

Internet Marketing Secrets

Issue #127 - by Michael Campbell - August 07 2007



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All this and a lot more in this issue of IMS. Enjoy!
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Do 145 Hours of Work in 12 Minutes

How would you like to create PPC campaigns 72,000% faster than employees? How would you like to reduce your PPC costs, increase conversion rates, get good AdWords Quality Scores, and tap into merchant data feeds for maximum profits.

Now you can. Power PPC has changed the marketing landscape forever. The old rules no longer apply. Simply put; Power PPC is the new, and incredibly fast way, to do your PPC marketing.



[Want PPC Power?](http://www.cdzn.com/pow) ==> <http://www.cdzn.com/pow>

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Internet Marketing & Search Engine News

Host Your Own Talk Show

Imagine having your own interactive talk show. Your audience can phone in using Skype, cellular, or land line. They get put in a talk queue, and wait their turn to talk with you. You have all the control of a radio station and talk show producer.

Hundreds of people can participate in the call. Thousands more can listen. It can be a public or private call. You even have the option of recording the whole thing at the click of a button.

Plus you get hosting. All the bandwidth you need. An RSS feed. An iTunes friendly podcast. And a downloadable archive of the show.

This isn't like GoToWebinar or LibSyn, it's totally different. It's an interactive talk show service called TalkShoe.

I spoke with Dave Nelsen, Founder and CEO of TalkShoe, as I was curious how they monetize the service. What they do, is wrap your downloadable archive in a third party ad. They also offer a paid "corporate service" option with no advertising.

[Interactive Podcasting](http://www.cdzn.com/ts) ==> <http://www.cdzn.com/ts>

Click over to TalkShoe and take a look. There are several short videos, showing how easy the service is to use.

So go ahead... have a meeting, public or private. Make a podcast. Or start your own talk show. You automatically get your RSS and iTunes feeds, so you can spread the word about your talk show.

And the cost of all this bliss... nada, zip, zero... for hosting, bandwidth, recording, archive, podcast, feeds... and your own live talk show. Enjoy!

Instantly Capture and Share Anything

Snap a picture of your screen. Make a screen capture video. Have them upload instantly. Share them by IM, email or blogs. It's called Jing and it makes "show and tell" very easy.

Imagine if your buddy asks you something technical, about a piece of software. Do you start typing? Do you try and explain it over the phone using just words?

Now you can use Jing instead. It takes just a few seconds, to snap a screen shot, and share it with your friend. Or, if screen shots are not enough, do a quick video to walk them through it, step by step.

When you click the share button, your video is saved to the Screencast server automatically. It also makes a link on your clipboard. Now just paste the link into your instant messenger and share it with your friend.

Jing is provided by TechSmith, the Camtasia people. It works on Mac and PC. Click over and watch the two minute, "what is this thing called jing" video. You'll never communicate technical stuff the same way again.

And the cost of this wonder... nada, zip, zero... just download it and start sharing your ideas. Jing makes it easy.

[Ready to Jing?](http://www.jingproject.com) ==> <http://www.jingproject.com>

8 Quick Tips For Having a Great Podcast

Perfection is the perfect excuse for procrastination. Most people start with a bang, but quickly fizzle out. The iTunes library is filled with people that had good intentions, but burned out after just a few podcasts.

Don't let this happen to you! Here are eight quick tips to having and sustaining a great podcast.

- 1) Give tips and advice of incredible value.
- 2) Be passionate and expert in your topic.
- 3) Outline what you want to talk about.
- 4) Be consistent in your program's format.
- 5) Make the production process repeatable.
- 6) Stay on topic to meet audience expectations.
- 7) Have your take and don't suck. Practice first.
- 8) Most importantly... don't be perfect.

Don't worry about small imperfections in speech, or little blunders. Or if you're video podcasting, don't worry about your hair. (Be mindful of background distractions though.)



Practice yourself talking into a microphone, or on camera. It's how the rest of the world sees you 365 days a year. So get used to it, and get over it. Just get busy making your podcast.

Use the camera in the lid of your laptop. It's good enough. Pick up a 100 dollar Samson CO1U USB condenser mic, and just go for it. Get Apple's 35 dollar QuickTime Pro (Mac or PC) to encode your video with the H.264 codec. This is all the gear you'll need to get started.

You'll reach a much wider audience, and pick up more new subscribers, than you could have, by advertising, or any other method. You can get listed in YouTube and iTunes, and be findable by over 50 million people that listen to podcasts.

Remember, it's early in the game. There are no clear leaders in audio podcasting. Even fewer still in video. Now is your chance, to position yourself as thought leader, and brand yourself as first, in any category you choose.

So be passionate. Be knowledgeable. Be exceptional. Be remarkable. But don't be perfect. Just be yourself and let your personality shine through.

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Mass Marketing is Dead. Long Live the Niche!

The niche marketing formula is simple. Go for the lowest competition and the highest traffic. Are you ready to discover the easy pickings? The low hanging fruit? The long tail of the search?

Now NicheBot comes with an easy to use LSI tool. Discover how to "theme up" your website and make it search engine friendly, without needing a whole bunch of incoming links.

[Ready to Dominate a Niche?](http://www.cdzn.com/nbt) ==> <http://www.cdzn.com/nbt>

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Google to Buy the 700 MHz Band?

You may have already heard, that the 700 MHz band, or spectrum, is being auctioned off early next year. Google is offering 4.6 billion dollars to buy it.

[Read the Full and Official Google Press Release:](http://www.google.com/intl/en/press/pressrel/20070720_wireless.html)

==> http://www.google.com/intl/en/press/pressrel/20070720_wireless.html

Google has encouraged the FCC to require the adoption of four types of "open" platforms as part of the license conditions. They would like to see open applications. Open devices. Open services. And open networks.

What's really cool, is that its a long range spectrum. It goes through walls, just like the old broadcast TV signals.

Why is that exciting? Because it means internet access anytime, anywhere. In addition, it brings much-needed competition to the wireless and broadband markets.

Hmm, Apple has the iPhone. Google buys the 700 MHz spectrum... Google's CEO is on Apple's Board of Directors. It's a little like looking into the future of the internet, isn't it?

Jump to PR7 in Less Than Nine Weeks

Duncan Carver would like to give your web site a PageRank of seven... if you're one of the first 500 members to sign up for his unique service. Your own blog on his powerful Authority Site X.

I asked Duncan just how powerful it was, and he told me, "A test to prove the authority of the site is pretty simple. Create a blog (takes like 5 minutes), make a post, and link to a completely new domain."

"The search engine spiders will start visiting within around 8 hours." It's the only domain that he's ever used, to get new sites indexed in the search engines.

There are only 500 available blogs in total, but Duncan assured me that, "It's not some ploy to get people to sign up immediately, or otherwise run the risk of missing out."

"The reason is very honest and sincere. I want to ensure as much PR value, and Authority Power as possible, is passed to each of these 500 blogs, so they see maximum results."

It's a very good idea. I do something very similar with my own sites, any time I need a top ranking page... so I know this will work for you.

[Want Higher PageRank?](http://www.cdzn.com/asx) ==> <http://www.cdzn.com/asx>

Microsoft Surface Computer

The Surface is an "interactive table" that mixes the physical and virtual worlds. You can paint on it. Use it to display photos or video. Scribble notes. Play games.

It's based on finger input. You can grab data with your hands, and move it between objects, using natural gestures and hand movements. You don't need a mouse or a keyboard.

Look for Surface computers popping up everywhere. They'll be in hotels, restaurants, retailers, and public entertainment venues, looking to give their guests a rich interactive experience.

This could be the breath of life Microsoft needs, if it's going to survive the next decade. If they have their wish, there will be a Surface computer on every table, in every home, living room, hotel, bar and restaurant.

[Meet the Microsoft Surface](http://www.microsoft.com/surface/) ==> <http://www.microsoft.com/surface/>

Don't be the last one to watch the demo. If you like technology... it's really something to talk about.

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How to Find Real Wholesalers

How do you find real authentic wholesalers? The search engines? Forget it! They're full of middlemen, marking up the goods, leaving smaller margins for you.



If you're looking for wholesale goods, and I mean real wholesale products - without any of the middlemen - get the OneSource Catalog. It has everything you need.

[Get the OneSource Advantage](http://www.cdzn.com/wwb) ==> <http://www.cdzn.com/wwb>

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Internet Marketing And SEO FAQs

Fastest Way to Make Money Online

Question: I heard about you from Perry Marshall, after buying his course. The message I seem to be reading from you, is that affiliate marketing on niche websites, will prove much more profitable, than focusing on AdSense alone.

My goal is getting up to speed, as quickly as possible. Would you suggest PPC and affiliate programs, as the best route to go, instead of setting up niche sites for AdSense, and struggling to get them ranked well in the search engines?

Answer: I wouldn't rely on AdSense as your main source of income. As you say, it is a struggle to get MFA (made for AdSense) sites listed in the search engines. And there's no guarantee that they won't get booted out if Google doesn't like them.

In addition, you're trying to get your site found, only to have visitors click off on an ad. It seems really silly to put in all that effort, just to lose the customer. What you really want, is a sustainable, and scaleable, business model.

Since you already have Perry's course... you have his knowledge, which you can apply to your PPC advertising. Chances are, you'll be very successful, if you follow his advice.

[Perry's Conversion Seminar](http://www.cdzn.com/pmt) ==> <http://www.cdzn.com/pmt>

[Perry's Personal PPC Coaching](http://www.cdzn.com/pmc) ==> <http://www.cdzn.com/pmc>

(If you can't afford Perry's coaching or training seminar, at least get his book from Amazon and read it, before attempting PPC advertising.)

Ok... now you need a market and a product. The best way to find a hungry market is with Nichebot. Go there and sign up for a trial.

[Get Nichebot's Trial Offer](http://www.cdzn.com/nbt) ==> <http://www.cdzn.com/nbt>

Now look around your room. You'll spot many objects that are inside millions of homes. Start plugging those words into Nichebot, and look for products with lots of searches, but few competing pages. Try searching makes and model numbers... you'll be in for a pleasant surprise.

The best way to check competition, is to log into Nichebot, then select your "Account Settings" and choose intitle:"keyword" as your Competition Type.

This will show the amount of pages that have the exact search phrase in their title. It's a good indication that someone may have attempted to optimize the page. True competition.

<u>Keyword</u>	<u>100-day count</u>	<u>Predicted daily count</u>	<u>Competition</u>
<u>portable air conditioners</u> <small>(click to dig deeper into this keyword)</small>	1,175	2,072	15,400
<u>portable room air conditioners</u> <small>(click to dig deeper into this keyword)</small>	174	306	139
<u>small portable air conditioners</u> <small>(click to dig deeper into this keyword)</small>	108	190	97
<u>cheap portable air conditioners</u> <small>(click to dig deeper into this keyword)</small>	97	171	43
<u>reviews portable air conditioners</u> <small>(click to dig deeper into this keyword)</small>	39	68	0
<u>indoor portable air conditioners</u> <small>(click to dig deeper into this keyword)</small>	31	54	8
<u>how do portable air conditioners work</u> <small>(click to dig deeper into this keyword)</small>	29	51	11
<u>delonghi portable air conditioners</u> <small>(click to dig deeper into this keyword)</small>	28	49	157

Look at this jackpot with 190 daily searches and only 97 competing pages!

ZERO Competition!

If you can find things with 50 predicted daily searches, and less than 100 competing pages, it's pretty easy to put up a 10 page content site, and outrank the others. And if you can help people make their buying decision, you will earn commissions from affiliate revenue.

While you're at it, try and pick a market that changes a lot. Something that is consumable or wears out. That way, people are more likely to give you their email

addy, in exchange for some special report, and continuing product news, which you can use for additional back end sales.

These ten page sites will do well in the search engines... eventually. But if you really want to ramp up your traffic in a hurry, get Gauher Chaudhry's Pay Per Click Formula and Jay Stockwell's Power PPC.

With the PPC Formula, you'll learn about sales funnels and maximizing revenue out of each and every click. With Power PPC, you can mass produce ads with keyword-matching landing pages, within minutes instead of hours.

[PPC Formula](http://www.cdzn.com/ppc) ==> <http://www.cdzn.com/ppc>

[Power PPC](http://www.cdzn.com/pow) ==> <http://www.cdzn.com/pow>

The bottom line is... So long as you have a sales formula in place, and it has proven to generate profits, go ahead and buy as many PPC ads as you can afford.

But start small. Test your landing pages and your classified ads, with small keyword groups, and limited runs on Google. Then once your process has proven itself... get professional tools and go for it big time.

That is - without a doubt - the fastest way to success online. There are many roads. And many of them will take you there. But since you wanted to go fast... I recommend the formula above.

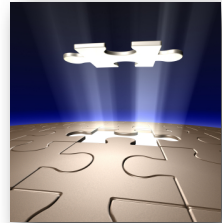
- - Ad - -

Want Content, Links and Traffic?

Here's how to get them fast. You'll get articles for content and 25 blogs for incoming links. Plus there's tons of how-to video, and rock solid SEO advice, that you can use right away.

Get Content, Links & Traffic ==> <http://www.cdzn.com/au>

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Feature Article

Welcome to the Future of Ubiquitous Wireless Internet

I don't own a landline or wired phone anymore. My mobile phone works in any country, and the wireless networks switch automatically, to follow me around. Why should the internet be any different? In three years from now, it won't be.

The network in my home is wireless. It's speed is incredible. I can take my laptop and work from any room, upstairs, downstairs, on the balcony, or out in the yard.

On my four month road trip around America, every single hotel and motel I stayed in, had wireless internet access. So did the coffee shops, lounges and most of the restaurants.

In the future, I envision that the desk of every student is a computer. The table in every restaurant is a computer. You can borrow laptops from libraries, and they are complimentary while drinking coffee in coffee shops.

Eventually, computers will evolve into "wearable technology" that allow digital bits to flow to and from you, as you freely roam about. In that time, we will command with our voice and point with our eyes.

This voice recognition, along with eye tracking, will let you look at a picture on the screen and ask, "Who's this?" Or you could be looking at a word you don't understand and say, "Computer define." The user interface will slowly dissolve until it becomes invisible.

So why am I off on this rant about the future? Because of products like the iPhone and the next generation of visual devices.

Not just a phone, but a small hand held computer. It's a video player, camera, GPS unit, map, organizer, instant messenger, entertainment system, internet access device and data storage unit all in one.

Add to this, the opening up of the 700 MHz spectrum, and you get ubiquitous wireless internet. It's everywhere and it's always on.

Maybe now would be a good time to start poking at Apple's QuickTime Pro (Mac or PC) and creating some down and dirty video podcasts. Get funky with H.264 encoding, because that's where the immediate future lies.

The agricultural revolution took 3,000 years. The industrial revolution 300 years. The information revolution took 30 years. The ubiquitous wireless internet will take only 3.

My question to you is... will your content be there, with just in time solutions for people looking for answers. (Over 1/4 million iPhones have already been sold. Not to mention the 10's of millions of video iPods, and other portable video devices.)

Will your content be in multiple formats like audio and video, to serve the needs of your audience. Will you be positioned as a thought leader, and branded as the first video guru in your field.

As I've mentioned before. The field is wide open and there are no clear leaders as of yet. Where will you be when the ubiquitous wireless internet arrives? The choice my friend is up to you. The decisions you make and the actions you take, starting now.

You Don't Have To Be Great

"You don't have to be great to start. But you do have to start... to be great. When you believe in yourself and tell yourself, "I can do it" your confidence, motivation, determination and energy, will all join together and propel you towards your goal."

~ Zig Ziglar

That's it for another issue my friend. Thank you for reading. We'll chat again soon. Until then, here's wishing you all the best for online success.



Michael Campbell

CEO Dynamic Media Corporation
#425 - 383 East 37th Ave Vancouver BC Canada V5W 4C1
Providing successful online marketing strategies since 1988.

P.S.

You can get even more FAQs, important news and helpful articles on the Internet Marketing Secrets (IMS) Blog.

[The New IMS Blog](http://www.InternetMarketingSecrets.com/blog/) ==> <http://www.InternetMarketingSecrets.com/blog/>

[Ye Olde Blog](http://homepage.mac.com/dmcorp/) March 2005 - June 2007 ==> <http://homepage.mac.com/dmcorp/>

And finally... Did you like this newsletter? Why not forward it to your friends, coworkers, classmates and anyone else that you think might like it. Thank you for your continued support.

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ADVERTISEMENT

Finally, a single tool that can organize and analyze your keyword research, carry out detailed niche analysis, and provide you with "pure gold" reports that would take you hours to produce by hand (even if you knew how).

Keyword Results Analyzer gives you the power to find the absolute best words and phrases to use in your content. In fact, I'd go so far as to say that Keyword Results Analyzer is to keyword research, what maple syrup is to pancakes. You can do without, by why on earth would you want to? Let's see why..

Once a niche has been identified, the first major step facing a webmaster is keyword research. This research needs to identify exactly what people are typing in at the search engines.

While there are a lot of tools and services to help with this research, the big problem is handling the data once you have it on your computer.

For example, its not uncommon to have several thousand keywords for a particular niche. While traditional spreadsheets can help, they don't have anywhere near the power you need to find the best phrases and combinations to use in any particular web page.

Keyword Results Analyzer (KRA) was created to make your life a whole lot simpler. This tool can import data from a wide range of tools and services, and has a fantastic set of tools to help sort, filter, analyze and recommend, the best possible phrases (and combinations) for any particular web page.

Here's How to Put KRA to Work For You:

1. Do you want to find all phrases that have less than 1000 competing pages and 10 or more searches a day, and order your results by competition, with lowest competition at the top? That'll take you a few seconds.
2. How about finding all phrases that contain the word "widget"? Or maybe you want to find all phrases that contain the word "widget" AND "blue", but not the word "free"? That'll take you a few seconds as well.
3. How about finding all phrases that contain the words "widget" and "blue", but not "free", and have 10 or more searches a day with less than 1000 competing pages?

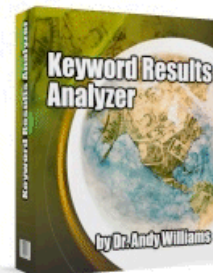
OK, I think you get the picture of how the filtering and sorting features can help you get to the data you need. However, KRA does so much more.

What Else Can KRA Do For You:

- * Easily identify the main topics within your niche (e.g. to use as main pages).
- * Quickly find "question" phrases. These are phrases that were typed into the search engines, that are actually questions, or requests for information. These phrases make perfect titles for articles.
- * Quickly find the best related words "secondary keywords" to use for any particular phrase. This will help you build themed content around any main phrase.
- * Get KRA to analyze your database, and suggest possible sub-niches within your data.
- * Quickly find all the hidden long-tail keywords in your database.
- * Turn your data into Adwords lists for broad match, exact match, phrase match and negative words, ready to paste into your campaign.
- * Import data from almost any source (there are over 30 different data fields in KRA which cover the most common ones used in research tools, meaning you can import data from almost any source).
- * Nichebot users can auto-import their Nichebot databases into KRA. KRA will connect directly with your Nichebot account, download your data, and import it into a project.

KRA is a tool that will quickly become your secret weapon. The power to manipulate your data in unrivaled, which is why KRA is a firm favorite amongst professional webmasters.

You can [watch video demonstrations of Keyword Results Analyzer](http://www.cdzn.com/kra) here: <http://www.cdzn.com/kra>



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