

Ezine Ad Profits **How and Where** **To Advertise For** **The Maximum** **Profit** **For Your Budget**



**A Simple-System To Develop a Killer Ad
And Roll It Out To Order-Producing Ezines**

by Jimmy D. Brown

Ezine Ad Profits

How and Where To Advertise

For The Maximum Profit For Your Budget

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Introduction to Ezine Ad Profits ~ How To Make It Work ~

When I first launched the [Profits Vault](#) (at least one person thinks it's the "web's PREMIERE internet marketing training site :-)) I tinkered around with various ads to promote it. Some bombed, others pulled in good results. I worked at it, studying my tracking results and reading the advice of other well known promoters for ad-writing tips.

And, in doing so I was able to do two important things...

- Develop an incredibly popular ad for my product... "FREE REPORT: How To Sell 300% More of YOUR Product in 72 Hours Than You Did All Month. [Click Here](#)." **By the way**, the report is still available by clicking on the link. I GUARANTEE you've never seen anything quite like it.
- Determine what makes people respond to advertising. Like I said, I STUDIED. The above mentioned ad is the end result of a FORMULA for writing ad copy. After you read the tutorials that I am going to share with you in Ezine Ad Profits, you will see that the ad which continues to bring in results is almost systematic in its creation, based on the tips you'll be reading. Follow the simple FORMULA that I've outlined, and you'll find your ads pulling more responses than you ever dreamed.

That's exactly what happened for me.

The "free report" ad brought over 5,000 requests in just a few short weeks. It also resulted in over \$30,000 in PROFITS generated for me in about 4 months. Not bad for one ad.

And, it's still going strong today.

So, I found success. I tested and studied and developed the "perfect" ad for my product. Works like a charm. There was only one problem...

...I ran out of *quality* places to advertise.

I had hit paydirt with my ad, but didn't know where to advertise. Whenever I asked about the best ezines to advertise in, everyone had a handful of suggestions...

...but, then what?

Here's the simple truth: When you do develop an ad that pulls in responses, you want to continue milking it for everything it's worth, right? You want to publish that baby in as many different places as possible to maximize your profits. "If it ain't broke, don't fix it."

So, I spent a LOT of money and time trying to find the best ezines to advertise in. And what I mean by "best" is those ezines that...

- *Really* do have the total number of subscribers they state.
- Have a loyal readership who actually *read* the ezine.
- Are 100% *opt-in* where people REQUEST to be included in the mailings.
- Have a database of subscribers with a history for responding to quality offers.
- Are "worth" the ad-rates that they charge. (I.E. They aren't over-priced)
- Tend to have a waiting period before your ad will be published. (This means people are actually continuing to purchase ad space - a good sign the ads pull)

And during that time I was able to develop a nice database of ezines that I continue to use today. For the first time, I am going to share my *secret* list of my own personal favorites...the "35 best" ezines to advertise any **MARKETING / BUSINESS** product or service in. (These ezines are specifically targeted to the web marketing and business market - if you don't offer a product relating to these topics, you might take a look at other options such as the [Free Advertising System](#))

Now, before we go any further, let me say this. I simply ***CANNOT*** guarantee any kind of results. I am sharing a list of ezines that have pulled well in MY testing. Test your ads and if they pull well, then they SHOULD pull well in these ezines also. Please, please, please understand that I am not responsible for the success or failure of your ezine ad campaign.

There, we've gotten that out of the way.

My suggestion for usage is...

1. Read the "killer classifieds" section and develop your ad.
2. Read the "killer headlines" section and develop your headline.
3. Test your ad in several ezines before "rolling it out."
4. Once you've found an ad that pulls, begin publishing it in as many of the "35 best" as you want. When profits come in, spend at least 50% of it on purchasing more ads. Continue to do this.
5. Repeat the process. You can both (a) Publish the SAME ad over and over in the ezines until it stops pulling in profitable responses, AND (b) Publish ads for different products in the ezines. Continue this process and you should see results for many months to come.

Ready to begin?

Great, let's take a look at the "killer classifieds" tutorial...

9 Insider Laws To Writing Killer Classified Ads That No One Can Refuse

My wife doesn't bake a cake by tossing a few random ingredients into a mixing bowl. Really. She doesn't. Can you imagine what a cake would taste like if she used salt instead of sugar?

Ugh. That would leave a bad taste in your mouth. ;-)

What if she set the oven temperature at 500 degrees instead of 350 degrees? Or baked the cake for 4 minutes instead of 40 minutes?

Things would turn out badly. It's that simple. And no one would take a bite.

So, instead of trying to bake a cake at random, my wife uses an easy-to-follow recipe...

...and dinner at the Brown house ends with a slice (or two, or three... ;-)
of delicious chocolate cake.

You know, many people try to write classified advertising by seemingly tossing in a few random ingredients. And you can imagine what the results are. Things turn out badly...

...and no one takes a bite at their ads.

Fortunately, there's an easy-to-follow recipe for writing killer classified ads that no one can refuse. I've used this recipe repeatedly to bake cakes, I mean write my advertising, for the [Profits Vault](#), the [Free Advertising System](#) and the [eBusiness Center](#) that continues to pull the sales in. And now you can too. Get out your mixing bowl, turn on the oven and let's get started...

9 Insider Laws To Writing Killer Classified Ads That No One Can Refuse

==> Law #1 Don't Try To Make The Sale.

One of the biggest problems that I see in reviewing classified ad copy is too many people are trying to generate sales with their ads. The purpose of Internet Classified Ads, whether they are published in ezines, classified ad sites, or any other form, is to generate leads - not sales. Let me repeat that. The purpose of Internet Classified Ads is to generate leads, not sales.

Classified ads on the internet WILL NOT make someone purchase your product or service. There, I said it. Don't be fooled into thinking you can place an ad and sales are going to pour in like a flood. There simply is not enough space in 5-7 lines and 30 words to write a convincing sales letter. Your classified ad's purpose is to attract targeted, interested individuals to your sales letter, not do the selling itself.

When I first launched the [Profits Vault](#), I tried all kinds of different ads...

...most of which were unsuccessful. Why? Because I was trying to sell my product in 30 words or less, and it just can't be done.

So, I switched gears. Wrote a very informative free report, "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month" (it's still available for free by [clicking here](#)) and began to advertise the free report instead of my website.

Can you guess what happened? My sales soared!

The report was requested over 5,000 times in just a few short weeks. In less than 4 months, it was directly responsible for over \$30,000 in profits generated from the [Vault](#).

The difference was tremendous. When I stopped trying to sell my product in the ad and instead trying to attract prospects that I could follow-up on, sales went through the roof.

Keep that in mind as you write your classified ads. The point is to generate a lead. Say that five times before you go on. The point is to generate a lead, not to generate immediate sales. The point is to generate a lead.

Got it?

====> Law #2 Keep Visitors Away From Your Website.

I know what you're thinking.

If the point of classified ads is to generate leads, then why don't I want the reader to go to my website where my sales letter is strategically placed ready to make the sale?

Here's why. In SOME cases, not all of them, in SOME cases there is a better way than sending them to your website. Let me show you. Examine the following ad:

```
=====
INCREASE YOUR AD RESPONSE RATE BY 2700%...
...by tomorrow afternoon!
For your free report visit us at
http://blahblahblah.com
=====
```

Sounds interesting. I own an internet business. I'd love to increase my ad response rate by 2700%. Maybe I've got time to visit [blahblahblah.com](#)...

...maybe I don't.

If I'm in a hurry, then chances are I'll decline this offer, even though I'm fairly interested. When you use classified ads to attract visitors to your website, you run the risk that they are pressed for time and won't respond. If they don't respond to your ad immediately, there's a very strong chance they won't ever respond.

See my point?

Let's suppose that I DID respond to the above ad. I cruised on over to blahblahblah.com. I printed out the report and actually found it very interesting. Thanks! I used the information and saw a sharp increase in my own classified advertising campaign.

But, I never spent a dime with blahblahblah.com. And they have no idea that I ever even visited their site. I didn't subscribe to their ezine. I didn't sign their guestbook. (who does?). I didn't sign up for anything whatsoever that recorded my email address.

blahblahblah.com.com will never be able to follow up on me and put their sales letter in front of me.

Again, the classified ad didn't produce a result.

Do you see how directing visitors to your website SOUNDS GOOD, but can sometimes fail to make the sale?

Like I said, in SOME cases there's a better way. Take a peek at the following ad:

```
=====
INCREASE YOUR AD RESPONSE RATE BY 2700%...
...by tomorrow afternoon!
For your free report send a blank email to
mailto:increase@blahblahblah.com
=====
```

Now, we're getting somewhere. In obtaining their free information, the reader had to send a blank email to the blahblahblah.com autoresponder. The "increase your ad response" report was delivered immediately to the person who requested the information...

...and so was the blahblahblah.com sales letter.

And, more importantly, the visitor's email address was logged into the system. Now blahblahblah.com can follow up on this visitor, thus skyrocketing their opportunity to make a sale.

Another great thing about using an autoresponder instead of simply trying to direct traffic to your website is the person who requests the information is a TARGETED potential customer. They are at least

somewhat interested in what product / service blahblahblah.com offers, or they wouldn't have requested the information in the first place.

Even if you don't have a product of your own and are trying to promote an affiliate program through classified ads, test your ads by directing the reader to an autoresponder and then on to the affiliate website.

You might find that your responses increase considerably. It's definitely worth testing.

If your website host does not offer autoresponders, then I recommend that you move your site immediately to [Host4Profit](#). They have *everything* you need in a host, including a way to get your 300MB website with all the extras hosted for FREE each month. (and I'm not talking about with those silly banners all over the place, either.) [Click here](#) for more details.

==> Law #3 Turn Glances Into Stares.

Let's face it. There are a lot of classified ads out there. Many are never even seen at all. And, if they are seen, it is usually a glance. So, in order to get folks to respond to your ad, you must turn glances into stares.

But, how?

I'm glad you asked.

You turn glances into stares by writing killer headlines. A headline's sole purpose is to grab the reader's attention. If your headline does not attract the reader to your ad, then there is a 99.9% chance that your classified ad will not be read.

What is astounding is the relatively small amount of time most people spend in developing their headline. The headline is THE MOST IMPORTANT part of your ad. It makes or breaks the success of your campaign. Spend ample time developing your headlines. This is absolutely critical. A well-written headline urges a person to "Stop and Lock Your Eyeballs On Me," while a poorly written headline merely urges them to "Roll Their Eyeballs At You." ;-)

Experts report that as much as 70% of the effectiveness of your classified ad lies within your headline.

Do you see how important this is?

Now, I'm not going to spend a lot of time on explaining how to write killer headlines, because I cover this in a related article included in this manual. However, as you consider writing headlines, ask yourself the following four questions:

- What are the reader's needs?

- What are the reader's wants and desires?
- What are the reader's fears and worries?
- How can what I offer help them?

Make sure your headline addresses these issues. Your headlines should offer to meet a need, fulfill a want or desire, and / or ease a fear or worry. That's what produces results.

If you haven't already read it, read the "headlines" tutorial in this manual for more information.

====> Law #4 Take the Road Less Traveled.

It was Robert Frost who penned the words...

..."Two woods diverged in a wood, and I -I took the one less traveled by,
And that has made all the difference."

His point? Take an alternate route. March to the beat of different drum. Stand out among the crowd...

...in other words, develop a unique selling proposition.

You see, people are sick and tired of the same old tired ads that are published week after week. While the wording may be different, the idea is the same, "Buy from me and you'll earn \$10,000 by Friday, you'll lose 70 lbs. in 3 days, you'll find the perfect mate and you'll live happily ever after."

I don't know about you, but I'm tired of fairy tales. I'm tired of the same old song and dance that we've all been seeing for years. And most people feel the same way.

So, I'm glancing through my favorite ezine and I notice your ad. Your headline is kind of catchy, so I pause for just a minute. Now, answer this question for me...

...why should I respond to your ad? What makes me think that you aren't like all of the rest? I'm busy, I'm frustrated with the results I've had from previous ads and I've seen ads like yours all over the net. Why should I listen to what you are saying?

Because you're different, that's why!

If you're going to succeed on the web, your advertising must be unique. It must go beyond the ordinary, the typical, the "same old, same old." Your ads must stand out. The only way to really accomplish this is to say something or do something or offer something that no one else has thought of yet.

Let me give you an example. About a year ago, I organized my first internet business. It was a small collection of free advertising resources. I

created an ebook, setup a website and started advertising.

Nothing happened.

Oh, I had a few hits here and there - made a ripple or two in the water...

...but I didn't make a splash.

Why? Because there are a gazillion other free advertising resource ebooks out there on the net. Why should anyone choose mine?

So, I did something that, to this day, I still have not seen another person do. I offered potential customers a "try before you buy" 3 day period. I'm talking a real, bona fide "try before you buy" period. I didn't ask for a security deposit. I didn't swipe their credit card to "hold" the order. I didn't ask for a penny up front. They simply were able to download my fully functional, nothing secured with a password, full access ebook and judged the product for themselves. If they wanted to keep the ebook, then they purchased it. Otherwise they deleted it and had no obligation at all.

Want to know what happened?

My ad click-thru rate went from 0.5% to over 6%. My purchase rate went from less than 2% to an astounding 13%! Do you realize what that means? That means, repeat the ads over and over and watch the profits roll in! Which is exactly what I did. I sold the business less than 6 months ago for quadruple my investment.

What was the factor that produced the dramatic change in results? A unique selling proposition. Something different was tried.

And it stood out among the crowded classified ad section.

And people responded.

Develop something out of the ordinary. Offer a "try before you buy" period. (It's still "different" at this point!) Make your offer so insanely irresistible that no one can refuse it. Try something that sounds crazy. Be different.

The "same old song and dance" classified ads just aren't going to cut it anymore. But a unique, never been seen before, idea will draw sales like honey draws bees.

And, don't just use this approach for ezine ads promoting your own products. The same idea could be applied to any advertising...let's say affiliate program ads. Do you honestly think that the same ad Mr. Affiliate Program offers his 50,000 affiliates is going to keep pulling? Think about it, if thousands of ads are being published with the same exact ad, but with a different affiliate link, does it have a chance of producing after just a short

time?

Do something different. Write your own ad to promote an affiliate program. You'll outsell the majority of the other affiliates when you do.

==> Law #5 Spell It Out Specifically.

Specific information ALWAYS out-pulls general information. Let me give you some examples:

"Earn Up To \$427 A Day With Your Computer"

will bring more responses than

"Earn Money With Your Computer."

"15 Weight Loss Secrets To Drop 15 Pounds In 3 Days"

will garner more attention

"Learn The Insider Secrets of Weight Loss"

"Discover A Method of Adding 150 New Subscribers A Week"

will out-pull

"Increase Your Ezine Subscriber Base"

See what I mean?

Specific information always seems more credible, more believable. It relates the EXACT facts and figures, impressing upon the reader that what you are saying is more than a guess or an estimation, it is precisely what they are going to receive. Your product or service has been tested, counted and / or proven and these are the results that your readers can expect.

Being specific also answers many burning questions in the minds of the readers. Let's look at the above bits of ad copy to see this illustrated:

"Earn Money With Your Computer." How much money can I earn? How often? Compare that to "Earn up to \$427 A Day With Your Computer." You mean I can earn up to \$427?! A day?! I'm going to check this out.

"Learn the Insider Secrets of Weight Loss." How much weight will I be able to lose? How long will it take? Compare that to "15 Weight Loss Secrets to Drop 15 Pounds in 3 Days." I can lose 15 pounds! Really? In only 3 days! Wow, I'm feeling slimmer already. ;-)

"Increase Your Ezine Subscriber Base." This is going to take a while, isn't it? I can probably add about 10-15 new subscribers a week, right? Compare that to, "Discover a Method of Adding 150 New Subscribers A

Week." 150 new potential customers! I can do it in 7 days. I've got to take a look at this!

See how much better specific information is over general information?

General information sounds too vague. Sounds like you don't have a clue as to what kind of results they can truly expect, so you just made up something out of thin air. And, it sounds like the same old boring ad copy that most readers have seen over and over. They stopped responding to "Become Rich Overnight" years ago. But, "Discover How To Develop Your Own \$2,000 a Week Internet Strategy in 72 Hours" sounds intriguing.

Be specific. And you can expect an increase in your response rate by 1867.83902810% in less than 1,285 minutes. ;-) Well, you get the idea.

====> Law #6 Use the Power Words That Pull.

Every good copywriter has their list. It's a list of words that attract attention and compel action. I call my list the "Power Words That Pull." Over time, these words and phrases have been proven to generate results.

Research shows that people buy on emotions, not logic. Have you ever saw a McDonald's commercial with glum looking customers munching on plain jane burgers? Have you ever saw a Chevrolet commercial with a featureless advertising a featureless truck? How about a bikini commercial with an overweight, unattractive women lying on the beach?

Who'd buy any of that?

I wouldn't. And you wouldn't either.

And so, McDonald's has a joyful group of customers munching on mouth-watering, thick hamburgers. Chevrolet has a truck that can drive underwater, fly through the air and has more accessories than a leopard has spots. And that bikini company has a scantily clad, blonde bombshell sipping Evian water in the Bahamas.

They sell by appealing to the emotions. Logic tells me I don't need the 75 grams of fat in those Mickey D burgers and I hope I never drive to the bottom of the lake. My wife would send me to the bottom of the lake if I had anything to do with the blonde bombshell.

But, that burger looks so inviting and the truck is really sharp...so I make the purchase. (I did stay away from the blonde, though!)

Understand?

People buy based on their emotions, not logic. Classified ad copy works on the same premise. You must use words to make a visual picture in the mind of the reader. We don't have video classifieds (yet!) so we must create

the image by using power words and phrases.

For example, I'll give you some quick examples. Which do you think pulls more sales?

"Discover 17 Ways To Improve Your Golf Swing"

or

"Discover 17 Amazingly Simple Ways To Improve Your Golf Swing"

"Lose 20 lbs. in 30 Days"

or

"Automatically Shed 20 lbs. in 30 Days"

"Build a Computer In Your Basement"

or

"Quickly and Easily Build a Computer In Your Basement"

I've included a list of words and phrases that have proven to be very effective for me at no additional charge. Now you can dramatically increase your response rates almost overnight by using my personal list of "Power Words that Pull."

Did you catch them? Proven. Very Effective. No Additional Charge. Dramatically. Increase. Response. Overnight.

Use them!

==> Law #7 Answer the \$64,000 Question.

I'm not sure who came up with the acronym, but it's a handy reminder for writing classified ad copy. I once read somewhere that all ad copy needs to be tuned in to radio station WIIFM...

...What's In It For Me?

Every single person who reads your ad has it in their mind. What's in it for me? You see, they really don't care that your product is the fastest, biggest, prettiest, easiest, most award-winning, top-rated product online today. They want to know how will it benefit them personally. What will they receive from your product? What's in it for me?

Turning features into benefits is one of the most important factors in creating action on the part of the reader. It's also one of the most seldom used. Instead of explaining WHAT your product or service is, highlight HOW the reader will be better off by using it.

For example, (Aren't I full of examples today?! ;-)) no one really cares that Product XYZ has the largest cooling unit of any product in its class. They do,

however, care a great deal about coming in out of the 100 degree oven to relax in a comfortable 72 degree home.

- FEATURE: Largest cooling unit of any product in its class. So? ;-(
- BENEFIT: Keeps you cooler, saves you more money. Thanks! ;-)

So, you're selling a video that teaches kids how to play baseball...

- FEATURE: The top selling kids instructional video, featuring hall of famer... ;-(
- BENEFIT: Any kid can easily learn to play baseball. ;-)

Got a hot new ebook on weight loss?

- FEATURE: Featured in Cosmopolitan Magazine. Congratulations, but what's in it for me? ;-(
- BENEFIT: You too can lose weight without pills or exercise.

Turning features into benefits is relatively easy. All you need to do is answer the \$64,000 question...

...What's in it for me?

====> Law #8 Aim at the Right Target.

You want a targeted audience for your classified ad. Let me repeat that, you want a targeted audience for your classified ad. What is a "targeted audience?" I'm glad you asked. Let me explain it in the simplest of terms. A "targeted audience" is an audience of people who likely will be interested in the subject of your classified ad.

Obviously, if you are selling a book on how to crochet baby pajamas, "Sports Illustrated" is probably not going to be your best option for advertising. "Homemaker Journal" might be a better choice. The obvious reason is that most sports enthusiasts won't be interested in crocheting, but alot of stay home moms likely would be.

If you are promoting a product or service that appeals to a mass audience, like weight loss or earning extra money from home, then, naturally, your options are much broader. Almost any classified ad medium would be appropriate for those subjects. However, if you have developed a more specific niche, then you'll receive far better results by advertising at venues that are related to or complement your product or service.

====> Law #9 Offer an Incentive.

If there is one law of advertising that is above them all, then this is it. Give something away for free. Nothing draws more hits to the autoresponder, more opportunities to follow up, more interest or more sales

than an attractive freebie.

Quite simply, you MUST give something away if you really want to see tremendous results from your advertising. Know this, if you don't, there are plenty of others who will.

And your freebie must be something that is useful, something of value. Don't insult your readers by offering them a set of 200 money making reports that have been around since the dawn of time. If you do, then you'll ruin your chances of ever selling them a dime's worth of bubble gum. Give them something that they can use and they'll give you something you can use...

...their business.

One of the best offers that I have ever personally made was giving away a nifty software tool that I created, [Traffic Virus 2.0](#). It's the "web's first viral marketing program" and I offer it for free by [Clicking Here](#). The great thing about the software is that YOU (and anyone who else gets their hands on it) can give it away for free. Yep. No charge. It's a tremendous incentive and draws prospects in like honey attracts flies. You can even [customize](#) it with your own ads to create a marketing tool that spreads your promotion like the flu. [Click Here](#) for more information on obtaining a customized copy.

Do some research and write a helpful report that relates to your product or service. Put together a directory of useful internet resources pertaining to your market. Allow readers to have a sample. Create your own [customized eBooks](#) with the [Brandible tool](#). There are many, many ideas for freebies.

Follow these simple laws to writing killer advertising copy and no one will be able to refuse your offer.

Got the mixing bowl filled yet?

Next, let's develop that headline that grabs the attention of the reader...

6 Proven Strategies For Writing Headlines That Practically Force People To Respond

Let's face it. There are a lot of classified ads out there. Many are never even seen at all. And, if they are seen, it is usually a glance. So, in order to get folks to respond to your ad, you must turn glances into stares.

But, how?

I'm glad you asked.

You turn glances into stares by writing killer headlines. A headline's sole purpose is to grab the reader's attention. If your headline does not attract the reader to your ad, then there is a 99.9% chance that your classified ad will not be read.

What is astounding is the relatively small amount of time most people spend in developing their headline. The headline is **THE MOST IMPORTANT** part of your ad. It makes or breaks the success of your campaign. Spend ample time developing your headlines. This is absolutely critical. A well-written headline urges a person to "Stop and Lock Your Eyeballs On Me," while a poorly written headline merely urges them to...

..."Roll Their Eyeballs At You." ;-)

Experts report that as much as 70% of the effectiveness of your classified ad lies within your headline.

Do you see how important this is?

As you consider writing headlines, ask yourself the following four questions:

- What are the reader's needs?
- What are the reader's wants and desires?
- What are the reader's fears and worries?
- How can what I offer help them?

Make sure your headline addresses these issues. Your headlines should offer to meet a need, fulfill a want or desire, and / or ease a fear or worry. That's what produces results.

With that in mind, here are the 6 proven strategies that continue to turn glances into stares for my advertising campaign...

...6 Proven Strategies For Writing Headlines That Practically Force People To Respond.

==> Strategy #1 Use Power Words That Pull.

I know. I know. We've already covered this in the section on writing killer classified ad copy. See how important this is...

...it keeps coming up.

There's a reason for that. Power Words really do pull. So, use them!

Let's review what we covered in "writing killer classified ad copy."

Every good copywriter has their list. It's a list of words that attract attention and compel action. I call my list the "Power Words That Pull." Over time, these words and phrases have been proven to generate results.

Research shows that people buy on emotions, not logic. Have you ever saw a McDonald's commercial with glum looking customers munching on plain jane burgers? Have you ever saw a Chevrolet commercial with a featureless advertising a featureless truck? How about a bikini commercial with an overweight, unattractive women lying on the beach?

Who'd buy any of that?

I wouldn't. And you wouldn't either.

And so, McDonald's has a joyful group of customers munching on mouth-watering, thick hamburgers. Chevrolet has a truck that can drive underwater, fly through the air and has more accessories than a leopard has spots. And that bikini company has a scantily clad, blonde bombshell sipping Evian water in the Bahamas.

They sell by appealing to the emotions. Logic tells me I don't need the 75 grams of fat in those Mickey D burgers and I hope I never drive to the bottom of the lake. My wife would send me to the bottom of the lake if I had anything to do with the blonde bombshell.

But, that burger looks so inviting and the truck is really sharp...so I make the purchase. (I did stay away from the blonde, though!)

Understand?

People buy based on their emotions, not logic. Classified ad copy works on the same premise. You must use words to make a visual picture in the mind of the reader. We don't have video classifieds (yet!) so we must create the image by using power words and phrases.

For example, I'll give you some quick examples. Which do you think pulls more sales?

"Discover 17 Ways To Improve Your Golf Swing"

or

"Discover 17 Amazingly Simple Ways To Improve Your Golf Swing"

"Lose 20 lbs. in 30 Days"

or

"Automatically Shed 20 lbs. in 30 Days"

"Build a Computer In Your Basement"

or

"Quickly and Easily Build a Computer In Your Basement"

I've included a list of words and phrases that have proven to be very effective for me at no additional charge. Now you can dramatically increase your response rates almost overnight by using my personal list of "Power Words that Pull."

Did you catch them? Proven. Very Effective. No Additional Charge. Dramatically. Increase. Response. Overnight. I bet you caught them this time, didn't you. ;-)

Use them! Especially in Headlines!

====> Strategy #2 Highlight Customer Testimonials.

Using testimonials does a lot for putting a potential customer's mind at ease. A testimonial says that someone other than the person trying to make a sale has used this product or service and had great results. It eliminates any fear that the offer is bogus, because a real person has left their thoughts on using the advertised item.

A testimonial takes away the worry and mystery of "does this really work?" You see, someone, some customer just like me, has lost a lot of weight or made a lot of money or saw some great benefit from using this product. The person writing the testimonial was satisfied with the product, so I probably will be too. In fact, they weren't just satisfied, they were very, very pleased.

The power of results is incredible. A testimonial speaks volumes about the effectiveness and usefulness of the advertised product. After all, a testimonial is nothing more than one person saying, "This is what I know personally. This is what the product did for me."

Headlines are a great place to grab the reader's attention with a powerful testimonial. Here are some examples:

- "I lost 16 lbs. in less than a week and I'm lazy" - Joe A. Customer'
- "XYZ showed this high school dropout how to make \$897 a week!" - Suzy Customer
- "This is by far the easiest to follow marketing course I've ever seen." - Bill Customer
- "With XYZ I improved my golf handicap by 10 strokes." - Dan

Customer

If Joe lost 16 lbs. in less than a week, and he's lazy, then I can probably lose more. I'm a college educated man, if the high school dropout makes \$897 a week, then how much will I be able to make?! I've looked at many marketing courses and I couldn't understand most of them, but this one's easy to follow...

...get the idea?

Testimonials are of PARTICULAR relevance and importance when the person you are quoting is well known. If they are a recognized name in general, or specifically in the target area of your product, then testimonials are tremendous pullers. Why? Because if a well-respected, leading authority endorses your product...

...then it must be worth taking a closer look.

When Phil Wiley of "All The Secrets" ezine (a VERY well-respected man in the web marketing field, in case you're new or aren't familiar with the industry) endorsed my web marketing training site, the [Profits Vault](#), it gave me instant credibility. Did I use his testimonial? You bet I did! I plastered it in every place imaginable, including my ads.

Use testimonials. They get results.

Now, just as a word of advice, don't make up testimonials. Wow your customers and they will write glowing testimonials. They will send an email thanking you for your help and all you need to do is copy a single line of their testimonial and paste it into your ad. It's that simple.

====> Strategy #3 Make 'em Take a Test.

Researchers show that offering a test intrigues readers to participate. For some inherently vain reason, we like to prove our knowledge and / or skills.

We love to compete. We love to show off our stuff. And so, test headlines are naturally attention-grabbing to us.

How do you "make 'em take a test"? Here's how. Simply pose a challenge to them that pertains to the subject of your ad. For instance...

If you are advertising a weight loss product, then a test headline might be...

"You can lose 20lbs. if you can pass the weight loss test"

Suppose you are promoting a work from home product. Headline...

"Do you have what it takes to be an entrepreneur? Take this test to find

out."

How about a fishing rod?

"Aren't catching enough fish? Take this short quiz and you'll see why."

Any product or service can be advertised with a test headline. It's an incredibly effective way to not only grab the reader's attention, but also to qualify leads. After all, if they weren't interested, they wouldn't take the test.

When I was developing ads for the [Infopublishing Toolbox](#) (an eBook compiler software, 420 page manual for writing your own information products and a movie tutorial that shows you how to make stunning eBook cover art in less than 10 minutes) I wanted to create an ad that caused people to interact. A "test" ad is a great method of creating interaction among readers. So, a great ad for the [Toolbox](#) turned out to be...

..."Not earning any money online? Take this simple test to find out why."

The test would ask a series of questions all leading to the end result that in order to make money online, you need your own product. Of course, the [Toolbox](#) was my answer to their needs...as it showed them *exactly* how to create their product from start to finish.

See how easy a "test" question is to create? They pull results, especially when they hinge on a particular point of interest among the reader. After all, almost everyone wants to make more money, or get in better physical shape or find true happiness. Right? Weave one of those themes into a test question...

..and see your ad responses go up.

Of course, if you are going to use a test headline, you must prepare a test. It doesn't have to be fancy, just a few simple questions will be fine. With each question lead them closer to the place you want them to end up...

...desiring your product or service!

After all, you've got what it takes to help them pass the test. Right?

====> Strategy #4 Help Them Stop

Before you begin writing your headline, I want you to try these experiments. Go into a crowded place and yell out, "Stop!" Then, while you are sitting in church on Sunday morning, as the preacher is in the middle of his sermon, yell it out, "Stop!" When your children are disobeying, when you are walking down the aisle of the grocery store and when you are participating in your favorite sport, yell out, "Stop!"

The point? What happens when you yell out, "Stop!" You get people's

attention, that's what happens. Every time. Without exception. The word "Stop" automatically freezes people in their tracks and directs their eyes to whoever commanded them to "Stop."

Headlines that include that powerful word have, well, stopping power. "Stop" is a command word. It directs the reader to do something (or not do something, as it were). It practically forces people to read your headline, and then your ad.

And using the "Stop Technique" is very simple...

You're selling a gas additive that improves gas mileage. Headline...

"Stop wasting money on gas when you could double your miles per gallon!"

Got an anti-snoring product? Headline...

"Stop snoring forever with this little known technique!"

How about a solution that keeps clothing wrinkle free? Headline...

"Stop spending your mornings ironing clothes!"

When I was testing ads for the [Free Advertising System](#), guess what turned out to be a GREAT ad...

```
=====
STOP spending money on advertising!
Find out how to advertise ANY product
or service on a ZERO-DOLLAR budget.
http://www.freeadvertisingsystem.com
=====
```

Publish this ad in a few dozen web promotion newsletters and you've got a winner. Why? Because anyone who is advertising would love to stop spending money on it! That grabs the attention (which is the point of your headline) and then the second line drives home the point...you can now advertise your product on a zero-dollar budget. Worth a click to find out more, right?

Again, and this is worth repeating over and over, think from the reader's perspective when writing your headlines. What's in it for me?

==> Strategy #5 Talk to the Targeted.

In the killer classified ad tutorial, we looked at how important it is to place your classified ads in a targeted forum. You can also use your headlines to target. This is a great way to increase your responses if you are advertising in a highly targeted medium. Let me repeat that, because you don't want to miss it. Using targeted headlines is a great way to increase your responses IF (small word, big implication) you are

advertising in a highly targeted medium, or if the target phrase is very broad.

Targeted headlines simply include a word or phrase that directs the headline to a specific group of individuals... the target audience. Adding words like "Moms," "Sports Fans," "Homeowners," and any other group has a tendency to draw the attention of those that fit within the group.

Let's use some examples to illustrate both the effectiveness of targeted headlines and when not to use them.

Suppose you have that same work at [home product](#) we previously looked at. Here is a targeted headline...

"Stay at home mothers can earn extra money in their spare-time"

Same product as before, but now you are addressing a targeted audience, moms who stay at home. This is a great headline if you advertising in a homemaker ezine or even many women's ezines. Quite obviously, it is NOT a good headline if you are advertising in a wrestling magazine. Of course, if you were advertising in a wrestling magazine, your headline could be...

"Like wrestling? You'll love earning extra money at home!"

or

"Wrestling fans can earn extra money in their spare-time"

If you are advertising in a targeted medium, then a targeted headline is very effective. And, in many cases, the product applies to a great variety of different types of people, so the ad can simply be changed to target specific audiences as outlined in the above two scenarios. Same product, one targets moms, the other wrestling fans.

====> Strategy #6 Instill a sense of urgency.

Let's face it, we don't want to miss out. We don't want to be the one who didn't get the pair of jeans at 50% off and didn't take advantage of the buy one, get one free sale at the mall.

That's why advertisers put deadlines in their copy.

Instilling a sense of urgency in the reader's mind prompts them to act now. Don't delay or you might miss out. That's the message. And there are a variety of ways to convey this idea in your headlines...

- Limited Time Price Offers For example: "Order Now! While the price is still low. After June 3, 2000 this price will go up to..."
- Limited Time Discount Offers For example: "Last chance! Order before Midnight, June 16, 2000 and you will save 50% off of the

regular price!"

- Limited Time Free Bonus Offers For example: "Free Bonus with every order before June 24, 2000!"
- Limited Time In Stock Offers For example: Supplies are limited. After June 30, 2000 we can't guarantee we will have any left in stock.

I have always felt like a deadline is the driving force behind convincing people to make their decision to order now. I have tested ads for a ton of different products at the [eBusiness Center](#) and have found that deadlines produce the largest amount of sales, by far.

Like I said, we don't want to miss out on a bargain.

There you have it. How to create killer headlines that stop people in their tracks. Follow these simple strategies for writing headlines and people will practically be forced to respond.

Got a killer ad and headline ready to roll-out? Let's take a look at the directory of the "50 best" ezines to advertise in...

The "35 Best" Ezines to Advertise In Directory of Ezines

Before we begin, let me touch on a few key points one more time...

- I cannot and do not guarantee any results from you advertising in these ezines. There are many contributing factors to the success or failure of your ad including, but not limited to: the ad itself, your offer, the demand for your offer, competition, etc.
- You should not consider this directory an endorsement of the ezines, websites or the individuals.
- These ezines are targeted towards subscribers interested primarily in: web marketing, home business and business. If your product or service does not apply, you may want to consider other advertising options, such as the [Free Advertising System](#). (which is great for ANY product or service)
- These ezines are ranked based on the criteria outlined previously and are based solely on my own personal experiences and results.
- All offers were available at the time of this publication, but may be changed or deleted at the individual ezine owner's discretion. Please report any changes to me at ezineupdates@profitsvault.com and I will include this in future updates to this directory.

Now that we've gotten that covered again, let's look at some specifics.

Before the actual directory, I have included brief listings for the advertising offers mentioned on my website. This is designed for your quick reference...so you don't have to dig through and try to find which places offer the specials that were highlighted (and again, all of these offers were valid at the time of this publication - they may be removed at any time at the discretion of their owner)...

- Where to find "buy one, get one free" ads in *high quality* ezines. Tommy "C"s ezine is always a strong puller for me. He almost always has a sale going on, that's one of the things that I love about his 'zine. [Click Here](#)
- How to find monthly specials on ezine advertising - save as much as 75% off the regular price! Randy Zaworski has an excellent ezine that focuses on those who have current specials on their ezine advertising. In using his service, there are times when you can find advertising as much as 75% off of the regular price. His ezine is free. [Click Here](#)
- Which ezine advertising offer is THE #1 best order-producing

option...hands down! You need to look no further than the top ranked position in my "35 best" to find out which ezine I consider "simply the best." Kris Stringham's Xtreme Marketing Tips has been the top order-producing ezine that I have ever advertised in. I have NEVER purchased an ad that did not at least QUADRUPLE my investment. Solo mailings aren't cheap, they are \$125 a pop, but they always produce for me. In fact, I profited over \$600 in less than 48 hours from ONE SINGLE MAILING to her database. Kris usually has a backlog, so book yours early. [Click Here](#)

- Where to buy a SOLO MAILING for only \$5.00. Libby Sinclair's WHC News offers solo mailings 2 for \$10.00. This one is a no-brainer. Unless you have a horrible ad, horrible website and horrible product offer, this one produces. The ezine has only just over 700 subscribers, but they are loyal readers. I consider this ezine the "best kept secret" in ezine advertising and have profited 400% or more every time I have used it. [Click Here](#)
- Which ezine offers ad space for only 1/10 of a penny per subscriber! The Millenia Web Magazine has an astounding 120,000 subscribers. Purchase a solo mailing here and it translates into 1/10 of a penny per subscriber! [Click Here](#)
- How to send your ad to over 10,000 opt-in subscribers for only \$2.00. Chris Kilian offers a cool service where you may purchase ads in various ezines for only \$2.00 each. Several of them have over 10,000 subscribers! Best spent \$2.00 in advertising right here. [Click Here](#)
- How to purchase an ad in 30 different ezines for only \$5.00. Bo Partenon offers a similar service as Kilian, only he has a "bonus" group of ezines that you may purchase ads in when you buy a regular group. So, when you purchase a block of ezine ads for \$10.00 (5 different ezines at \$2.00 each) then you may purchase the bonus group of 30 different ezines for only \$5.00 more. Outstanding offer! It's almost a no-lose situation. [Click Here](#)
- Where to purchase an ezine ad that will *permanently* be listed at the website. The AMF Ezine *permanently* archives their newsletters on their website. Which means your ad will be *permanently* archived as well! As new subscribers and visitors continue to read the archived issues, you will continue to garner exposure to your ad. [Click Here](#)
- Where to purchase a \$15.00 ezine advertising package that includes: 1 regular ad in an ezine, 3 issues in a classifieds newsletter, 1 solo mailing and an ad in ALL autoresponder messages sent out! Club Verona offers this regular special. I've

used it and found it to be well worth the purchase price. [Click Here](#)

- Which ezine "puts their money where their mouth is" and offers GUARANTEED results or 100% of your money back! I have personally gotten to know Diane Hughes, the editor of this ezine. She is a class act and offers a very uncommon offer online. If you don't receive results from your ad, you'll get your money back. Can't beat that. [Click Here](#)
- The solo mailing offer that promises "if you are unsatisfied with the performance of your ad, I will promptly refund your money"! Here is another "no-brainer." Anyone who offers a refund if you aren't satisfied with how your ad performs is going to get me to give it a try! You have nothing to lose. By the way, it's another order-producer! [Click Here](#)
- Not satisfied with ONE ad, how about 6 full months of advertising for only \$10! Jeremy's Vital Tools ezine is another strong puller. You'll want to try his solo mailing for \$35. In addition to that, Jeremy offers 6 months of ads for only \$10.00 [Click Here](#)
- Where to go to get 3 FREE ads published to 36,600 subscribers with your solo ad purchase. Unimax has always been a producer for my ads. What I really enjoy is receiving 3 free regular ads with the solo ad purchase. Ask them politely and you might be able to publish 3 different offers with the ads! [Click Here](#)
- How to place your ad in a whopping 95 different ezines for under \$40. Here is an ezine that is firmly planted in my "top 10" list of the "35 best." For \$39.95 they will get your ad published in a whopping 95 different ezines. [Click Here](#)

Now, let's take a look at the coveted "top 35" directory...

The Directory of the "35 Best" Ezines To Advertise In ~ My Own Personal Resource List ~

One more note: Many of these recommendations are for SOLO / EXCLUSIVE mailings. If the prices for some of the ads are a bit too much for your budget, you might consider a regular or sponsor ad in the listed ezine instead of the exclusive mailing. The results won't be AS good, but the price might be within your range.

Rank #35

Making Net Money [Click Here](#)

Solo ad to 3,500 for \$35.00

Rank #34

Nova News [Click Here](#)

Solo ad to 100,000 for \$157.00

Rank #33

Business Wise Newsletter [Click Here](#)

Top sponsor ad to 50,000 for \$99.00

Rank #32

Advice Daily [Click Here](#)

Top sponsor ad to 2,200 for \$20.00

Rank #31

All About... [Click Here](#)

Solo ad to 2,700 for \$45.00

Rank #30

Flintel Newsletter [Click Here](#)

Solo ad to 15,000 for \$100.00

Rank #29

Adland Digest [Click Here](#)

Top sponsor ad to 23,000 for \$110.00

Rank #28

IBC Online Newsletter [Click Here](#)

Solo ad to 25,000 for \$100.00

Rank #27

Wealth Connection [Click Here](#)

Solo ad to 2,100 for \$12.00

Rank #26

Lotsaperks [Click Here](#)

Solo ad to 1,000 for \$20

Rank #25

Biz Site Biz Ezine [Click Here](#)

Solo ad to 4,200 for \$35.00

Rank #24

Club Verona [Click Here](#)

1 solo ad, 3 classifieds, 1 regular, plus autoresponder ad for \$15.00

Rank #23

Profit News [Click Here](#)

Regular ad to 12,500 for \$10.00

Rank #22

Opportunity Seekers [Click Here](#)

Top sponsor ad to 700 for \$5.00.

Rank #21

InterNetwork Marketing Solutions [Click Here](#)

Solo ad to 5,537 for \$12.50

Rank #20

Internet Marketing 2000 [Click Here](#)

Solo ad to 8,580 for \$39.95

Rank #19

Partenon 2 Bucks An Ad [Click Here](#)

Various ezine ads for only \$2.00, AND 30 different ezines for only \$5.00

Rank #18

Dollar Day Ads [Click Here](#)

Various ezine ads for only \$2.00

Rank #17

At Home Working News [Click Here](#)

Solo ad to 3,900 for \$15.00

Rank #16

Cammnet Marketing Ezine [Click Here](#)

Solo ad to 4,200 for \$35.00 + buy 1, get 1 free ad

Rank #15

IMR Ezine [Click Here](#)

Regular ad to 1,200 for \$5.00

Rank #14

A1 Paychecks Online [Click Here](#)

Solo ad to 3,442 for \$30.00

Rank #13

A1 Home Business News [Click Here](#)

Solo ad to 1,745 for \$90.00

Rank #12

Unimax U-News [Click Here](#)

Solo ad to 36,600 for \$98.00 or regular ad for \$16.00.

Rank #11

The Millenia Web Magazine [Click Here](#)

Solo ad to 122,000 for \$120.00

Rank #10

Vital Tools [Click Here](#)

Solo ad to 3,500 for \$35.00

Rank #9

Ezine System [Click Here](#)

Regular ad to 95 different ezines for \$39.95

Rank #8

Business Stand [Click Here](#)

Solo ad to 45,000 for \$50.00

Rank #7

Promote Links / Top Biz News [Click Here](#)

Solo ad to 18,000 for \$80.00

Rank #6

Pro Biz Tips [Click Here](#)

Solo ad to 27,600 for \$139.95

Rank #5

Answers [Click Here](#)

Top sponsor ad 3,262 for \$45.00

Rank #4

Internet Marketing Gurus [Click Here](#)

Solo ad to 7,600 for \$45.00

Rank #3

Online Exchange [Click Here](#)

Solo ad to 20,000 for \$100.00

Rank #2

WHC News [Click Here](#)

2 Solo ads to 2,900 for \$10.00

Rank #1

Xtreme Marketing Tips [Click Here](#)

Solo ad to 12,000 for \$125.00

Now that you've found out how to create killer ads and where to publish them, wouldn't you also like to find out how to earn a full-time living online in 2 easy steps?

Well, wouldn't you?

Let me show you how...

How to Earn a Full-Time Living Online In 2 Easy Steps

Quick, what's your favorite search engine? Doesn't really matter to me if it's Yahoo.com or Goto.com or Altavista.com. What I want you to do is visit your favorite search engine sometime in the next day or so and do a search for "web marketing." Or, search for "work from home."

Want me to save you some time and tell you what you'll find?

You'll find hundreds of thousands of websites listed, the majority of which have some sort of "opportunity" for you to dive into. Or, they have some deep, dark secret to share with you that is unknown to the rest of mankind.

And for \$29.95 (for starters), you can get your hands onto it.

Eeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeek! Somebody wake me up, I'm in the middle of a nightmare.

The problem with MOST of these "opportunities" and "formulas for success" is either (a) they don't work at all, (b) they are outdated, or (c) they are so complicated that the average person doesn't have a clue how to accomplish the first step.

Now, I don't mean to oversimplify things, but I'll just tell you like it is. There are ONLY 2 things that you need online to earn a full-time living. And, despite what people might want you to think, neither of them are a big secret...

- Develop your own high-demand product.
- Recruit an army of people to sell your product for you.

Like I said, I don't mean to oversimplify things. The "web marketing" formula for success is a very complex one and can include an entire arsenal of tools and resources like ezines, joint ventures, branding, viral marketing and so forth.

But I tell you the truth, if you do the aforementioned two things, everything else will fall into place.

And I guarantee it.

How do I know? Because I've seen it first hand in my own online business, the [Profits Vault Web Marketing Private Site](#).

The only 2 *necessary* steps in earning a full-time living online are to develop your own high-demand product AND recruit an army of people to sell your product for you. It's that simple. Neither of which are very difficult to do. In fact, they are fairly simple.

So, let's get started with step one...

~ Step 1 ~
Develop Your Own High-Demand Product

I love Ken Evoy. The guy's a genius. When you mix quality content, value rich pricing and superior customer service you've got a winner.

And Ken is a big-time winner!

His products sell better than ice water at the end of a six hour Grand Canyon tour.

Cory Rudl? His name is almost synonymous with "Marketing Tips."

And has anyone ever been successful with an ezine without learning from Rick Beneteau?

Mark Joyner produced an ebook that was downloaded over 1 million times. You know this guy knows the score.

I love associate programs. There, I said it. I love them. But, there is one glaring problem with associate programs...

...the owner of the associate program is the only one making the big bucks!

Face it, if you don't own your own product, your chances of earning a full-time living online are about as slim as the chances of me riding a grizzly bear bare-back across Montana...

...it ain't gonna happen. :-)

Learn this unchanging, universal fact: The person who OWNS the product is the one who makes the big bucks. Behind 99% of internet success stories (there are a *few* exceptions) there is a product that is entirely their's. And, more than likely, an entire arsenal of products.

Now, reseller programs are great. As I said, I love 'em. But, I believe they are best used as a secondary income generator while working the backend...

...not as your main product.

Step one of the simple two-step system for earning a guaranteed full-time living online is to develop your very own product that you can sell and keep 100% of the profits from. Got it?

Most internet marketing "experts" feel that selling information is the ultimate business to be in on the web. In fact, with the exception of sex sites

(shame, shame, shame) information is the #1 seller online today. Electronic information products (delivered digitally in "eBook" format)) are among the most sought after online.

Once you create your information product (more on this in just a minute) the business can easily be automated and requires very little monthly overhead. (I spend less than \$10 a month) Since the products are electronic, there are ZERO reproduction costs. The products can easily be downloaded from your website thousands of times without spending another dime.

And the profit is incredible. If the product sells for \$29.95, then you keep \$29.95. Hmmmm. I'm no math expert, but that seems like 100% of the sale goes to you, not your affiliate sponsor!

Of course, there is no need to maintain inventory. Everything is hosted on your website, with instant access for those who make purchases.

Now, there are a couple of ways of developing your own *high-demand* information products to sell online...

- Create your own products. If you can write a shopping list, then you can write your own information product to sell online. Trust me, there is something inside that 'ol noggin of yours that people would pay money to find out about. Maybe you know all kinds of household tips or can rebuild a car engine from scratch. Perhaps you are a pediatric nurse or have been a fishing for most of your life. There is SOMETHING that you know quite a bit about. It could be a hobby, or it might be your occupation. Whatever it is, you've got a product inside of you. And there are customers willing to buy it from you. We've just got to mine that gold that you've got hidden away. For more information on creating your own information product from scratch, [Click Here](#).
- Purchase reprint rights to ready-made products. Despite how easy it is to create your own product, maybe you don't have the time or would rather add more products to your arsenal. You can purchase reprint rights to products that are ready to sell. These products can be purchased for as little as \$1.75 each! Yep, for less than two bucks you can own your very own product to sell on the internet. For more information on purchasing low-cost, high-demand information products, [Click Here](#). (There is a unique opportunity for obtaining a BRAND NEW, FRESH web marketing related product every month that you can sell and keep 100% of the sale from. If you are interested in more information on obtaining a low-cost license to each new product released, email me at monthlyreports@123webmarketing.com.)

Step one is simple...get your own product. You'll never earn the *big-bucks*

until you do.

And, once you have your own product (good grief, for less than two bucks, what the heck are you waiting for?), you are ready for step 2 - recruiting an army of other people to sell it for you. Yep, you won't have to purchase an ad or sell a thing. Other people will line up to do it for you.

~ Step 2 ~

Recruit An Army of People To Sell Your Product For You

Here's the deal. I'll give it to you as plainly as I know how to...

...THE NUMBER ONE method of generating an income online is to get thousands of other people to market your products for you.

There, I said it. No magic potion. No hidden secret. No melodrama. No climactic finish.

It's simple. You can only do so much marketing. There are only so many ads you can afford to purchase, only so many articles you can write, only so many new ideas to try - there is only so much time in the day, right?

You can't be everywhere at all times and you can't dip your hand into every new promotion well that comes along.

You're only one person. You work your tail off doing what you do, and you're good at it, but you're still only one person.

But, what if there were dozens like you, even hundreds or thousands of other folks like you and they were willing to do all of your marketing work for you...

...would you be interested?

You'd be a moron if you weren't! :-)

Wouldn't it be nice to never have need of purchasing a single ad and never stressing over how to generate website traffic and never worrying about search engines and ezines and all that jazz?

Wouldn't it be nice to work when you want to and spend most of your time finding new products to sell?

And wouldn't it be nice to see your sales continue to grow - and grow dramatically - week after week, and month after month?

Well, now it is all possible. Pinch yourself, you're NOT dreaming! :-)

Introducing, the [FREE ADVERTISING SYSTEM](#). The [Free Advertising System](#) is THE SOLE REASON that I earn a six-figure income online. It is THE EXACT SYSTEM that I use to market my own products online without lifting a finger. And you can do the same.

Care to find out how? Great! Let me show you...

How to Create GUARANTEED Monthly Income

As you can see from STEP 1, developing high-demand products is the easy part. And, if you follow STEP 2, then you'll find that you've got everything in place to create a guaranteed monthly income. But, how does it work?

Let me share with you a typical month in MY OWN internet marketing life and I'll point out along the way how easy it is for you to duplicate my success. It's a fairly simple process.

Week One, CREATE A NEW OFFER: The first week of the month, I create a new offer. Sometimes I create my own product to sell online, other times I purchase reprint rights from someone else. USUALLY, it's a mixture of both. I'll purchase resell rights from someone, and then add a few bonuses or one of my existing products into the offer, and *voila* I have a product that is DIFFERENT from the others being offered, because it is a unique package.

Creating a new offer consists of four things:

- Putting the offer itself together. Either create a product, purchase resell rights to an existing product, or put together a package deal. Make it irresistible and price it right. NOTE: Price is critical: I personally like to "wow" people with a cheap price on my introductory offer, knowing that I'll sell them a higher-priced product as a "back-end" offer. More on that in a minute.
- Create a mini-website. Whether you create your own sales letter and layout, or purchase a ready-made template (most resell rights products have them), you will need to create a one page "mini" website to sell your new offer. Get it ready to take orders. NOTE: If you purchase a ready-made template, I recommend making changes (unless there are restrictions against altering) to the template to create your own "unique" approach to selling the product. This is especially important if there are a gazillion other folks selling the same product.
- Setup a "back-end" offer. It doesn't matter what you are selling online, one (or both) of the following things always happens when someone places an order with you: (1) They are re-directed to a "thank you for your order" webpage or "download / private site" webpage, (2) They are sent a confirmation email with their order information and access instructions. Either way (or both) it doesn't matter. Now is the PERFECT time to offer an additional product. You'll want to include a banner ad or a small classified ad or just an outright offer of an additional product or service. Why? Because the customer is in the mood to buy. They just made a purchase and if you have an additional offer that complements the purchase they just made, you'll likely create an additional sale. NOTE: This is a great place to

promote an affiliate program.

- Market your new offer: More on that below. Actually, if you follow Step 2, then you won't have to do this one...it will take care of itself.

Of course, one of the questions that I receive all the time is, "Where can I purchase products to resell?" I have put together several different low-cost, high-demand packages that you may purchase with resell rights...

- \$1.75 buys your own high-demand information product to sell online. [Click Here](#).
- 8 different turnkey businesses you can obtain for under \$20. [Click Here](#).
- Resell rights to over 750 pages of web marketing information for less than \$15. [Click Here](#).
- Resell an incredible web marketing training center. [Click Here](#).

These are all very low-cost products that ANYONE can earn a profit from. Sell one copy of each and you've made your investment back. (There is a unique opportunity for obtaining a BRAND NEW, FRESH web marketing related product every month that you can sell and keep 100% of the sale from. If you are interested in more information on obtaining a low-cost license to each new product released, email me at monthlyreports@123webmarketing.com.)

There are also several high-end products available like a fantastic marketing course from internet marketing guru Terry Dean and a very powerful eBook compiler software. If you are interested in information on high-end products to sell for more profits, send me an email at highendproducts@profitvault.com and I'll forward you additional information.

Of course, some people want to create their own information products to sell online. When you do this you can (a) be the ONLY person online to sell the product, thus creating an obviously less competitive market for yourself, (b) offer resell rights to your product and create an additional stream of income. I recommend the [Infopublishing Toolbox](#) for anyone wishing to create their own products. It includes a powerful eBook compiler software, a 400+ page manual that walks you through every step of the creation process and a movie tutorial that SHOWS you how to create stunning eBook cover art for your new product. All of this is available for one low price. [Click Here](#) for more information.

Week Two, MAILING TO MY "IN-HOUSE" LIST: After I put the finishing touches on my offer, upload the website and back-end offer, it's time to get some INSTANT sales. This one never fails - ever. I have never mailed an offer to my email mailing list that did not produce incredible results. In fact, I *typically* make over \$1,000 in the first 24 hours after I do a mailing of a

new offer. And sales continue to come in throughout the remainder of the month.

Now, you may be asking, "what the heck is an 'in-house' mailing list" and "how can I get one!"

An "in-house" mailing list is an email database of: those on my ezine subscriber list; those who have requested my free report, eBook or autoresponder course; those who have made purchases from me in the past.

Currently, I have over 7,000 people that I send an offer to once or twice monthly. Want to know where these 7,000 people came from? Step 2, that's where!

You see, when you put Step into action, you'll AUTOMATICALLY build an "in-house" mailing list. People will subscribe to your ezine, they will request your resources (free reports, eBooks, etc.) and they will definitely make purchases! I went from a couple dozen people on my list to over 7,000 people in less than 5 months...and I didn't do a SINGLE THING to build the list - it was all done by other people by following the Step 2 plan of action.

So, you can take my lead and go with that plan, or you can develop your own plan. Doesn't matter. The point is that week two brings a mailing to your "in-house" list and, if your offer is good, then you'll have immediate sales generating within 24 hours and continue to come in throughout the remainder of the month.

Week Three, PUT MY RESELLERS INTO ACTION: Actually, this is done simultaneously with the mailing to my "in-house" list, but I'm listing it in a different week for those who want to take things one step at a time.

The next thing you'll want to do is contact your army of resellers who promote your products for you. You do have an army of resellers promoting your products, don't you? (Hint: Step 2:-)

Of course, they LOVE it, because it gives them a brand new offer to make, a brand new opportunity to earn more commissions and a brand new method of generating some easy back-end sales themselves. If you have a smart group of resellers, then they'll jump on it immediately.

The resellers in my [Profits Vault](#) affiliate program are super. These guys and gals know their stuff and they respond quickly. Why? Because they want to be the first ones on the block to reap the profits off of a hot new product.

Without question, my affiliates are the bread-winners around my house. They earn 80% of my profits for me each month without me spending a single penny on advertising.

Week Four, LAUNCH A JOINT VENTURE PROJECT: So, where does the other 20% of my profits come from? Joint venture partnerships.

I have a database of several hundred partners that I work with on a regular basis. They aren't active affiliates in my reseller program, but they are ALWAYS interested in a hot offer. They don't actively promote my products, but they will do a quick, one-time mailing to their ezines when I give them new opportunities to earn some extra income.

So, each month, I pop a free copy of my new product over to each of these partners, along with an ad that I want them to publish and immediately I've got totally free advertising for my new product going out to hundreds of thousands of subscribers. Sales will flock in for days.

And, again, with the exception of mailing them the offer, I don't lift a finger for advertising.

Oh, where do these joint venture partners come from? You'd like a few yourself? Step 2, that's where! (Do you see a pattern forming here?). I told you, there are only 2 basic steps: Step 1 creates the product, Step 2 does all the marketing. It's that easy.

And, there is the schedule. Month after month, sales continue to build. It's a fool-proof system and works every time - just like magic.

Only it's not magic, it's just common sense work in setting it up. And even that is easy.

So, what are the results from this one-two punch system? The results, without fail, are always the same...

- **New Orders:** The obvious response is, a flood of new orders. Throughout the entire month, orders come in from the mailing, the resellers and the joint venture partners. A typical month brings in about \$8,000 - \$10,000 in pure profit. Not bad for working from your living room on a ZERO-DOLLAR advertising budget, huh? :-)
- **New Subscribers:** Every single month hundreds (and even thousands) of new people subscribe to my mailing list. I don't go out looking for them. I don't participate in ad swaps. I don't buy them for fifty-cents a piece. They come to me. All because of the Step 2 system.
- **New Affiliates:** As people make purchases of my offer, as much as 68% of them become resellers themselves. They begin promoting my existing product line and my new monthly offers. Month after month it builds. I'm averaging 40-75 new affiliates each week. If each new affiliate just sells ONE product a month, the money floods in. Again, I didn't try to recruit new affiliates. I don't go looking for them. They join as a result of the system in place. It works automatically.

- New Back-End Sales: New customers and subscribers means more back-end sales. Either they make immediate purchases of my existing "back-end" offers, or they make future purchases (they are customers for life as long as I treat them right!). Sales rise every month.

What next? I repeat the process. Yep, each month, the process is repeated. Only the next time the results are even bigger and better! More orders, more subscribers, more affiliates, more back-end sales. The new customers purchase more products, new affiliates make more sales and bring in more customers and more new resellers. It's a never-ending cycle. It builds and grows month after month.

And there is no end in sight.

And all it takes is the 2-step system...

- [Step 1](#): Develop your own high-demand product.
- [Step 2](#): Recruit an army of people to sell your product for you.

So, what are you waiting for? Get started now!

Power Words and Phrases

Free	Turbocharge	Multiply
Sell	Worldwide	Sure-Fire
Responses	Develop	Simple
Instant	Overnight	Immediately
Successful	Secret Weapons	Insider Secrets
Little Known	Step-By-Step Guide	Huge
System	Easy	Easy-To-Follow
Select	The One Thing	Amazing
Explode	Fast	Quickly
Quickly and Easily	Regardless	No Experience Necessary
Tactics	Strategies	Attract
Unlimited	Winning	Templates
Create	Reach	Proven
Discover	Biggest	Automatically
Increase	Magnify	Produces
Profits	Information	Achieve
Techniques	Targeted	Overnight
Results	Reach	Directions
Instructions	Learn	Everything
Take Advantage Of	Pinpoint	Organize
Guarantee	Guaranteed	Skyrocket

ADDITIONAL RESOURCES

~ You MUST Be Connected to the Internet to Use These Resources ~

- Resource 01: How to Advertise ANY Product With a ZERO-DOLLAR Budget [Click Here](#)
- Resource 02: \$1.75 Buys Your Own High-Demand Info-Product To Sell Online [Click Here](#)
- Resource 03: Free Report: "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All month" [Click Here](#)