

***"50 Easy Ways to
PROMOTE
Your Website"***

By Merle



<http://WebSiteTrafficPlan.com>

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By Merle

<http://MCPromotionsPress.com/>
<http://EzineAdAuction.com/>
<http://MerlesWorld.com/>
<http://WebSiteTrafficPlan.com>

1) Radio Advertising: Check out <http://www.MediaLTD.com/> or <http://Businesstown.com/advertising/radio.asp>

2) Voicemail: If your company has voice mail, have your employees' list your web address in their messages. If you use an answering machine, make sure you include it in your “unavailable message”.

3) URL Plates: UPS advertises on their trucks; why don't you? URL plates can be ordered with your web address and placed on the back of your car or company vehicles. Take a look at <http://www.MCPromotions.com/adURL/>

4) Promotional Items: If you give out promotional gifts to your clients like cups, pens, t-shirts, etc., get your URL printed on them. These make great Christmas gifts, too.

Order URL t-shirts here

<http://www.MCPromotions.com/adURLshirts/> or create your own store at <http://www.CafePress.com/> and sell all kinds of things with your URL or logo on them.

5) Your URL on Everything: Your web address should be on all printed material that leaves your office, including: brochures, business cards, fax sheets, flyers, mailing labels, letterhead, invoices, checks, and envelopes. (I mean *everything*!) To order these products online, see <http://tinyurl.com/2avmm> or <http://www.IPrint.com/> . For CD Business Cards, check out <http://tinyurl.com/4u7m5>

6) Signature Lines: All outgoing Email should include a signature line with your URL. A good sig line should be no more than 5 or 6 lines tops, and should include your name and a short description of whatever you are promoting. For how to create one see: http://www.1stsitefree.com/signature_file.htm or <http://www.Smithfam.com/news/n8.html>

7) Phone Book: Your URL should be listed in the Yellow Pages, right along side your business name.

8) Holidays: When you send out Christmas Cards, make sure your URL is printed somewhere inside the card. Use <http://www.IPrint.com/> or <http://tinyurl.com/2avmm>

9) Coupons: Use your PC to create some money-saving coupons for a discount on online purchases made at your site, and pass them out or do a direct mailing and also list them on your website. See <http://www.CoolSavings.com/>

10) How to Guides: Give away free "how to" guides on subjects you are knowledgeable in. Do include your URL. (An example of this would be this PDF you're reading right now). For help see <http://www.TipsBooklets.com/>

11) Web Postcards: Send out Web postcards to your existing customer base to announce your new website, or buy a mailing list and do a direct mailing. For more information or to make your own URL Postcards, see: <http://www.PostCardMania.com/> or <http://tinyurl.com/2avmm>

12) Rubber Stamps: Get a rubber stamp made up with your URL and stamp everything that leaves your office. <http://RubberStampChamp.com/> or <http://IPrint.com/>

13) Ads in the Media: Run ads in newspapers, magazines, or trade journals that hit your target market and include your website address. Check out <http://NationwideClassifieds.com/> or Nationwide Newspapers at <http://tinyurl.com/6sywy> and <http://www.AdvertisingResults.com>

14) Press Releases: Send them through Snail Mail/Fax and through Email. Use them for grand openings, announcing new products/services or any other important company event.

You can buy the software and send them out easily yourself with <http://tinyurl.com/5hgn7> or send them free at <http://PRWeb.com/>

If you'd like a great free piece of software that will create press releases for you go to <http://www.DucttapeMarketing.com/Instant-Press-Release.htm>

15) Offline Newsletters: If your company or organization produces an offline newsletter, make sure you include your website address in it for further information.

16) Answering Machine: If you work out of your home make sure you include your web address on your answering machine message.

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17) Cable TV advertising: A very affordable option for many. If you live in Ohio, check here: <http://www.AdelphiaMediaServices.com/>

For the why's of cable advertising see:
<http://Cabletvadbureau.com/WhyCable/whylocal.htm>

18) Billboard Ads: If you have the budget, don't forget about billboard ads. Check out <http://www.Advertopedia.com> or <http://www.BillBoards.com/> and <http://www.AmericaBoards.com/>

19) Direct Marketing: Don't forget about Direct Marketing (offline bulk mail). See <http://www.USPS.com/directmail/> and <http://Marketing.about.com/od/directmarketin1/> for more information. see The best books on this subject are "The Golden Mailbox" by Ted.

20) Ezines: Build your own opt-in list by writing and publishing your own online newsletter, also called an ezine. This is one of the most valuable assets you can create online.

To learn how to get started, see Ezine University <http://www.EzineUniversity.com/> or <http://Ezine-Tips.com/> and <http://Ezine-Queen.com/>

To set one up easily, use <http://www.Groups.Yahoo.com/>

You'll want to promote your new ezine list it in as many directories as possible. Find a list of them here: <http://www.Interniche.net/partner/sales/ezinedirectories.htm> , or use Ezine Announcer at <http://tinyurl.com/63tjb> .

If you want to build your subscriber base up in a hurry, try [List Opt](#) or Marty Foley's great service (which I have personally used) -- "List Factory": <http://tinyurl.com/m8q1> , or <http://SubscriberDrive.com/> and [Opt-In Automator](#).

21) Ezine Ads: Make sure you purchase ads in ezines/newsletters that cater to your target market. You can buy top, classified or solo ads. To find ezines to place ads in, go to Ezine Ad Auction <http://www.EzineAdAuction.com/> . Other good resources are "The Directory of Ezines" at <http://tinyurl.com/2jbka> and "The Home of 2 Buck Ads" <http://tinyurl.com/46l32> .

22) Reciprocal Links: Linking is an important online marketing matter and something you need to do. Find other related sites and swap text links with them. This will help you with the search engines by increasing what is known as “link popularity.” To read more on linking, go to this site and download the PDF file: <http://LinkingMatters.com/>

You can also do a search at the search engines for your top key phrases and contact the website owners who are listed at the top of the results pages and ask them if they’d be interested in a swap.

To find link partners, try <http://www.LinkMe.com/> or <http://www.Linkateer.com/> and <http://LinksManager.com>. If you’re interested in Software to do the task for you, check out <http://www.Arelis.com/> -Take a look at <http://www.LinkPartners.com> or <http://www.links4trade.com/>

23) Swap Ads: If you publish an ezine find other ezine owners to swap ads with. Find prospects at <http://www.Ezine-Swap.com/> or check out “The Directory of Ezines” at <http://tinyurl.com/2jbka>

Use this free program to keep track of your arranged swaps:
<http://www.HomeBasedProfit.com/east/>

24) Write Short Articles: (no more than 500 to 1,000 words), attach your signature line at the bottom and submit them to ezine publishers who may be interested in publishing your work. If you’d like to hire a reliable distribution service see <http://www.ThePhantomWriters.com/distribution>

You can also set up a free account with Idea Marketers <http://www.IdeaMarketers.com/> and create an archive of your articles. Also, use this program and you can syndicate your content across the Internet: <http://tinyurl.com/6xsu4> - Also submit them at <http://Family-Content.com/>

25) Submit to Free Search Engines and Directories: You’ll find a nice list here: <http://SearchEngineWatch.com/links/index.php> . To learn more about search engines and how they work, go to <http://www.SearchEngineBase.com/> or the absolute authority, <http://www.SearchEngineWatch.com/>

Make sure you sign up for this Search Engine Optimization Expert’s Ezine to stay on top of important Search Engine changes: Go to <http://HighRankings.com>

26) Software: You can't get to the top without the right software for the job. Check out Web Position Gold. It will help you to easily submit your site to the Search Engines and track your ranking. Get it at <http://tinyurl.com/3thla> .

27) Newsgroups: If done properly, newsgroups are a great way to get the word out on your website. Find Newsgroups where your target market hangs out and get involved. Do not post blatant ads, but make intelligent helpful posts using a good signature line. For Software, see: <http://filesland.com/companies/MTA-Software-Inc/MTA-News-Poster.html>

28) Targeted Email: Do direct e-mail mailings using a reputable opt-in service such as: PostMaster Direct <http://www.PostMasterDirect.com> or <http://www.Bulletmail.com> or <http://www.MeMail.com> and also <http://www.HitMail.com>

29) PPC Advertising: Set up Pay Per Click Accounts with Overture <http://overture.com/> and Google AdWords <http://tinyurl.com/5an8a> . You only pay your keyword bid amount when someone clicks through to your website. You should try to bid into the top 3 or 4 positions, as these also get top exposure with many of the major Search Engines. To start bidding, choose at least 100 keywords and go up from there. Use WordTracker.com for help.

For Software, see <http://tinyurl.com/6qe64> .

To learn more about Pay Per Click Search Engines, see <http://PayPerClickSearchEngines.com/> .

Other quality PPC Search Engines:
Find What <http://www.FindWhat.com/>
E-Pilot <http://www.Epilot.com/>
Kanoodle <http://www.Kanoodle.com/>
GoClick <http://www.GoClick.com>

30) Discussion Boards: Post to online discussion boards using a good signature line. Some of the best forums can be found here <http://www.Learnsteps4profit.com/>. For the very best Marketing Board that's been around forever, go to Anthony Blake's Place at <http://www.Ablake.net/forum/> or start your own board with this Software: <http://Awsd.com/scripts/webbbs/> or start your own Blog with this free service <http://Blogger.com>

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A complete list of discussion boards can be found here:

<http://www.Un-marketing.com/index.php?p=u>

Don't forget to stop in at my two boards at:

Website/Webmaster Discussion Board:

<http://www.MerlesWorld.com/webbbs/>

Online Marketing & Promotion Board:

<http://www.MCPromotions.com/webbbs/>

31) Webrings: Join a webring related to your website's content. Go to <http://www.WebrRing.org> and link your site up with other related websites.

32) Sticky Sites Work: Make your site "sticky" by adding discussion boards, freebies, software downloads, and/or free original content. Read more about how at <http://Ehits.com/AskVicki/081000/> and <http://www.FreeSticky.com/stickyweb/>

33) Recommend It: Add a "recommend this site to a friend" service to your website; it's free. (This is otherwise known as viral marketing.) <http://www.Refer-A-Buddy.com/> or <http://Bravenet.com/> and <http://www.1-hit.com/all-in-one/tell-a-friend.htm>

34) Banner Ads: Banners come in a variety of sizes but 468X60 is the most popular standard size. For design tips see <http://www.DesignsByMark.com/freetips/bantips/index.html> For current pricing go to <http://www.BCentral.com/> or try one of these banner advertisement networks.

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

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

247 Media: <http://247Media.com>

If you need to create a few banners for advertising make some really nice free ones at this site: <http://www.Addesigner.com/> Make sure to include a "call to action," like "click here now." See <http://www.FlashBannerNow.com/>

35) Text Ads: Write a few short classified and solo ads to use in your online advertising campaign. Standard size is usually 5 to 6 lines, 60 to 65 characters per line. Use this to format <http://www.FWOintl.com/FWOFormatter.html> . Create a sense of urgency and offer something free. Find out how to write good ad copy here: <http://www.AdSurgeon.com/teach.shtml> or see <http://tinyurl.com/4ljbj>

36) Contests: Hold a free contest or sweepstakes on your website. <http://Where2go.com/contests/autogen/home.html> or check out <http://www.Eprize.com> Contests are also a great topic for a press release so you can get a double benefit by sending out a release announcing it.

37) Ebooks: Writing and giving away your own e-book is viral marketing at its finest. After creation, make sure you list it with the various free ebook directories that exist for such purposes. You'll also want to contact other site owners who may have an interest in giving your content away for free to their site visitors or ezine subscribers. If you run your own Affiliate Program, you could make them re-brandable as an incentive for your resellers to give your ebooks away.

For more on this and specific compiler software go to <http://www.EbookCompilers.com/> or http://www.Ebookpaper.com/c.cgi/msmerle_ad . Make sure you create a good looking cover for your ebook with this: <http://tinyurl.com/3cpsl>

If you don't want to make one yourself, you can have a cool Flash e-book made at <http://webtron.net/Flash/ebooks.htm> Pricing starts at \$50.00 (USD). For an excellent "How To" guide on creating and promoting your own ebooks you'll want to download this e-book: <http://tinyurl.com/6oez6>

38) Stuffers: When paying your bills every month, or just in your everyday outgoing mail, include your business card with your URL. Your bills arrive with "stuffers," who says two can't play that game?

39) Signs: If you have a “brick and mortar store”, put a sign with your URL in the front window. People who pass by and don't have time to stop in might make a mental note of it and check it out at a later time.

40) Associate Programs: If you sell products or services online why not allow others to sell for you by starting your very own "associate program?" For more on how to start one, go to....<http://www.AssociatePrograms.com/> or Simple Affiliate <http://tinyurl.com/5hajh> .

Once you start your own program, make sure you get it listed with the various Affiliate Program Directories so people can find it. If you don't want to do the work yourself you can hire a company like “Affiliate First” to do the submission work for you <http://www.affiliatefirst.com/cgi-bin/page.cgi?p=services&d=1>

41) Autoresponders: Similar to fax-on-demand. When someone sends an email to a predetermined address, it will send back an automatic text response that you have created beforehand. Set up your own price lists, services offered, an ongoing E-Course or FAQ's to make your customer service life a bit easier. See <http://tinyurl.com/62l7x> or get a free autoresponder over at <http://FreeAutobot.com/>

42) Books: Buy the book, "Website and Ezine Promotion Made Easy" at <http://tinyurl.com/5fj7m> or Karon Thackston's "Step by Step Copywriting Course" <http://www.CopyWritingCourse.com>

43) Domains: Buy multiple domains, especially ones containing your most important keywords. I really like the service and price at Name Bargain <http://Namebargain.com/> . You can set up mini informational websites that all relate to your product/service then link them all together. If you're looking for the latest in expired Domains, check out "Deleted Domains" <http://www.DeletedDomains.com/>

44) Subscribe to Ezines: For even more promotional tips you'll want to subscribe to "Trafficology's Free Ezine" <http://www.Trafficology.com/>

45) Keywords: Choosing the right keywords for your website is so important. For help in choosing your keywords use Word Tracker <http://tinyurl.com/5ls3b> . Each page of your site should target 1 to 2 keywords/phrases for best results.

You'll want to optimize each page of your site by using those keyphrases in your title tags, H1 Tags, Alt Tags, link names, and weave them into the copy of the page itself.

For help pick up this ebook: Keyword Saturation by Karon Thackston <http://tinyurl.com/22twh> . If you don't want to do the hard work yourself, you can hire "SEO Research Labs" to choose your keywords for you. Go to <http://tinyurl.com/7xudm>

46) Online Classifieds: Post to Classified Sites. Join the Classified Club for the latest in classified ad resources: <http://tinyurl.com/3lfs> or check out <http://www.Classifieds.Yahoo.com/> and <http://Classifieds.AOL.com>

47) Read: Want to go to the top of the search engines? Learn how with this book: "Insider Internet Marketer" <http://www.Bizweb2000.com/d5003.htm>

“50 Easy Ways to Promote Your Website” By Merle <http://WebsiteTrafficPlan.com/>

48) Payment Options: To succeed online you need to offer as many different payment options as possible. If you don't have a merchant account and want to be able to accept credit cards, try CickBank at <http://tinyurl.com/6qj2f> .You should also check out the most popular form of online payment services, PayPal: <http://tinyurl.com/4cb54>

Download this free ebook on how to get your own Merchant Account:
<http://Ezineadauction.com/bonuses/merchant.exe>

49) Joint Ventures: By partnering with other website owners or ezine publishers you can increase your visibility and sell more of your products/services while spending 0 ad dollars. For example, if you sell an ebook you could find a related site owner and offer him or her a cut of the profits if they promote your ebook. To learn more, see:
http://www.2-small-business.com/joint_ventures.html

For a free Joint Venture E-Course and Ezine, go to
<http://Ad-clix.com/jv-Course/> .For Joint Venture Software
<http://www.EzineRocket.com/>

50) Ebay: If you sell on Ebay, make sure to create your own “About Me” page and link it back to your main website. You can reference your about me page in your auction description. See <http://Ebay.com/> For help selling on Ebay <http://tinyurl.com/6otlo> .

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Here are Some Other Excellent Articles on Site Promotion:

Dr. Wilson-“The Web Marketing Checklist: 29 Ways to Promote Your Website”

<http://www.WilsonWeb.com/articles/checklist.htm>

BizWeb2000- “Internet Marketing Articles” By Jim Daniels

<http://www.Bizweb2000.com/articles.htm>

A1-Optimization- A nice collection of optimization articles

<http://www.A1-optimization.com/articles.html>

Li'l Engine- I'm very impressed with this site and their informative articles

<http://www.Lilengine.com/web-site-promotion/>

Web Developers Journal- “Increase Your Web Site Traffic”

http://www.Webdevelopersjournal.com/articles/site_promotion/web_site_promotion_guide.html

SitePoint- Always offering top articles

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

Web Source- Shelley's site is wonderful, offering articles and resources

http://www.Web-Source.net/free_articles.htm

Ezine Articles- Many different topics to choose from

<http://EzineArticles.com/>

SEO Chat- Promotion tutorials and guides

<http://www.SeoChat.com/c/b/Search-Engine-Promotion/>

A Promotion Guide- Website Promotion tutorial

<http://www.APromotionguide.com/index.html>

Bruce Clay- Search Engine Promotion Tactics

http://www.Bruceclay.com/web_pt.htm

“Learn From an Expert”

If you'd really like to learn from an expert who generated **over 1 Million Dollars** from his site in a **24 Hour period**, you need to check out John Reese's "Traffic Secrets" Home Study Course. This man is BRILLIANT! He takes you by the hand and teaches you everything you need to know to market/promote your website. In my opinion this is the best course of its kind out there today.

The course includes over 7 DVD's, 6 CD's and 3 Manuals over 500 pages in total. Pop over to his site and watch the free videos and study the sales letter copy he uses. You can really learn a lot from him. Go to...
http://MCPromotions.com/johnreese_ebook.htm

"So what are you waiting for? Get Busy....."



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Merle cannot accept responsibility for any disruption, damage and/or loss to your computer data when installing any of the following software/ebooks. All of the software has been scanned for any viruses before being uploaded to our system. To insure safety you may wish to scan them again after downloading and before installing, as an added precaution. All ebooks and software belong to each individual author and we make no ownership claims to such.

Free Ebooks/Software

Feel free to download these ebooks and give them away from your own site, or to your ezine subscribers.

“Website and Ezine Promotion Made Easy”

This Free e-book will show you tips and tricks & secret techniques to promote your site or ezine on the Net. By Dirk Dupon

<http://EzineAdAuction.com/bonuses/demo.exe>

“Ezine Promoter”

This e-book will assist you in promoting your publication online. Not automated, but will greatly reduce the time you spend on manual submission. By Brajusta Publishing

<http://Ezineadauction.com/bonuses/ezpromoter.exe>

“Ezine Handbook”

If you've been thinking of starting your own ezine but don't know where to start you need this book. Everything an aspiring publisher needs all in one easy-to-use guide. By Kate Schultz

<http://EzineAdAuction.com/bonuses/handbook.exe>

“Newsletters Galore”

This e-book is worth its weight in gold. Hundreds of newsletters that want to swap ads with you or want to re-print your articles. By Teresa Williams

[http://EzineAdAuction.com/bonuses/Newsletters Galore.exe](http://EzineAdAuction.com/bonuses/Newsletters_Galore.exe)

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“Stealth Marketing”

This 14 chapter e-book is written by one of the Internet's most successful marketers. Everything you need to know to successfully promote and market your website. By Mike Enlow.

<http://EzineAdAuction.com/bonuses/stealth.exe>

“50 E-zine Publishers Interviewed”

Free E-book containing interviews by 50 of the top online ezine publishers featuring great tips that will help you become more of a successful publisher. By Dirk Dupon

<http://www.Ebooks-made-easy.com/interviews.zip>

“Ezine Masters- Free E-book”

Learn from the top ezine publishers exactly what it takes to put together a high quality ezine. Over 100 pages of top notch info. By Dr. Mani.

<http://www.Merlesworld.com/adtracking/lm.pl?book>

“How to Write Ezine Ads That Guarantee Results”

Ezine advertising is a great way to hit your target market but your ad needs to grab the reader's attention and pull them in. Download this free e-book that will tell you how to write award winning ads that will improve your sales.

<http://www.Ezineadauction.com/ebooks/greatezineads.pdf>

“Split Testing Script- Free Script”

"Scientific Internet Marketing Assistant", valued at \$97 -- completely free. Let it show you exactly what marketing strategy is working to produce maximum results for any website marketing campaign you employ. Use this to test different ad copy and sales letters in your advertising efforts.

<http://www.Marketing-strategy.org/>

“Special Report”

A Free report on "How to Prosper With the New Google." If you're trying to raise your position in the search engines, you'll want to read this very important information by a true online expert.

<http://www.Merlesworld.com/e-books/google-report.pdf>

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“Internet Marketing: Special Report”

John Reese is an Online Marketing Genius. In this Free 16 page report he gives away some of his best kept secrets for building traffic to your website. <http://www.Merlesworld.com/e-books/merle.pdf>

“Rules? What Rules? Free Ebook”

A Great free ebook that's written in plain easy to understand English on the “rules of the road with the FTC” and online advertising/marketing. If you've been having a hard time understanding the jargon at the FTC's website here's the basic facts of what you need to know if you're operating an online business. Free to download. By John Glube. <http://www.Merlesworld.com/e-books/FTCRules-a.pdf>

“The Greatest Sales Letters of All Time”

You know all that junk mail you throw away? Stop! If you take the time to study those sales letters you could learn a lot and become an expert in no time flat. Download this free PDF ebook that teaches you how to learn sales writing techniques from your junk mail. By John Jantsch. <http://www.Merlesworld.com/e-books/Greatest-sales-letters.pdf>

“iCop Directory- To Find Ethical “Online Businesses”

Now it's easy to find sites and services that follow the highest ethical standards for privacy and conduct. Simply look in the new iCop Desktop Directory. Over 700 listings -updated quarterly. You'll also be surprised at all the great websites and resources you might never have found! Download a complimentary copy (PDF format) from the following page, and enjoy! <http://www.I-cop.org/iCop-Desktop.zip>

“Learn How to Make Your Own Ebook Covers”

Need to make an ebook cover? Download this free report that explains the ins and outs of ebook creation. A well designed cover is important to selling more books and this guide tells you exactly how to do it. By Jason Bradley. http://www.Merlesworld.com/e-books/ebookcover_secrets.pdf



Thanks for joining me and if you enjoyed this ebook, and I know that you did, please feel free to pass it on or give it away from your own site or to your ezine subscribers. Speaking of ezines, if you like resources like these make sure you subscribe to my newsletters. You can subscribe at the websites below.

Best regards,

Merle

<http://EzineAdAuction.com>
<http://MCPromotionsPress.com>
<http://MerlesWorld.com>
<http://MerlesMission.com>
<http://EbookCyberCafe.com>
<http://WebSiteTrafficPlan.com>

To learn more about Merle and read more of her articles go to...

<http://www.Ideamarketers.com/library/profile.cfm?writerid=42>

PS- Don't forget to check out the best course on website marketing by the "Master" himself John Reese at http://MCPromotions.com/johnreese_ebook.htm. At least go and watch the **FREE videos** and study the awesome sales copy. You'll learn a lot!

PSS- Don't forget to sign up for my FREE 10 Day Traffic E-Course that will teach you how to promote and market your website. To register go to: <http://WebSiteTrafficPlan.com>