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## **Recurring income strategies for online entrepreneurs**

The term recurring income has become a word of joy for many internet marketers. It is in fact a goal for most people who are currently seeking for the way out of the rat race and also for those who are still seeking for financial freedom. To many, a recurring income or passive income is their key to be free because you can work one time and get paid over and over again. It is not a big wonder then as to why so many people wish to look for ways to earn money with a recurring income stream or two.

Fundamentally, to earn a recurring income you need to be trying to find program out there that charge money monthly and then promote it. If the program let you choose between a huge one-time fee over a recurring income then you should ask about the program's stick rate. A stick rate is nothing but the average amount of months your leads would stay as a paying member. The longer the stick rate the better it is to take up on the recurring offer instead of a one-time payment. Not all offers are created equal while some program will have a great stick rate and some will only last a few months.

This definitely has something to do with the power of your offer and product. A product that people use every single month will be more likely to have a higher stick rate and the product that people will rarely use will likely have a lower stick rate. Of course you can earn a recurring income by selling your own products as well instead of using an affiliate program. It's all up to you and your own preferences. The more you work on this, the more you will understand the passive income world. One thing that we've got to point out is that it is hard to find a program that charges a huge recurring fee and has a good conversion rate or a stick rate. In fact, you will find that most recurring income is of lower tier fees but and it will still be hard to get a good conversion rate unless the product is really useful.

The key here is to have a lot of paying members that pay you a fee, make sure they are satisfied so they stick around for a long time and also make sure that the product itself is of absolute quality. Here are some of the ways to make a recurring income on the internet.

## **Get People To Sign Up For Membership Programs.**

Selling memberships to people is a great way to earn an online income. However, you need to make sure that your members will get what they want and more in order to keep them as a member. Your membership must produce quality content that will keep them subscribed for a long time. While the idea is to work very little and get paid over and over again, you will find yourself consistently working to get more leads and provide the best content or services to your subscribers. This then gives birth to a new question, how is this going to earn your freedom.

The key here is outsourcing. When you are making a good income, you need to reinvest that money into the people who are going to work for you so that you don't have to. It is a cost, but you can get back your freedom and that speaks volumes. Besides, as your members grow, so will your income so it only makes sense to how you should outsource your work to people who are good at it while you enjoy all the money. This is definitely a perfect example of the famous phrases that goes ... 'Let your money work for you!'.

## **Start a Forum.**

Many people do not know this, but some of the biggest earners in the internet marketing world today are successful forum owners. Take the warrior forum as an example, the owner has earned a lot of money every single day just running the forum and providing people with a way to advertise. It is definitely a tremendous way to earn money. Is it mainstream internet marketing technique? It's not. Is it a popular way to earn money? It's not.

However one thing is for sure, the owner is earning so much money it's unbelievable. And he is doing it with one eye closed which means it is in fact really easy money for him since the forum is now a big hit. All he has to do now is to make sure that the forum is strict and that he protects the interests of the people in the forum and he won't ever have to worry about money ever again (and so will his sons and grandsons). The lesson here? If you can get past the initial hurdle of getting the forum into a place to hang out, then you are in for a real treat... try financial freedom for size!

## **Subscription based Affiliate program.**

Stop right now and think about it, what is it that every marketer needs and needs it for almost the entire lifetime as a marketer? Any answers yet? Well... let me tell you just a few of these golden affiliate programs that you should go after.

The first one would undoubtedly be hosting. The next are domain name. The next reigning king would be autoresponders. See the connections here? There are all something that

internet marketers would need and buy so why not let them pay you to use them? That's right become an affiliate for these programs and make sure they will pay you a recurring fee instead of a one-time Signup fee. Selling something that everyone will buy anyway isn't so hard. The hard part is how to actually win over your competitors and mind you, we are talking about hot areas where that is a lot of vicious competition.

All the challenge here only means that the winner will taste a sweet victory passive income so why not consider taking the chance to earn money in this area. Your income will grow exponentially and you will definitely be paid over and over again. It will be a tremendous feeling indeed.

## **Reliable PPV Tactics That Works!**

One of the most underestimated traffic sources on the internet today are PPV (Pay per view) traffic. This could be because most people do not know anything about it and it is unclear to them as to how PPV traffic works. You know what they say... people usually fear what they do not know or understand. However, at the same time, it is also undeniable that PPV one of the best traffic source available today. And not to complicate things, it is true that PPV traffic does bring in quality leads and those leads does convert into cash as well.

When we talk about PPV traffic, it is often associated with Spam and Virus. This is not true. What PPV essentially is, is that it is an Adware program and this is very different from Spam or Virus infections. An Adware is in most cases legal. Why is that so? Well, most of the time the users who are using or installing a software for free, they will have to agree to the terms that they would receive ads in order to use the software (which is why it's free in the first place). So it is safe to say that anyone who agrees to install and uses those freeware softwares has also agreed to receive ads as a result. However, some people just don't read and installs the software just the same and wonders why they keep getting ads on their PC or browser which results in the feeling of getting spammed. Some are so confused that they blame it on virus infection.

Nevertheless, we can be sure that Adware is a Legal form of traffic source and that the majority of the traffic chooses to receive ads out of their free will in exchange for the use of some software or product. With that said, let us take a look at some of the best tactics to use for successful PPV advertising.

### **CPA offers works well on PPV.**

One of the things about PPV ads is that they are indeed intrusive so you will need to understand the entire psychology of what is actually going on with the traffic within the PPV platforms in order to succeed. People in the PPV traffic are usually not looking to buy anything. In fact we should look at it as if they are people walking in a big mall or mart and they are there as a window shopper. So in order to get them to notice your product, you need

to stop them in their tracks with some nice product packaging and then you will try to sell it to them fast before they decide to walk away.

Hence CPA offers (Cost per acquisition) are one of the best converting offers that you market to PPV traffic. One of the reason here is that they most of the time, you do not require them to take out their wallet and pay you and thus this help a lot with the conversion rate. The other thing about CPA offers is that their landing page is usually very short and attractive which is exactly what you need for PPV traffic.

What this means is that with PPV traffic and CPA offers, direct linking strategies does work. However we must also understand that when the landing page is overused and the effect of banner blindness kicks in, you should create your own landing page to replace your direct linking strategies.

### **Building a list with PPV traffic.**

Besides CPA offers, the other good marketing tactic that you should employ into your PPV traffic is to actually use the traffic to build your list. Essentially you are actually doing CPA as well as you will be presenting your landing page to the traffic and all they are going to do is subscribe to your newsletter. This is similar to CPA offers except that now you are not doing it as an affiliate but you are gathering leads for yourself.

The good thing about PPV traffic is that it can be very cheap especially if your opt-in page has a very high conversion rate. From the list that you build, you can then market to them multiple times. Learn to nourish the relationship with your list and you will be able to place yourself in a strong position to sell them products of your own or affiliate products. As what all the expert marketers would say, the money is in the list so make use of this great traffic source and turn it into a money making machine.

### **Test and Track everything.**

When dealing with PPV traffic, it is very essential for you to employ good tracking campaigns to help you understand your traffic and how they respond to your offers better. Learn to read the statistics and you will find that you will be able to understand your traffic such as what they like, what kind of colors works best and stuff like that. It is no wonder why some of the expert PPV marketers do things entirely differently on their landing page.

For example, traditional marketing uses a landing page that tells you about the benefits and they include a headline and stuff, but some PPV marketer will just use a viral picture such as a funny cat picture and edit it with a caption to grab attention and get a click. The caption would be short and it is usually a short call to action like this 'iPhone For Free?? Click This Cat for a free iPhone'. You will notice how short and simple the copy is on their ads but it gets the job done. What matters next is how well the offer converts and if it does convert well you will get paid.

Using PPV traffic requires a deep understanding of the traffic. When you understand and adapt your marketing style towards the traffic, you will find that PPV traffic is a very reliable traffic source and since it is very cheap to use if you are doing things right, you will find

yourself using this traffic source for a long time.

## **The Role of Keyword Research In 2013**

We use to hear a lot about keyword research a few years back. However internet marketers who are starting just today will barely be reading or hearing much about Keyword Research. It would seem that keyword research is not as important as it was back then while some would argue that keyword research is dead. This is not true. Keyword research still holds an important role in internet marketing. Just because it is not widely discussed anymore does not mean Keyword Research is essentially dead.

In fact keyword research is still being actively used by many successful marketers and it is also still used in many online marketing tasks. Although there might be changes to how keyword research is being done and how to use it in your marketing campaigns we must understand that keyword research remains one of the essential ways to help you improve your marketing efforts.

### **For PPC (Pay Per Click Advertising).**

As we all know PPC is what made Keyword research famous. As the popularity of PPC dying down, it is no surprise that keyword research isn't as much discussed as it was before when it was in the glory days of PPC. But one thing is for sure, people still use PPC, whether it be using the Adwords platform or other ppc platforms. And there is a good reason for this. The reason is PPC still remains as one of the best traffic sources for internet marketers and affiliate marketers.

Sure Affiliate marketers are staying away from Google Adwords for now, but that does not mean that other PPC platforms such as Microsoft Adcenter (and Yahoo Search marketing), 7search and many other PPC platforms do not work for them. It is no surprise then if PPC is pretty much alive, then Keyword research is involved.

With PPC, you will almost always need a sizable amount of keywords to bid on in order to get the best traffic for your ads. You will normally start with one keyword and expand from there. Some marketers prefer a longer list of keyword and some does it the other way round. Well, the general way to go about deciding the length of your keyword list would be to start with a small amount of keywords first and slowly move on and expand to a larger keyword list when you see results from your keywords.

You will have to bid on keywords that are closely related to your product and make sure that you understand your keyword searchers' intention when they are doing the search. The more you understand the fundamentals behind the searcher's intention, the better kind of keywords will you be able to find. When you are expanding your list, you won't expect all the keywords to perform, which is why you will have to test and track every single keyword for conversion.



When you find them you will keep them and delete the rest of the keywords that do not work.

## **For Market Research.**

Some internet marketers use keyword research as a way to research on a certain niche. They will use keyword tools to draw a huge number of keywords and then expand it further with relevant keywords. These keywords will then teach the marketers a thing or two about what is the niche about, what are the benefits that people are looking for? What are the intention and psychology behind the people within the niche? What is the main problem that needs to be solved?

For example, if you are looking into the weight loss niche, if you find keywords such as Lose Weight Fast and Lose Weight Naturally. You can understand the niche and the demand by looking at the search volume. If the monthly search volumes for the keyword 'lose weight fast' far surpasses the search volume for the keyword 'lose weight naturally' then you will know what the market's real demand is. Hence with proper keyword research, you will be able to tell immediately that your goal or product should be aiming for.

## **For SEO.**

It makes tons of sense for a good SEO marketer to actually rank high for the right keyword. When it comes to the right keywords, one needs to do a significant amount of research on the keywords. Of course the best scenario would be to actually rank for all the keywords. But we all know that is almost impossible. Hence, an SEO marketer will always have to be very selective of the keywords that they choose to rank.

This is very important because the right keywords will be the key to your conversions when your site is finally ranked high. You don't want to rank for a useless keyword because most of the time, it takes a lot of time to actually rank a site to a desirable ranking. Imagine getting your site ranked high for a keyword after months of hard work just to find out that the keyword does not convert.

Another important factor that will be at play here is that you will want to understand the keyword that you will be ranking for first. What you are essentially looking for is the competitive level of that keyword. Some keywords are just too competitive while most are just not worth your time even if they are easy to rank keywords. Therefore it will definitely pay off if you do your keyword research first before embarking on a journey in optimizing your site for the search engines. You'll be glad that you do your homework beforehand and you won't be wasting any ample time, effort and not to mention your business budget. It is then without a doubt that keyword research still plays a big role in the world of internet marketing even though it has lost a lot of its popularity to date.

## **The Truth about Online Passive Income**

Passive income is indeed a wonderful thing. In fact many people are glad that they understand what it is and strive to pursue as much of these passive income as possible. The main reason is that Passive income can get you close to the freedom that everyone wants. So what exactly is a passive income? In short passive income is the kind of income that pays you over and over again just for working one time or for less work. A good example of this kind of income is selling insurance policies. When you sell an insurance policy, it will continue to pay you over and over again as long as the buyer continues to pay for their insurance premium on time.

Another good example of a passive income is what we see in some of those MLM plans where you will get enough down lines in under them and get paid automatically for a long time. While selling insurance and working your MLM business is a very good passive income source, we need to understand that it isn't meant for everyone especially when it comes to selling in real life. This is why many people have taken to the internet in search for passive income online.

So the question is... are there any passive income to be found online? The quick and precise answer would be yes. There are many ways to earn passive income online and the good thing is this... you'll never have to cold call anyone, you'll never have to go face to face selling to anyone. It's amazing and frankly it sounds too good to be true. This is why some MLM companies actually move their marketing business from offline to online.

That's right, there are MLM companies in the online world and you can actually join them for a good passive income. However, one will have to be careful and do their research before joining an online MLM program online. There are many scams online and there are of course legit offers online as well. Perhaps one of the weaknesses for online MLM is that the training provided isn't as good as some of those offline MLM companies.

However there are many other ways to earn a passive income online besides MLM products. The best thing about Passive income is definitely in the freedom that comes together with success. Making money with a day job will never give you the freedom that you want. You are stuck in a 9-5 working hour until you retire. With enough passive income, you could retire early or go on a vacation anytime you want and you will still earn money every day from your passive income efforts.

Take some of those Clickbank merchants for example. When those merchants have a strong army of affiliates that sell for them, they are practically financially free. They won't even have to work for more traffic; instead their affiliates will continue to make money for them while they do nothing or go on a long vacation. That is freedom with money we are talking about and that's the true power of a system that can generate money for you endlessly without you having to lift a finger.

### **Make more money with passive income.**

Another argument that people would talk about when it comes to passive income is that if you are stacking up your passive income sources, you will make more money than any career climber can ever hope for and you will earn more money than some business entrepreneurs.



Why is this? Let me explain.

You will make more money from these two kinds of people because... for example, with one passive income stream you are making \$2k a month, but with the extra time that you get (because of passive income does not take too much of your time when it is up and running by itself) you will be able to go out and set up even more passive income streams.

Imagine stacking 5 or 10 of different passive income streams... your cash and income will just grow exponentially while day job chasers will be limited to their rank and promotions while most business owners will hit a limit eventually unless they learn to expand their business, free their own time and outsource their work.

## **How else can you earn a passive income online?**

Well so far we know that there's MLM online and you can create a hit product and get an army of affiliate to promote your products. Another great way to earn a good passive income is to actually promote affiliate products that pay a recurring commission. For example, if you are promoting for autoresponder software, with every referral you will get paid every single month until they cancels. This means you work to get one autoresponder buyer and you get paid for a very long time. It is pretty much like selling insurance policies in this case where each policy that you sell will get you money every month.

Yet another great way to earn a passive income would be to create softwares that everyone will want to use but charge them an affordable monthly fee. However, you need to make sure that your software is unique and not easily duplicable so that people will not steal your idea and sell it for a one-time fee instead. If you are able to create such software, all you need to do next is to focus on building your members and you will be financially free in no time. Of course, all of these sound really easy on paper, but in actual fact, it does take a lot of work and effort for it to become a reality. Hence make sure that you set your goals and plans right and work today's your financial freedom. Always stay focused and make sure to ignore all distractions... why would you want to get distracted from a path of passive income where freedom awaits right?

## **Thinking Big – An Internet marketing lesson**

Want to make money as an online entrepreneur? Thinking of becoming rich and want to become one of those online millionaires? Then it is time you listen up. Many online entrepreneurs want a better life. Such a dream would then the drive for commoners to work hard for their dreams. However, after all the hype from all the sales message that we see on the market, many people find themselves still struggling to succeed on the internet.

One the reason for this is that most people are afraid to think big. They stay small. Sell an ebook for \$7, build a small list and they are content with it. Here's the ultimate truth. The path to wealth is never in the small. You need to think big. And when I say big, I am referring to big numbers, big dreams, big launches, high ticket offers, lots of JV partners, big amount of sales

volume and much more. Thinking big is the way to go. Unfortunately most people are stuck with a mentality of starting small.

While it is true that you should start small and keep your cost low so that all the risk that you are going to deal with is much smaller, you need to learn how to scale things up. You can stay small forever, not unless you wish to move on to a bigger playground.

If you take a look at all the ultra-successful internet marketers out there, they rarely play small after their success. They will only look towards the bigger picture and they aim higher every year. That's how it should be. You need to learn how to aim higher to hit the mark like in archery. Your arrow needs to be aimed higher than your target so that it will drop to the level of the target as it travels through a distance when you release the arrow.

## **The importance of thinking big!**

Think about it, if giant companies like Microsoft, Intel or even Google don't think big, then they will never get to the point that they are today. If their leaders were satisfied with a small profit, then this world will be a lot more different today. So how important is it for a business owner to think big. It all depends on your goals. If your goals are just to stay small and live a quiet and peaceful life, then keep doing what you are doing. But if you want to really jack your success up a notch, and then you need to start thinking like how the big dogs are thinking and that is that you need to start thinking like them.

When you are thinking of all the ways to really improve your business that's when the magic happens. If you are not bothered by your daily income, then you should start taking risks and make plans that will really skyrocket your success. You will need to start branding yourself and you will need to start to learn how to market your products at a higher price with success.

Easier said than done but it's all about 'How much you want it' because when there is a will there is a way. So think big, think of what you want in life as if you really mean it, imagine yourself achieving them all and then work hard towards it. There will always be ups and down in life, but the one thing that you should understand you is that you need to be flexible as well because only a strong and sturdy boat can float and survive on the rough wave. Grow your business the correct way and start doing things out of your comfort zone.

## **How to think big?**

The best thing you could do here is to actually sit down and ask yourself what you really want out of your business. Do you want to see yourself succeed with a lot of wealth and paired with freedom? Then list them all out and start to think of all the mini goals that you will need to go see through in order to get there.

Think of your own situation now and then plot your steps towards the future that you want. If you know where you are heading in your journey then you will never be lost. It is very easy to get lost in our world and many businesses drown because they could not handle the amount of pressure and obstructions that they meet. So plan things out and then follow the plans. As

time goes by, you will find that your initial plans are not perfect and small tweaks are essential to help you improve and full proof your plans.

## **What's next? Take Big Actions**

While it is easy for anyone to think big, and wish for a better tomorrow, one needs to understand that you need to take big actions as well. Of course when we aim higher or go for bigger and faster profits, the risks would be higher but if it is calculated risk then one should really give it a go. You need to start improving on your contacts. You need to start making bigger decisions and you need to start outsourcing your work and not be afraid to lose some money first to earn more. Sometimes in life we need to take two steps backward in order to jump further.

Use leverage to gain momentum and you need to understand and seek out the leverages that are available to you in your market. Of course one needs to be patient and one needs to have a good sense of timing as well. Sacrifices are required in order to achieve great things in life. So as long as you give it a good start and not quit along the way, you will find yourself inching slowly but surely towards a better tomorrow. I am talking about a future that is bright and it all starts with tuning your thoughts to bigger things in your business.

## **Tips for a killer PPV landing page**

PPV ads literally stand for Pay Per View Ads. Many marketers are slowly turning their heads towards using PPV ads to advertise their offers online. One of the most promoted offers on PPV ads are CPA offers. This does not come as a surprise because conversions with CPA ads are much easier and PPV ads are rather cheap so it is still possible for people to actually profit from the small commissions on a CPA offer. Nevertheless let us explore more into the facts about PPV ads and the kinds of landing pages that one should use for their affiliate campaigns.

### **PPV traffic psychology.**

The first thing you will want to know about PPV traffic is the psychology behind the PPV viewers. You need to know who are they, their demographics, and how they are receiving the ads. So be sure to actually contact your PPV platform managers and ask them the appropriate questions above and get them answered.

Once you understand more about your PPV traffic, try to think of how you can get their attention. One thing about PPV is that people are getting ads in a more or less intrusive way. Hence it is vital for you to make sure that your landing page loads fast and it is not annoying. If it is annoying and since it is already intrusive, your landing page is almost always going to fail.

Try to be subtle and try not to use auto play audios. If you have to use auto play audios, make sure the audio is not annoying or too loud or people will just rush towards the close button.

Just remember the most important factor with PPV traffic is that you will want to your visitors properly and make sure they get a good and fast impression. Another thing you will want to do is to actually grab their attention very fast.

## **What are your goals for your PPV Landing page?**

The next thing you will want to consider when you are planning to create your PPV landing page is to actually understand what your goals are. Most of the time, your goals will be to get clicks and that you want people to click through your landing page and get them to the merchant's landing page. For this, you do not have to actually use a landing page full of text or explain too much stuff. Instead one of the best ways to grab attention and then get them to click to find out more is to use an attention grabbing picture and then place a nice call to actions caption on the picture itself.

For example, if you are promoting a car insurance ad, you can find a good car accident picture that catches attention and then place a little snippet of words such as 'Good car insurance will get you through just about ANY accidents... CLIK HERE for the best Car insurance'. With the proper attention grabbing picture and caption, you will be able to grab a lot of clicks for your ad. The more clicks that you get the better because in PPV traffic most of the time you are paying for every impression (view) that you get.

Therefore, when you have a good PPV ad that pulls clicks, you are actually going to be paying less for the amount of clicks you get. If your ads are bad at getting clicks, you need to stop that ad immediately and try to find out how to get more clicks to your ad.

Another great way to create your landing page is to go to viral sites and watch out for viral pictures that are getting a lot of attention and comments. Use the pictures with your landing page to pull a lot of clicks. It works wonderfully when you understand your target demographics.

## **Use similar landing pages to your merchants.**

One of the best ways to design your landing pages is to actually copy the landing page of your merchant as much as you can. It is very easy to do and it is very effective as it is with its speed of getting it done. The way you go about doing this is to actually take a screenshot of the merchant's good looking landing page and then move on to edit the form area of the merchant's landing page and place a call to action's caption on it. This way you get a great landing page that redirects to a similar landing page and this relevancy can help improve your conversion rate.

The more you do this, the more you will find that the results are great because the merchants have already spent a lot of time and money to test their landing page for conversions and it only makes sense that by using their exact landing page you will be able to grab a quick click and then it might lead to a conversion. This is very similar to a direct linking method but with a landing page you of your own, you will be able to take control of your captions on the page to improve conversions and click through rates.

## **Keyword relevance landing page.**

Make sure that your landing pages have a keyword on top of your landing page or on the headline to help the visitors relate to your offers. Let say you are targeting people who are searching for the keyword 'investment' so naturally on your landing page you need to make sure that you place the keyword 'Investment' where it gets seen by your target visitor. Of course you can get creative and use the keyword in a catchy phrase or something to get them to stop and find out more.

The more relevant your landing page is for your visitors, the more clicks you will get. You can ever target your visitors geographically and then on the landing mention their location. For example, for people in Houston, you can place a phrase that goes, 'Welcome To Houston's best insurance company' or something similar. When you do this right you'll get a surge in your clicks.

## **Twitter marketing takeaways from Pros**

Twitter is one of the best mediums that social media platforms have to offer these days. It is one of the most popular ways to market your offer besides Facebook and YouTube. The amazing thing about twitter is that people love short messages instead of lengthy ones which is why many marketers believe that the response that they get from twitter traffic is of better quality. With twitter traffic it is a much easier and faster for your business as well. Interesting stories pop up all the time and you can use it to announce any quick news in your business and connect with your followers.

Getting followers on your twitter account is quite the straight forward task where all you have to do is to actually follow others and get them to follow you back and also try to post interesting and great contents constantly to get more people to retweet your post. Your followers will grow naturally.

## **Tweet useful contents in your own voice.**

Whenever you find yourself on the pc staring at your twitter account and ready to post something, you need to ask yourself a very important question. Is your next tweet going to be something useful for your followers? If not why do you even bother to tweet it? What is your purpose? If you find that your tweet isn't going to be something useful, then it better be something worth it or at least it should entertain your followers. You don't want to be tweeting about what you just ate or that you just came back from a mall. This kind of tweet is useless, lame and boring. Nobody cares about the minute details of your life and nobody cares how successful or miserable you are.

Now that we got that out of the way, you will now focus on how you should present your tweets. As we all know, tweets should be short. That's what it was created for, and it's not

meant for a long essay on what you are about to tweet. Hence your tweets should always be a short snippet or teaser of what is coming up in your own words (this defines your character) and then post a link after your comment. The link is where people will go to find out more and that's where you will elaborate on your tweet. It could either be a blog or a landing page or pretty much any website that will fit your goals to the tweet.

When you tweet in your own words, you are building your character and personality in the minds of your followers. And if you do it right and people love you, then you will be able to get a lot of good response from your tweets. If you find that people are starting to lose interest in you, then you will need to make sure that you change your tones and try to talk in a more acceptable way.

### **Use Keywords in your tweets.**

Whenever you are posting your tweets, try your best to insert your important keywords in it. People who are interested will recognize the keyword and its relevance to their life. This will help you get more traffic and clicks from your tweets. Of course you need to learn more about your followers as well. The more you understand your followers, the better you will get at choosing the right keywords to attract your followers attention. Try using surveys to find out more about your followers. The good thing about the internet is that it's very easy to create surveys these days.

Another good thing about placing keywords in your tweets is that it can work like a 'tag' to your tweets and it would be easier for people to find your tweet via searches on the tweeter platform or via other resources on the internet. As an online marketer, we want to make sure that it is easy for people to find you, your products or your business. The better we are at this, the more leads and sales we will get. Hence always try to insert a good keyword that attracts attention and relevant to your post. You'll be surprised at how much this little trick can do to improve your posts.

### **Networking within twitter.**

One of the most underrated twitter strategies is the networking potential of twitter. In twitter, you can reach some of the bigger names in your industry and start to build a relationship with them. You connect with them from within tweeter and then slowly move out of twitter and into emails, website contact and then into Skype or Facebook. Relationship building is necessary for any business owners if they want to expand their online business to new heights.

### **Build your list!**

Never let go of the chance to build a list. In fact, building your list using Tweeter is the way to go. If you treat your followers as a list then you will be in for a shock because there is a huge difference between the response of a typical twitter follower and an email subscriber. One of the biggest differences would be in the amount of conversions you will get. This explains why most the marketers would recommend building a list first and then employ marketing tactics to earn a profit from the list that they build from the twitter traffic.



Another reason to build a list before marketing to the list is because twitter's short amount of space has been just not sufficient to employ effective marketing strategies but is most useful when you wish to announce short messages or updates to the public. When you understand how twitter works you will soon understand the use of twitter is great as a source of traffic and short messages but in order to market your business, you will want to redirect the traffic to better medium and email is one of the best ways to get the job done.

## Untold Conversion Rate Lessons

Improving your conversion rates from your sales message is very important if you want more profit from your existing business. For example, if you are selling an ebook on how to lose weight, and making a good amount of money from it, the best way for you to expand your business is not to jump into a new niche or creating a new product. That would usually take up too much time. Instead, you should try to tweak your sales letter or video to maximize your conversion rate so that you will get more profit out of your current site traffic.

Only after you've done all the necessary tweaking should you move on to a new product or start a new project in a different niche. With conversion tweaking, you will need to track your sales letter carefully because only with proper tracking will you be able to tell if you are getting the right results from your test and tweaking efforts that you have employed into your sales message. Of course, the more data you acquire from your test, the more accurate your results will be.

### **Always optimize for revenue instead of conversions**

First things first, one of the biggest mistakes marketers commit is that they went all crazy with optimizing their site for conversions. While conversions are important, it is more important to acquire a better result in revenue. What this means is that you can ultimately have a very good conversion rate if you price your product really low like \$1 or \$7. With that kind of price, it is no surprise if you could sell a lot of your product say 100 copies.

However, at a higher price, of \$19 and selling only 50 copies of the product (half of the amount sold at a lower price) your revenue is much higher. A smart marketer would take the higher revenue any day. But the conversion rate is clearly lower for the higher priced item. Hence, this is a very good example to actually test your price first before testing and optimizing for conversion rate. Test for the best price to get the most revenue first and only then should you be tweaking your copy to improve your conversion rate.

### **A/B testing results take time**

Many of you should have heard of the A/B split testing before. However, not many marketers actually take the time to use this testing method to actually improve their conversions. And for marketers who do try it out, most of them will quickly give up because they are either not seeing the results that they wish to see or it is simply too much work involved. Those who have engaged in A/B testing will find one thing in common and that is you will not consistently

see a 'difference' or a big change to your conversions is a lot of your effort in tweaking your sales letter elements.

In fact you might only see a few big changes (improving or decreasing your conversion rate) after doing a lot of split testing work. However, the big plus side here is for those who stick to it, once you find a winning result, the return would be immense and usually this will pay you for a very long time. Hence, if you are interested to grow your business for the long term, then by all means, you should try doing some heavy split testing to optimize your site for better conversion rates.

### **Saturation after tweaking.**

It is possible that after all the main tweaks are done such as the headlines, the colors of the headline, the buy button, and the price of your offer, your minor tweaks will not show a huge and significant results that you usually see on the bigger tweaks. Hence when all the important tweaks are adjustments are done of your sales letter, you will be met with a saturation phase where your conversion is actually optimized. When this happens you should start to move on to some other things than keeping yourself occupied with tweaking the minor stuff on your page.

### **After saturation, focus on tweaking your backend offers.**

So what is the best thing to do after your sales letter conversion reaches the saturation phase you asked? The next logical thing to do is to look into your back end funnels. Of course you could tweak your funnels the same way you tweak your front end sales letter. In fact, if you do not have a good back end funnel, you should make a big effort to place them there because this is where the majority of your wealth be coming from.

If you've already had a good funnel in place, think of ways to add in more ways to earn money within your funnel. Slowly but surely you need to add on products that has a much higher price that get the maximum amount of profit from each customer. Of course, you will need to test your offers for conversions and also for revenues as well.

When you do this right, you will be sure that you will succeed with your internet marketing ventures. With good conversions and best revenue and funnel tactics, you will be sure to reap the maximum amount of cash from your visitors. So is it time to move on to a new product? Not yet, it's time to bring out the big guns and increase your traffic. Max out your traffic and get more traffic from all reliable traffic sources. Set up a strong affiliate program and start gathering JVs (Joint venture partners) and with that you are on your way to the millions. Only when all these are done should you start moving into a new product or a new niche.

## Ways to charge more and get away with it

Marketing is all about trying to get more profits in your business. One of the best ways to increase your profit is to actually try to charge more for your services and get away with it. The other way to earn more is to reduce your cost and so the profits that you get from each sale are much higher. In other words, you will get a better ROI.

This is of course very understandable and logical but the real question and challenge is how can you charge more for the same product and get away with it. You will need to consider about how your competitors are charging, you people are going to view your product, and you will need to do careful testing and tracking of your sales funnel in order to seek out more ways to profit. One of the things that you need to know is that when you charge a higher fee, your conversion rate will most likely go down. Do enough test with different price method to get the optimum price that gives you the highest return?

### **Quality.**

The very first element to include into your products in order for you to charge a higher fee in your industry and still deems as acceptable is to make sure that you market about your quality and deliver that promise. The better your product quality is, the higher your price can go. Of course you need to understand that there is a limit to your price as well. Don't go overboard with pricing but just make sure that your product's quality it top notch and that it is better than most of the product in your market.

When you charge a higher fee, you are in many ways showing your target market that you are not just some cheap imitation and that should they choose your product or use your service, they are in good hands. The main reason is... because people are used to the idea that quality comes with a price. So... most of the time, if your product is more expensive, people will just assume that it has the better quality. However, you have better make sure that you are able to deliver that quality or you will lose your customers' trust fast.

### **Stronger Marketing.**

When you are charging a higher amount of fee, there is without a doubt that you will need to try your best to make sure that your marketing message is a lot stronger. It is no surprise that when you are charging more for your products, it will be harder to get a good conversion rate. Hence, you might need a longer copy to convince the customers about your offers and you will need to try your best to show the customers that your product is the best solution to their problems.

If you are able to do that, and if they believe you, then they will be willing to part with more money to try your offer. Another factor that could be at play here is comparison. This is why you should always try to show people that your product is not just good, but it is actually better than what is available on the market today. It would also be better if your product's advantage over other competitors isn't just some fancy features that nobody actually needs. It would be best if your product can solve the problem in a guaranteed manner, faster, and actually more economical in the long run. These are the kind of benefits customers are

looking for.

## **Testimonials.**

Using testimonials in your marketing message is very important especially if you are planning to jack up your product's price. The use of testimonials helps assure your prospects that your product works and other people have tried and tested your product. If your sales message only contains your own words people will think that certainly you are biased about your own product, but recommendations and reviews coming from unsolicited testimonials counters all these thoughts.

Happy and satisfied customers are shown via the testimonials and more often than not testimonials are what help people make the critical decision to purchase your product. Therefore never be caught marketing a good offer that people love without any testimonials. However you will have to be careful when using them and make sure that your testimonials comply with the rules of the FTC.

## **Better Presentation.**

Finally, you will need to present your product in a very professional and also attractive way. The more attractive looking your product cover and your sales page is, the more convincing it is your product will be and hence it will be much easier to convert your visitors into sales and profits. While some gurus will tell you that the graphics are not important and only your body copy and headline of your sales letter is important, this is untrue. You can make sales without good graphics, but if you want to instill trust, branding, show your authority convincingly, then you will have to make sure that you have great graphics to go with it.

The only time when you do not need good graphics to go with your product is when you have properly branded yourself as a guru and thus all you need to build trust and confidence in your product is a picture of you. Therefore, when it comes to graphics, make sure they look good but also try not to go overboard. When marketing online where a lot of the information products are not tangible your graphics and covers are all there is to help customers relate to the things that they are planning to buy. Don't let your customers think that they are buying something intangible, instead show them a product cover so that they can have a visual of the virtual item that they will pay for which usually helps improve your sales volume.

## **What to track in your business**

Tracking is one of the essential strategies that you need to implement into your online business if you are planning to go for the long term. If you have a product that is doing well, tracking and optimizing your sales page and sales funnel will definitely help you get more sales from the same amount of traffic. If you are planning to switch traffic to a different source

or if you want to know how your JVs are doing, tracking is a must.

The idea of tracking your sales page has been there for a long time, and this is because it remains as one of the most important and useful tools to an internet marketer until today. Traditionally for offline marketers, tracking is not a viable option due to many reasons such as the limits of technology and the hassle it would take just to track a campaign. However, tracking your results on the internet is rather easy and there should not be any excuses not to track unless you don't care about your business in the long term.

## **Why do you need to track?**

The most important reason for you to track your business is so that you can see your business in a better perspective. You can immediately tell if you are going to make money or not with proper tracking and you can tell if you are doing the right things or not. With good traffic tracking you can even minimize your losses and you can tell if you are sending the right traffic to your offers or not. If the numbers look good then you are on the right track, and if the numbers are looking bad... then you might have to see what is wrong with your marketing funnel and try to tweak it for better performances.

Most successful gurus who are in it for the long term will tell you that there is NO marketing without proper tracking. In fact, when we say NO marketing, we are referring to marketing in the dark as you won't know what is going on. Some even prefer to call it hope marketing where all you will be doing is that you do what you have to do and after that you will sit there, pray and hope that it will all work out. Professionals do not do that and if you want to success you should follow in the footsteps of the professionals.

The good news is that tracking tools are very readily available these days. While some of these tools are quite expensive there are some of these tracking tools that are free to use. If you are on a low budget, just go for the cheaper tool or the free ones. Any tracking is better than no tracking so just go for whatever option that is available for you and stick with it. If you are an advanced marketer and wishes to get more tracking ability out of your tools, then you should consider some of the more expensive tracking tools out there. You will be surprised at just how much more you can get back from your investments in these tools.

## **Website Analytics.**

The first thing that you will want to track is to track your website analytics. Website analytics are stats like the amount of traffic that comes to your site, who and where your visitors come from, and how many of them are unique visitors and how many return visits are there in your traffic.

This is very important information that you will need to understand because you can then optimize your site to be ready for the kind of traffic that you will receive. If you see that your visitors are mostly coming from a certain country then you might be able to tweak your site to help people feel at home or etc.

## **Sales and conversion tracking.**

The next important statistics that you need to absolutely track are sales and conversion tracking. This is perhaps the most important numbers that are critical to your business' success because they relate to the amount of money you will make. One warning however is that, you might need to test a few of your trackers to ensure that your tracking is actually accurate and working. Sometimes there are tracking softwares out there that just don't work like it should be.

Once you have good tracking software on your site, it is time to send in some live traffic and wait for the sales to come in. Make sure you test with a significant amount of traffic first before you decide that your tracking result is accurate. Of course the higher amount of traffic tests with the better the accuracy. Should you find a bad number in your sales and conversions, you will then be able to start tweaking and re-test it until you reach a satisfactory range of result.

## **Click and Eye Tracking**

The next kind of tracking that you will want to employ into your marketing strategies is to use click and eye tracking. You will want to know where on your sales letter are getting the most clicks and where are the eyes of your visitors. This is usually done with heat maps and other advanced feature of your tracking tool.

This kind of tracking can show you exactly where your sales message is failing you and you can tell which part of your sales message is getting the most attention. Some trackers can even tell you the exact point where people are leaving your site and hitting on the close button. With this information you can very easily tweak your sales letters and sales page and improve it to work optimally.