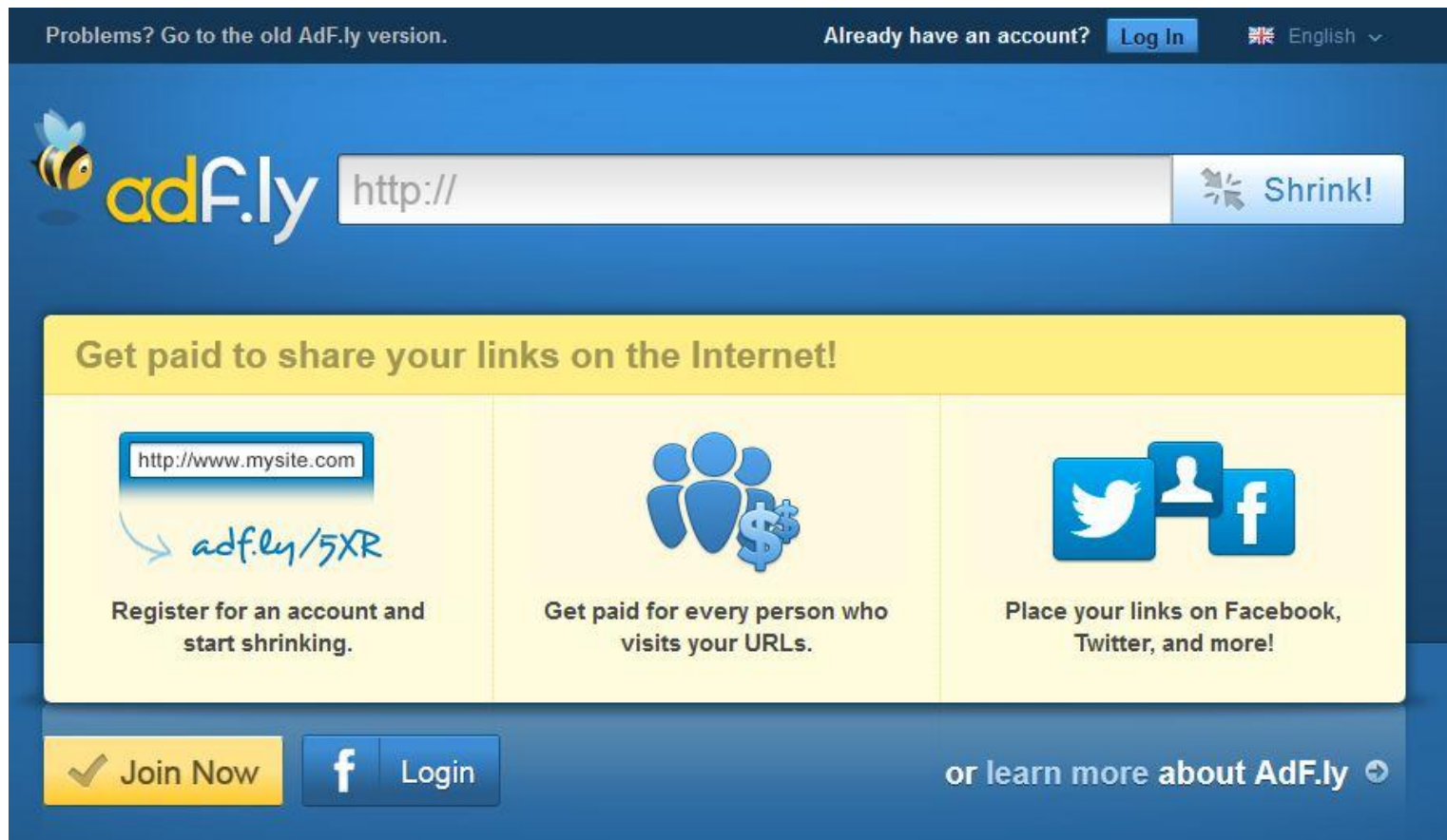
## Related Keyword Overview

Related (1,000)	Search Volume	CPC	Related	Search Volume	CPC
golf hints	60,500/mo	\$1.23	golf swing aids	6,600/mo	\$1.66
golf tips and hints	60,500/mo	\$1.33	golf secrets	5,400/mo	\$0.89
tips golf	165,000/mo	\$1.31	how to play golf	246,000/mo	\$1.30
golf tip	27,100/mo	\$1.09	perfect golf swing	22,200/mo	\$1.25
golf lessons	2,240,000/mo	\$1.41	free golf lessons	8,100/mo	\$1.42
free golf tips	3,600/mo	\$1.19	free golf lesson	4,400/mo	\$1.30
learn to play golf	3,600/mo	\$1.70	golfing tip	210/mo	\$1.36
online golf tips	1,000/mo	\$1.69	driving golf tips	8,100/mo	\$1.28
improve golf game	2,400/mo	\$1.42	beginners golf tips	8,100/mo	\$1.32
golf training aids	22,200/mo	\$1.48	golf swing tips	22,200/mo	\$1.17

# Adfly

## Purchasing leads worldwide

1. Go to <http://adf.ly> and join for free.



The screenshot shows the Adfly website interface. At the top, there is a navigation bar with the text "Problems? Go to the old AdF.ly version." on the left, "Already have an account? [Log In](#)" in the center, and "English" with a dropdown arrow on the right. Below the navigation bar is the Adfly logo, which consists of a bee icon and the text "adf.ly". To the right of the logo is a search bar containing "http://" and a "Shrink!" button with a magnifying glass icon. The main content area is a yellow banner with the text "Get paid to share your links on the Internet!". Below the banner are three columns of information. The first column shows a URL "http://www.mysite.com" in a box, with an arrow pointing to "adf.ly/5XR". Below this is the text "Register for an account and start shrinking." The second column features an icon of three people and a dollar sign, with the text "Get paid for every person who visits your URLs." The third column shows icons for Twitter, Facebook, and a person, with the text "Place your links on Facebook, Twitter, and more!". At the bottom of the page, there is a dark blue footer with a "Join Now" button (with a checkmark icon), a Facebook "Login" button, and the text "or learn more about AdF.ly" with an external link icon.

# Adfly

## Purchasing leads worldwide

### 2. Create a campaign & place your order.

PACKAGE DESCRIPTION / COUNTRY		PRICE 1,000	PURCHASE
<b>Worldwide Deal</b> Traffic from all over the world.	<b>HIGH AVAILABILITY!</b>	\$1.00	<input type="text" value="5"/> k
<b>Proxy Traffic Deal</b> Traffic from proxy servers. All the rules above still apply EXCEPT it is from known proxy servers, great for some quick and cheap traffic. This is still human traffic, no bots.	<b>1/2 PRICE SALE!</b>	\$0.40	<input type="text" value="10"/> k

United Kingdom	GB	\$4.00	<input type="text" value="2"/> k
United States	<b>LIMITED AVAILABILITY</b> US	\$5.00	<input type="text" value="3"/> k

Australia	AU	\$3.00	<input type="text" value="1"/> k
Belgium	BE	\$3.00	<input type="text" value=""/> k
Canada	CA	\$3.00	<input type="text" value="1"/> k

# Adfly

## Purchasing leads worldwide

3. Scroll to the bottom of the page to see your totals and pay for your order.

You have ordered 22,000 visitors for a total of \$38.00

[Click here to enter your website details](#)

4. All 22,000 visitors are guaranteed to view your site for at least 5 seconds.
5. You can target virtually any country you like.

# Purchase Opt-in Leads

[GetResponse.com](https://www.GetResponse.com)

With this program you “only” pay for opt-in leads and not just for views.

- Go to the [GetResponse.com](https://www.GetResponse.com) Dashboard page.
- Scroll to the very bottom until you see this ad.
- Click on the [Buy Leads](#) link.



Grow your list with [GetSubscribers](#).

Grow your profitable, permission-based email list automatically! [Buy Leads](#) or [Manage your leads](#)

# Purchase Opt-in Leads

[GetResponse.com](https://www.getresponse.com)

- You'll be directed to an ordering page to place your order.
- Then you're forwarded to a page to create your online ad.

1 Choose the Amount of Leads

2 Create Your Ad and Place Your Order

Step 1: Choose the amount of leads you need

Leads	Price	Choose
200	\$89.95 / 45 each	<input type="radio"/>
500	\$189.95 / 38 each	<input type="radio"/>
1,000	\$359.95 / 36 each	<input type="radio"/>
2,000	\$639.95 / 32 each	<input checked="" type="radio"/>

\*\* Important note: no refund policy on lead purchases.

Order Now

# Purchase Opt-in Leads

[GetResponse.com](https://www.getresponse.com)

- You'll be building a **real mailing list of subscribers** that are genuinely interested in your offers.
- First, they react to your GetSubscribers ad on the web (*much like clicking on a pay-per-click ad*).
- Second, they opt in to your list.
- Third, your automation emails your list and converts your subscribers to customers.
- Each time a subscriber responds to your GetSubscribers ad, the email marketing system delivers your email leads straight to your campaign.

# Summary

Get started now!

- There are many ways to get your product sales started. If you like some of the techniques we shared with you or you have some ideas of your own the key element to success is to get started now!
- Choose the ones you like and get them going before the next lesson so you can concentrate on those as they come up.



# Assignments

- Make sure your free content capture page is as effective as possible. Show it to others to see it's impact before moving on.
- Choose the marketing methods that resonate with you and do them. The more you can do the more sales you'll receive.

**Q. A.**

