



100+ Best FREE and Paid Resources for Writers, Internet Marketers and Small Business Owners

This digital book is brought to you by Jinger Jarrett, of [Killer Marketing Arsenal](#). At Killer Marketing Arsenal, you'll find out where to market your business for free to get maximum traffic and sales for your site. You'll be able to market your business on the top high traffic sites, including Yahoo, MSN, and Google, absolutely free.

[Marketing for Writers](#) - At Marketing for Writers, you'll learn how to quickly and easily market your writing online, build your own readership, sell directly to your readers, and keep 100% of the profits.

[SmallBusinessHowTo.com](#) - Learn How to REALLY Start Your Business in 30 Days." Free ecourse and newsletter will show you how to get started, how to market, how to write copy, and how to build a web site.

[JingerJarrett.com](#) - Internet marketing, online copywriting, and small business consulting.

COPYRIGHT NOTICE. This digital book is copyright 2004, by Jinger Jarrett. You may freely give away this digital book. You may include it as a bonus for subscribing to your newsletter, add it to your members' area, or as a bonus for your products and services. The only thing you may not do with it is change the content or spam anyone with it. The appropriate copyright and resource boxes for any authors added to this work have been included and every effort has been made to give appropriate credit where credit is due. You can get a copy of this digital book to brand when you join my affiliates program, located [here](#).

INTRODUCTION

The single most important thing I do every day is read my email. I get 100s of emails every day and 100s of newsletters every week. However, I have skimmed them down to my favorites, and I tend to read the same writers over and over because they have the best information.

Over the years since I have been running an online business, I have gathered tons of resources that I have used in my business to give me ideas, refine my marketing efforts, and improve my writing. Some of them are paid; many of them are free.

This is what this digital book is all about. I'm going to show you where to go to get the best resources online. What you really need to buy for your business. What you can get for free. What I use.

Everything I show you in this digital book are things I use on a regular basis to run my business, market, write copy, and build and maintain web sites.

You won't find any fluff. Just what works.

This list is not all inclusive. It is written from my perspective. You'll get a sampling of the best products available on the Internet. A chance to try before you buy, and you will find something that will help you in just about any situation you will encounter online.

If you want even more resources, over 300+ and growing every day, then you need to check out my member's site, [Killer Marketing Arsenal](#). This site will tell you where to market, where to get the best scripts for your web site, where to get 1000s of dollars in free software, 117 hours of marketing and copywriting audio, and a whole lot more. You won't find a more comprehensive collection of resources, and you won't find a more comprehensive collection of high traffic sites to market your business on, including Yahoo, MSN, and Google, the top three sites online. You can market on these sites for free.

I didn't consider that to be enough though. A couple of months ago I went to Diane Hughes of [Net Profit Secrets](#), and asked her if we could add Killer Marketing Arsenal to her site. She said yes. Net Profit Secrets has always been one of the best marketing membership deals on the Internet. Now with four memberships for the price of one (Net Profit Secrets, Killer Marketing Arsenal, Info Product Lab, and Ebook Reseller Kit), you get the absolute best value for a marketing membership available. This includes thousands of dollars in software and digital books, product reviews, forums, and a chance to ask eight marketing experts your questions. You can find out more here: [Net Profit Secrets](#).

Now, to get you started off right, here are some of my best business tips:

1. Buy a domain name. If you really want others to see you as a professional, then you need to own your own domain. This will differentiate you from others. It's also the mark of a professional. Customers perceive you differently when you are promoting an affiliate link.

They will assume you're trying to sell them something. You have to give before you can get. It's a two step process.

Having been burned online a couple of times, I won't buy from an affiliate link unless I know that person owns a domain and has the appropriate contact information.

2. Don't try and build your business on all free stuff. What I am providing here will only get you started. This gives you the chance to find the right products for you. Without risk. The bottom line is that the best stuff I use, I paid for. Free information is created to give you a taste of what the seller is offering and to build trust and credibility. You really don't think that person is going to tell you all his/her secrets for free, do you?

3. Learn to differentiate between what you should buy and what you can get for free. Sure, I use free stuff. Some of the software I use you can only get as freeware anyway. However, I have bought quite a bit of software to make my business better, as well as investing in a good web host and the best promotion tools. If you are really serious about making money from your business, invest in it. You can run a business online for less than \$50 a month. If that's too much money for you, I suggest you find something else to do with your time because you are either wasting it, or you aren't serious about it.

4. The bottom line is that people are in business to make money. I'm a writer. I write because I love it. I also write because I want to make money from it. I have never understood this stupid notion that you have to be a starving writer for your writing to be any good. Like I wrote in my blog, "Which had you rather have: \$75 for an article you spent hours slaving over for some editor, or 1000s of dollars from an article you are using to promote?" Do the math.

5. As Jimmy D. Brown says: "Read, study, and apply."

This digital book is based on a survey I did with the readers of my newsletters. I was shocked at some of the answers I got. Some had never bothered to read the newsletter or simply hadn't been a subscriber long enough. Others were just plain lazy. The point is, don't depend on others to tell you everything. Get out there and learn it yourself. You have to find your own best resources. I've written a short article at the end of this report to help you with that.

Don't get me wrong. Some of my readers made some very good points. They helped me to refocus my efforts. Some did give me some great material I can use for future products and services.

Someone once said, "What you think is what you become." If you think you are stupid, you probably are. You have to think you are a winner in this business. You have to believe that you can be successful, and you can never quit. It is leaders, not followers, who get to the top. To make a living online, and do it successfully, you have to be willing to make the sacrifices necessary to succeed. Online business is no different from offline business. You have to work at it.

In business, especially online business, the learning curve can be somewhat steep. You can do one of two things: you can either learn how to do it yourself, or you can pay someone to do it. Those are the only two ways to get anything done. You will either have to invest your time or your money, and eventually, you will have to put a little bit of money into

it.

Now, with that said, you will find below all the resources that I used to build my business. Like I said before: some are free, and some are paid. What they all have in common is that I consider them to be the best I have found.

One final piece of advice. This is something that I read that Michael Masterson, the owner of the Artists and Writers Institute and a million dollar copywriter said, which is: if you want to learn how to do something successfully, learn it from someone who has. (paraphrase)

Now, you may not like some of the "gurus" I mentioned. I included the ones that had helped me. I included my favorites. I included the ones I read. The point is: choose your mentors based on who has helped you the most. Someone you trust. Learn everything you can, make it your own, apply it, and you will be a success. You can't learn how to make a \$1,000,000 from someone who has never done it.

YOUR PRODUCT OFFERINGS

There are five different things you can offer on the Internet: products you resell for 100 percent profit, MLM, affiliate programs, services, or a product you created.

RESALE RIGHTS

This is a very easy business to get into. All you need is a web site, a product offering, payment collection, and an autoresponder to follow up with your new customers.

One downside of this type of offering is that many others may be selling exactly the same thing you are.

In order to succeed with this type of business, you need to make your product offering different. Change the sales letter. Add new bonuses. Create your own bonuses.

Another downside to this type of business is that you can end up spending a lot of money finding products to sell.

Mark Hendricks and Michael Nicholas have solved this problem for you. They have created a site called [Free Resale Rights Club](#). You'll find over 40 products there you can download absolutely free and sell. Each product contains everything you need to sell the product including a sales letter. All you need is payment processing. You'll also find some excellent digital books you can give away to build your lists.

If you are just getting started in your online business, this is the perfect solution for you.

MLM

If you know of any programs you would recommend, please let me know.

SERVICES

Selling your services online can be very lucrative. You have a much larger audience

available, increasing your opportunities to find new customers.

There are plenty of sites online where you can go to find assignments. Check in the section For Writers Only to read my articles on freelancing opportunities and where to find them.

There are three resources here that I think you will find to be very helpful.

First is Home Recruiter. This course is taught by Larry Denis, the leading expert in the field of home recruiting. Mr. Denis has been an active home recruiter for over eight years and earns a six figure income in his field.

What makes this an ideal service business is that it is easy to get started, you don't have to be computer savvy to do it, all the materials you need to run your business are included, there's low competition in this business, and you can begin earning income immediately. You'll also get thousands of dollars in consulting included, and it only takes one deal per month, working parttime, to make a six figure income. Highly recommended.

[Home Recruiter](#)

The second resource I recommend is the Service Sellers Masters ecourse. This is the best ecourse for helping you find your unique selling proposition, build a web site for your services, and sell your services online.

You'll find it here:

[Service Sellers Ecourse](#)

Finally, if you want to learn how to make a six figure income from your business, you should sign up for Steve Hackney's five part marketing minicourse at [Power Marketing Strategy](#). You'll find the most comprehensive marketing course available (lesson one is 30+ pages) whether you are marketing a product or service, and it's free. PDF.

AFFILIATE PROGRAMS

Affiliate programs can be a quick and easy way to generate new income for your business and create backend profits for your products.

Affiliate programs are usually free to join.

Some resources that I have found to be very helpful in this area are:

[Associate Programs](#) - Allan Gardyne - Top affiliate directory where you can find thousands of programs. Searchable.

[Affiliate First](#) - Richard White - Not only does this top directory offer plenty of affiliate programs you can join, you can also buy submissions services for your own affiliate program. The price is reasonable and your site will be submitted to all of the top affiliate directories.

[About Affiliates](#) - Jude Wright - This site includes an ezine, and explanation of affiliate programs, some great articles and plenty of resources. Great place to start if you would like to learn more about affiliate programs and how to market them.

If marketing affiliate programs appeals to you, there are two sites that I recommend you try.

Multiple Income Streams

This site solves all of the problems inherent in starting a small business online.

First, you get a wide variety of products that you can sell, giving you multiple income streams.

Second, you get lead capture, which is crucial to your business. You can contact your list subscribers with your offers. You'll also have several ecourses you can give away to draw visitors to your site. Free.

Click here: [Multiple Income Streams](#)

Your second option is this: try Affiliate Options. It offers a directory where webmasters can submit their affiliate programs. It also offers you your own page you can use to customize your offers. There is both a free and paid version of the page.

I've seen a lot of customizable affiliate pages, but usually they are too expensive, or they don't allow you the opportunity to customize them in the way this one does. It's free.

Click here: [Affiliate Options](#)

Buy your own domain for \$6.95 (you can get them at [Godaddy.com](#)), and you have an instant business.

You'll find more resources below on how to get the most from affiliate programs.

CREATE YOUR OWN PRODUCT

This is the most difficult way to get a product to sell. It is also the most profitable.

You have the advantage of owning the product. You can decide if you want to sell the rights to it, and you can set up an affiliate program to get others to sell for you. You have total control. You also have a product that is exclusive.

Online, the fastest and easiest way to create and sell your own product is to sell digital products. You can automate the sales process from beginning to end, using autoresponders, a sales letter, and credit card processing.

Resources that can help you get started are:

Product Creation

[Create Best Sellers](#) - Jimmy D. Brown and Ryan Deiss - 197 pages of pure information on how to create your own best selling digital book, written by two digital book sellers who consistently make over five figures each month selling their digital products online. For writers who are serious about making a fulltime living from your writing, this is the way to do it regardless of what type of writing you do. Learn from someone who has done it. (Notice a pattern here? I recommend Jimmy's digital books consistently because they work. He knows how to explain things and show you not just what to do, but how to do it. He takes you step by step. He makes it easy, and his writing is clear and concise).

Autoresponders

[Ultimate Marketing Center](#) - Offers a complete small business start up solution, including 500MB of web hosting, unlimited autoresponders and email accounts, affiliate program management (this will save you \$45 a month alone), shopping cart, scripts, products, search engine promotion.

Merchant Processing

[ClickBank](#) - Large marketplace of digital products you can buy or sell. Great site for affiliates to get products. For those who want to sell products, the start up costs are low: \$49.95 set up fee, 1.75% of each sale.

[Pay Pal](#) - No set up fee, and a very low cost option for those who offer products both online and offline. You can also use it to process memberships (recurring transactions).

THE RESOURCES

1. BUSINESS START UP

[Small Business Resource Guide - Publication 3207](#) - This is a CD created by the Small Business Administration and the IRS to help businesses get started. It covers everything from start up to taxes. There's so much material on this CD that you will wonder why it's being given away for free. It's one of the most valuable resources I have. Windows 98 and above.

You can also sign up with the IRS to get the newsletter. They'll send you periodic updates of changes to the tax laws. You can also download or order just about any tax guides and forms you need from the site. Make sure you read the publication on Record Keeping. That guide will simplify your life enormously and save you a lot of frustration, as well as decrease your chances of getting audited.

You can call the IRS to get publications too. 1-800-829-3676.

"How to REALLY Start Your Business in 30 Days" - Digital book/ecourse - You can either download a copy of my digital book or you can sign up for the ecourse.

I wrote this because I couldn't find anything to show others how to start a business step by step. I wanted a step by step guide, so I wrote one. There are 30 lessons: Small business set up, record keeping, writing a marketing plan, using the most effective online marketing techniques, how to write copy, and how to choose and build a web site that is right for you, as well as all the tools you need to build them. You'll also find all the software you need, and it's absolutely free. You should find everything you need in this ecourse to start your business right. Free.

Digital Book - [How to REALLY Start Your Business in 30 Days](#)

Ecourse - [Click here](#) or send a blank email to SBSEcourse@parabots.com.

[101 High Profit Businesses You Can Start Online with Little or No Money](#) - Terry Dean -

The title is self explanatory. If you are thinking about starting a business, this will help you choose a business that is right for you. Find something you would love doing and do it. Windows.

[Be a Whiz at Ebiz](#) - Priya Shah - Teaches you how to use different Internet marketing methods ranging from article writing to free classifieds. Based on a 7 part ecourse she wrote. For those who want to know how to automate their businesses, or about autoresponders and payment options, read the chapter on business automation. Windows.

[Business In a Box](#) - Contains over 56 different digital books including such topics as Internet marketing, digital book publishing, Ebay marketing, email marketing, advertising, web design, and other miscellaneous topics. Bonus items include The Ultimate Business Collection (\$97 value). Package price: \$39.95.

[How to Set and Achieve a Goal](#) - If you are having trouble motivating yourself, this digital book will definitely help. It is a step by step tutorial. You can make notes and write down your answers. PDF.

[7 Secrets of Success](#) - John Colanzi - No one teaches motivation better than John. I read everything he writes. If you are struggling in your business, you definitely want to read this. It contains 7 of John's best motivational tips. Windows.

[7 Steps of High Performance Thinking](#) - John Colanzi - Another motivational digital book by John Colanzi, he will show you how to use your mind to help you achieve what you really want. If you can believe it, you can achieve it. Windows.

[Online Success Blueprint](#) - Bryan Winters - Bryan teaches you in 11 steps how to write copy, get a hot product, build a web site, and automate your sales process and business start to finish. Great digital book for those who are looking for more information on using credit card processing and autoresponders. Windows.

[Free Advertising System](#) - Jimmy D. Brown - If you are starting an affiliate program, you will want to read this first. It will walk you step by step through everything you need to do and show you how to promote it. This is the best way to get advertising for your products because you have others selling your products for you. \$29.95. Windows.

[Service Sellers Masters Course](#) - Ken Evoy - If you are a writer or you sell services of any kind, this is a great place to start. This ecourse will teach you how to build a content rich web site and make more sales, and how to find your unique selling proposition so you zero in on your market. PDF.

TIP: BEST FREE ACCOUNTING SOFTWARE

[Banana Cash Book](#) - This is the software I use to keep my business books. It's single entry, similar to using a check register, and it's very simple and easy to use. Makes keeping your business records a breeze, and it's very easy to customize.

[ARTICLE ARCHIVES](#) - You'll find all of my articles, newsletters, and plenty of articles by other writers on small business, marketing, copywriting, web site building and writing in this directory. Please fee free to submit your articles here.

RESALES RIGHTS/PRODUCT DEVELOPMENT

[The Amazingly Simple Internet Strategy That Makes You Money and Builds Your List Fast... Even If You Have No Product Of Your Own To Sell](#) - This digital book will teach you how to make money using resale rights. You can also get a free membership to Free Resale Rights Club. The Free Resale Rights Club offers thousands of dollars in products you can resell, give away, and use to build your lists. You'll find it here: [Free Resale Rights Club](#). Excellent. PDF.

[From Zero To Hero: How To Become A Top eBook Reseller](#) - Marcus Yong - No matter what you are selling, you will still want to take a look at this digital book. It has an excellent section on using ezines to promote your business using ezine advertising, as well as a section on joint ventures. Contains a list of recommended ezines to promote in. Windows.

[Internet Success Ladder](#) - Jimmy D. Brown - Jimmy takes you step by step through the process of setting up a resale rights business and then shows you how to make more money by working the backend. Even his free digital books have a lot of information. Windows.

[Riches With Resale Rights](#) - Bryan Winters - Short digital book with 7 different marketing methods you can use to make more money from your resale rights business. Windows.

2. MARKETING

According to Richard Quek, who wrote "[Exposed! 101 Proven Strategies to Get More Visitors to Your Site than most web sites get in a Year](#)", there are 101 online marketing methods. The first 12 he lists in his book are the ones he considers to be the most effective. This is, of course, the most comprehensive resource I have found that shows all of the marketing methods available online and then teaches you how to use each one.

Once you know all the methods available to you, the thing to keep in mind is that you don't have to use every technique available in order to drive traffic to your site and make more sales. What you need to do first is decide which marketing methods you want to use, write a plan, and implement each method one at a time. Once you get one method in place, add another. Build on your marketing plan. If one method doesn't work for you, discard it and try something else. Think long term. It takes time to build a business, and anyone who tells that it's easy, or you don't have to work, is lying to you.

Test everything: your headlines, body copy, where you are marketing. Test one thing at a time and always measure your results.

Below are resources that offer more than one marketing method:

[5 Easy Lessons](#) - Patric Chan - This guy is pretty new to me. However, I have found him to be pretty helpful. I like his work. Through telling a story, he shows you how to make more money in your business. PDF.

[Amazing Marketing Tactics](#) - Jimmy D. Brown - Another winner by Jimmy D. Brown. The reason I use so many of his products is that they work, and they are so easy to use. He doesn't just tell you what to do; he shows you how to do it. Good general marketing tips on improving your sales letters and web sites. Lesson format. Step by step instructions. Also

includes a copy of Traffic Virus. This small piece of software will show you some places where you can market your business, and you can try and test these methods free. Windows.

[Autopilot Traffic Streams... "How To Generate Your Own Automatic Streams Of Red Hot Targeted Traffic Quickly And Easily!"](#) - Ewan Chia - Another Internet marketer that is fairly new to me. This is a collection of his best articles and covers everything from search engines to writing articles. Excellent way to improve your marketing efforts when you are short of time. Just print one article, read it, and implement the strategy. PDF.

[The Best Free Ebook](#) - John Delavera - John has created an awesome collection of digital books you can read or brand to give away for your business. PDF.

[Boaze Marketing Six Pack](#) - Six ecourses written by Steven Boaze of [Boaze Publishing](#). PDF.

They are:

How to Promote Your Business

Newspaper and Magazine Advertising

Email Marketing

Search Engine Optimization (Must read)

How to Increase Your Affiliate Marketing by 300%

Bonus Report

[Free Advertising Handbook](#) - Offers 8 free methods of generating traffic to your site including starting an ezine or an affiliate program, using search engines, and how to start a traffic virus. Windows.

[How to Get Thousand of Links to Your Site](#) - Rick Rouse - Rick shows you 21 different ways to get others to link to your site and raise your rankings in the search engines. Windows.

[Jay Abraham's Super Strategies](#) - Frank Mullen - Definitely not for newbies. If you are ready to take your business to this next level, and you want to learn from the best, print out this 29 page manual and devour it. Study it. Learn everything you can from it. PDF.

John Colanzi - Volumes 1, 2, and 3

[Volume 1](#)

[Volume 2](#)

[Volume 3](#)

Three volume collection of John's best articles. Something here for everyone. You can also join John's affiliate program and make money from using his articles. PDF.

[Exposed! 101 Proven Strategies to Get More Traffic to Your Site in One Day than Most Sites Get in a Year](#) - Richard Quek - If you want to know what the most effective methods are for promoting your business, you'll find them all here. Richard breaks them down, starting with the most effective ways to market (there are 12), and then shows you every online method available, and how to do it right. PDF. \$47.00.

[Marketing Mind Games - 007](#) - Marion B. Stearns - 25 lessons will show you how to create a marketing plan, how to use freebies in your business, viral marketing, article promotion,

and more. Windows.

[Scientific Advertising](#) - Claude Hopkins - Written sometime during the 1930s I think, this is a classic in advertising. Read this before you do anything else. Not to be missed.

SpamFree4Me [SpamFree4Me](#) - Blaine G. Dares - Get rid of spam and get some really terrific marketing tools with this free premium membership. You can submit your press release, your articles, as well as search engine submission and classified submission. Very nicely done. A great addition to your marketing tools collection.

[Traffic Zilla](#) - The most comprehensive and effective traffic generating tools on the Internet. Includes a press release blaster, search engine blaster, article blaster, classified ad submission, announcement blaster (to magazines like "Yahoo Internet Life", "Wired", and "Internet.com"), as well as thousands of dollars in audio produced by top Internet marketers Marlon Sanders and Alex Mandossian. If you only buy one set of marketing tools, this is all you need. Definitely worth the subscription. \$29.95 per month.

[Who Wants to Be a Millionaire?](#) - Terry Dean - Don't let the hype in the title fool you. There's actually some pretty good articles in this collection. Check out the article on 57 Business Resources, which includes business/marketing forums, as well as some great places to get free scripts for your web site. Windows.

FAVORITE MARKETING NEWSLETTERS

[I Gotta Tell You Newsletter](#) - Jim Edwards - Interactive newsletter on Internet marketing. Don't miss the Friday night smackdown. Jim will show you the big shams and scams online.

Jim is actually a fellow journalist. It's one of the reasons I like to read him. He understands business a lot more than most journalists, and he does a very good job of translating the more technical aspects of marketing into plain English.

[Marcus Allen's \\$10,000 Marketing Tip](#) - Daily tip sheet gives you a new marketing idea each day to try. (<http://www.-marketing-ideas.org>).

Articles

[How to Create an Offer Your Buyers Will Love](#)

[3 Essential Tools for Email Marketing](#)

5 Part Marketing Series

[Four Things You Must Do for Online Business Success](#)

[Part 1 - Free Articles](#)

[Part 2 - Lists](#)

[Part 3 - Pay Per Clicks](#)

[Part 4 - Joint Ventures](#)

a. JOINT VENTURES - A joint venture is when you contact other businesses to use their lists to promote your product. Usually you give the joint venture partner a copy of the product, as well as bonuses, and ask them to join your affiliate program. Standard offers are a 50-50 split on the profits, but I have been offered percentages that are a whole lot higher.

The goal is to create a win-win situation for both of you. By combining your resources with

others, you can expand your market and the publisher has another opportunity to make some cash.

Here are some tips on joint ventures:

1. This is the most effective short term marketing strategy you can use and get fast cash in your pocket.
2. If you want to find partners, the quickest and easiest way to do this is either to search in the search engines under the key words you use in your site, or you can go here and search for ezines:

[Free Zine Site](#)

At Free Zine Site you can get subscriber numbers, as well as sites that accept ads and articles. Make sure you check the site before you make your final request to the publisher. Sometimes sites go out of business, email addresses change, etc.

3. Most ezine publishers are looking for an extra way to make more money, so they will be receptive to your offers provided they aren't too busy, and you make them a good offer. Treat them right, give them a deal they can't refuse, and you can approach them over and over to market your products. Don't forget to make your email personal. No one likes to receive an email that says "Dear Friend".
4. Once you get your joint venture in place, you should have a collection of publishers you can work with. You now have a warm market. Use it.
5. You can't go it alone on the Internet. You have to work with other people. Since I started doing joint ventures, I have seen a big increase in my bottom line, and others come to me with their offers.

Now, I only read one digital book to learn how to do joint ventures, Jimmy D. Brown's "Get Web Profits Fast". He covers everything you need to do. This digital book will tell you everything you need to know, and there's nothing else to buy. \$19.97

Here is the link:

[Get Web Profits Fast!](#)

The following bonuses are included in this package:

Web Site and Promotion Made Easy - \$29.95

How I Sell Thousands of Products Using the Internet - \$19.97

b. SEARCH ENGINES

Search engines can be an effective strategy IF you can get a high ranking for the key words you are using. You can either make this your only strategy, and it becomes a fulltime job for you, or you can hire a company to do it for you. Either way, it requires a lot of time and or money.

The best way to stay up to date on search engines if you are planning on using this strategy is to join forums that discuss search engines and subscribe to newsletters that cover search engines.

Here are my recommended sites:

[Site Pro News](#) - You'll find a newsletter, resource directory, search engine forums, search

engine optimization tools, software and free traffic resources here. Excellent overall resource. This site is part of the Jayde Online Network and toots itself as the most widely read webmaster newsletter. Also accepts articles for publication in the newsletter and includes an archives of previously published material.

[Web Pro News](#) - Another great site for webmasters. You can submit your site, read articles, submit your articles for publication, get help with your site and site design, search for articles, and join as a member for free.

[Search Newz](#) - Part of the lentry network. Offers a newsletter, news, web site tracking and monitoring, forum, and you can also submit your articles here. This site is part of a huge network of sites that deal with every aspect of marketing and advertising.

[Search Engine Watch](#) - Part of the ClickZ network. Search engine submission tips, articles, RSS feeds, members' area, and forums. This site is considered to be the number one resource for search engine information.

[The e-Kinetic E-Zine](#) - A pure information resource helping you stay at the edge of innovation. Weekly discussions on infopreneur resources, web programming and writing and IT developments. Great newsletter with lots of information. Access to the members' area when you subscribe. (<http://www.e-kinetic.com>)

Articles

[7 Search Engine Tips for Non Webwebmasters](#)

[Getting Listed In the Top Three Search Engines for Free](#)

Pay Per Clicks

Pay Per Clicks are slightly different from search engines because you have to pay for each visitor you get to your site whether they buy or not. The upside here is that the traffic is more targeted because you bid on the key words you will be using to help visitors find your site.

A NOTE HERE: If you are advertising something you are selling, as opposed to something you are giving away, make sure you include the price in the ad. This will save you from getting a bunch of click thrus from freebie seekers.

Below are two digital books you can use to get you started. Test your efforts before you spend any money and find out which pay per clicks bring you the most traffic and sales. That way, your money will be better spent. A tutorial on marketing in pay per clicks is included.

[\\$1000 in Free Targeted Hits](#) - You can get \$1000 worth of traffic from the pay per click search engines. Windows.

[47,200 Hits for Free](#) - Another great digital book for helping you make the most of the pay per click search engines. This one also contains a tutorial for helping you write your ads and improve conversion. Windows.

c. ARTICLES

This is my primary method of promotion. Why?

Because it works. For me, it's the most effective method I have found for not only gaining links to my site, but also putting my content in front of thousands, possibly millions of readers, and it is far more effective than using any type of classified ad.

People online get bombarded with ads. They get tired of reading advertising. Advertising doesn't provide the content, the value that an article does. An article has something an ad doesn't. It is also viral in nature.

Content also ranks higher in the search engines. You can make your content more key word rich than you can in an ad.

To get more information, see the resources below:

[Article Magic](#) - Priya Shah - A collection of articles written by some of the top Internet article writers, it shows you how to write articles for your business, as well as gives you some great marketing tips. Windows.

[The Best Articles Written](#) - Patric Chan - Patric Chan has collected what he considers to be some of the best articles ever written on Internet marketing. This is a must read if you are looking for marketing tips, or you want to write articles that will get you read by millions. PDF.

[Article Formatter](#) - Use this tool to format your articles, get word counts, line counts and more.

[Confessions of An Ezine Writer](#) - John Colanzi - For those of you who think you can't write an article, or for those of you who are new to article writing, this is the best resource available to you. John shows you how to create an article and then where to submit it. He sticks to the subject of article writing, and he shows you why you should be using articles to market your business. This resource is fairly short, about 59 pages, and you can probably read it in an evening or two. It's a highly effective method of traffic generation, and no one is better qualified to show you how to do it than John. PDF. \$19.97.

[Turn Words Into Traffic](#) - Jim Edwards - This is a very comprehensive and intensive course not only in article writing, but in marketing your articles online. It includes step by step instructions on writing articles, or finding others to write your articles for you. You'll also learn how to get your articles in the hands of thousands of ezine publishers and webmasters. Consider it the advanced course written by an expert. \$39.00.

Places to submit your articles

[Article Submission](#)

[Reprinted Articles](#)

[Article City](#)

[Go Articles](#)

[Idea Marketers](#)

[The Write Articles](#)

[SmallBusinessshowTo.com Article Directory](#)

Articles:

[Writing Articles That Get Read](#)
[6 Ways to Promote Your Ezine Articles](#)

d. BLOGS/RSS

A blog, in its most basic terms, is nothing more than an online diary. You can write on any topic you like. What makes blogs so great is that they are also very viral in nature and can be a popular method of providing content.

Blog sites are ranked very high in the search engines. [Xanga](#) is ranked in the top 100 by Alexa. [Blogger](#) is ranked in the top 600 at Alexa. With such high rankings, you can bet that these sites get plenty of traffic. It's also free to set up an account.

The benefit of using Blogger over Xanga is obvious. Although Xanga ranks extremely high, Blogger offers its content in XML. XML is a type of RSS feed that is not only search engine friendly, but it offers you much more flexibility because you can syndicate your work on as many sites as want to syndicate you.

RSS, in layman's terms, is simply a content syndication format. It is normally read in a newsreader and is written in XML.

An example news reader is [Bloglines](#). The beauty of syndicating your content is that not only can your content be syndicated by other sites, you can use it as a way to distribute your content. Your readers can add your feed to their RSS readers. You don't have to worry about getting through the spam filters. Your readers can put all the content they want to read in on convenient place. It's a win-win situation for subscribers and ezine publishers.

There are currently 55 RSS directories where you can submit your RSS feeds. That's 55 sites you can be linked to, and where you can get more traffic for your site free.

You'll find them here:
[55 Best Blog Directories](#).

You can see my blogs here and [grab RSS feeds](#).

For more information on RSS, I recommend you read this article written by web site expert Shelley Lowery. In clear and concise language, she shows you how to syndicate your content. This is an excellent way to get your content on thousands of sites, and it's search engine friendly content too. Click here: [Article on RSS Feeds](#). (<http://www.web-source.net/syndicate.htm>)

e. NETWORKING

Networking is an opportunity to meet potential joint venture partners, find new customers, and build credibility online.

At the heart and soul of marketing, especially online, you must build relationships with people. Unless you can get your potential customers to trust you, you will never make the sale.

I've seen too many ads for stuff like "Make money, don't work", or no selling. At the heart of running a small business is making sales. If you don't make sales, you don't make money.

In fact, it's a good idea to remember that just about everything you do in life requires selling, especially selling yourself. Whether it's finding a new job or a new spouse, to get what you want, you have to do some selling.

The best way to overcome your fear of selling is to find a product that you believe in, that you use, and sell it. Just tell others about it. You don't have to be a great writer or a social butterfly to do it either. When you believe in what you are selling, it will show. When you show the potential customer the benefits of your product and how it can solve his/her problem, you will make the sale.

The second benefit of networking is that even if you aren't ready to go out there and "sell" your product, you can find others to talk to, to learn from.

One thing I recommend you do when you post your profile, and it is absolutely essential that you post a profile if you want to connect with others is to add the subscription information for your newsletter to your profile. The number of subscribers I am getting to my newsletters has increased substantially from doing this one thing.

The third benefit is that you can meet others who can teach you things you don't know. Currently I am involved with a club on Ecademy called Interactive Presenters. I am learning how to give online presentations. This way, I can make my members' site far more valuable by distributing content in audio, video, and in presentations. Like many at Ecademy, the group moderator is an expert in his field.

[Interactive Presenters Club.](#)

You can find online presentations in this new directory: [Webinar Finder.](#)

Here are three places you can go to network. Each is excellent in its own way.

[Ecademy](#) - This site gives you the most flexibility with what you can do. You get the opportunity to network, you can join clubs, post a blog, post your articles, and, of course, network. With a paid account, you can post unlimited ads and create clubs. It's \$14.95 per month, making it, in my opinion, the best advertising deal on the Internet. This site is consistently ranked in the top 2000 on Alexa and has over 50,000 members.

Join me there. I currently have two clubs available to help you:

[Internet Marketing and Web Site Promotion](#)
[Marketing for Writers](#)

[Ryze](#) - This site offers a private messenger, contact manager, and you can search for members. With the upgrade, you can create your own network, use the HTML editor to create your profile, and save hours looking for new members because Ryze will send you the list of all new members. There are many more features. Monthly membership is \$9.95 and the yearly membership is \$99.95.

[Linked In](#) - Of the three sites, this one has the most members. You can also use it to look for jobs, and of the three, makes it the easiest to find new clients. You can build your own network if you like, and you can search by region and key words. There's also an address book and search function making it very easy to find contacts in your industry. This site is

currently in beta, so all memberships are free.

[William McDermott](#) - Billy McDermott is a business networking expert and writer. To develop business, he practices social networking and has become a master at developing relationships. You can also subscribe to his list and get his articles each week.

f. AUCTIONS

With Ebay consistently ranked in the top 10 on Alexa, there is a tremendous amount of potential here for marketing your products. You can sign up for a free account with Ebay, and you don't have to pay anything until you make a sale. Ebay is now connected to Pay Pal giving you a quick and easy payment option.

This is also a quick way to make a money from your products because this is such a high traffic site. There are plenty of tools and tutorials to help you. You'll find everything you need to get started right here: [Ebay Education](#).

Below are a couple of products available to you absolutely free. Having read the long version of Timothy Mina's digital book, I highly recommend the free version below. Timothy is an expert at explaining, step by step, how to profit from this high traffic site.

[How to Make a Living on eBay, Separating Truth from Hype](#) - Timothy Mina - I can't believe Tim gives this away. It's a great digital book written by someone who is an expert at online auctions. Not to be missed. PDF.

There is also a full version of Tim's digital book available. It's a very comprehensive resource (over 400 pages), that will take you start to finish in marketing on auctions. Very reasonably priced and well written. You'll find it here: [Online Auction Expert](#). PDF. \$24.95. (<http://www.online-auction-expert.com>)

[Learn Auctions Free](#) - Free online auction seminar to teach you how to get the most profit out of auctions. You'll also find software, an ecourse, and you can easily enroll online.

g. FORUMS

Forums are similar to networking, and were once called bulletin boards online. Depending on the forum, you can post information, articles, offers, and reply to other posts.

Most forums discourage blatant sales promotion. The best way to promote yourself in forums is to use your signature block. Provide good information in your posts. Be helpful. Get to know the others on the board.

Before you post, make sure that you read the board and get a clear idea of what the board is all about. You don't want to get banned or flamed.

To find new forums, you can search in a search engine combining your key words with forum.

A great tool you can use is Bot Surfer. Once you've added your forums to it (you can add up to 15), then you can do a key word search to find threads of interest. Also contains a help file and a list of forums you can subscribe to.

You can download it here: [Bot Surfer](#)

Below are forums in various categories where you can go to learn, as well as post.

Sites offering more than one forum:

[Web Dev](#) - Internet marketing, search engines, graphics and scripting.

Affiliate Programs

Allan Gardyne - [Associate Programs](#)

Copywriting

You'll find this information under search engines and writing key word rich content.

Internet Marketing

Mark Hendricks - [The Inner Circle Marketing Forum](#)

[Anthony Blake](#)

Search Engines/Webmaster

For search engine forums, see the topic search engines.

Small Business

[Small Business Forum](#) (<http://www.small-business-forum.com>)

[Biz Forums](#)

Writing Forums

[Writing Forums](#)

[Freelance Writing](#)

[Poetry, fiction, and artwork](#)

[DMOZ](#) - List of over 20 writing forums

[Fan Fiction](#)

[Writer's Guide Forums](#)

[Writer's Gazette](#)

h. NEWSLETTERS/EZINES

If you have been online for any length of time, then you know that one of the most successful marketing tools you can create is an opt in list, usually an ezine.

This give you an opportunity to build a relationship with your readers so you build trust. Building credibility with your readers is absolutely crucial if you want to sell to them. You have to give them something of value before you can build your credibility with them. This will also give you a warm, targeted market you can send your offers to.

Template to help you format your ezine:

[Ezine Template](#)

Below are some resources to help you in creating and marketing a newsletter/ezine:

[Boaze Publishing](#) - If you want to learn how to create a list, this is where you can learn from the best. Steven Boaze currently has over 200,000 subscribers and gets over one million hits to this site alone. I've also included his best ecourses in PDF format, so make sure you grab those and read those too.

[Ezine Ad Profits](#) - Offers a tutorial on writing effective ezine ads and includes newsletters that accepts ezine advertising. Bonuses include 816 Lists You can Use to Drive Insane Amounts of Traffic to Your Site and Adblaster. \$9.97.

[Ezine Announcer](#) - Jason Potash - Recently updated, this is the best software for promoting your ezines and articles. You can use it to do the actual submissions, saving you weeks in trying to get your newsletter listed in the directories, as well as submitting your articles to sites that accept the type of articles you write. You can build your entire marketing campaign around this software and become very successful with it. A must have tool for writers who want to promote their writing.

[Ezine Fire](#) - Shows you how to take advantage of the Ezine Fire Program to help you build subscribers to your list. Windows.

[Ezine Joint Venture Secrets](#) - Combine the power of joint ventures with ezine advertising. This is a quick and easy way to get cash into your business. PDF.

[Fast Lane Profits](#) - The most comprehensive digital book of its kind on starting and creating an ezine. Includes a step by step action plan. If you run a business online, you need an optin list. Windows.

[How I Got 1,124 Subscribers in One Week, From Scratch!](#) - Bryan Kumar - I think the title explains it all. Windows.

[Internet Profits In Seven Steps](#) - Step by Step guide for starting an ezine. Windows.

[Jimmy D. Brown's Marketing Secrets Revealed](#) - Six of Jimmy's best marketing digital books for one low price: Ezine Ad Profits, Profits Every Month, Profit Pulling Reports, Profit Pulling Ebooks, How to Outsell Other Affiliates and Become a Super Affiliate, and Ezine Resource Guide. Added bonuses include Ezine Experiment, Ezine Success, two digital books on marketing your ezines. Great pack for writers. PDF. \$49.95.

[The Little Book of Ezine Advertising](#) - Priya Shah - Learn why you should be using ezine ads, where to advertise for the best results, and get articles on ezine advertising and ad writing. PDF.

[Powerful Tactics to Turn 99% of Your Web Site Visitors into Subscribers and Market to Them for Free](#) - Codrut Turcaneau - Collection of interviews with several well known newsletter publishers, and you can also get a copy of Codrut's 6 part ecourse. He specializes in marketing affiliate programs, so if you are interested in marketing affiliate programs, check out his newsletter. Windows.

[Top Ezine Ads](#) - by Jerome Chapman - Comprehensive and searchable database of ezines where you can find ezines to submit articles, and find paid and free ezine ads. If you have an ezine, make sure that you submit it. \$49.95.

Articles

[5 Essential Tools for Writers and Publishers](#)

i. AFFILIATE PROGRAMS

Affiliate programs are a low risk way to make money. However, the more lucrative side of owning an affiliate program is that you can have 1000s of others selling your products for you. This is a passive way to generate an enormous amount of income.

Below are resources for both the affiliate program manager and the affiliate:

[How to Earn a Fulltime Living Online in 2 Easy Steps](#) - Jimmy D. Brown - If you want to start an affiliate program, this is the place to start. After reading this ebook, I bought the manual. Excellent. Windows.

[Affiliate Defender](#) - You can use this tool to help you create pages that cloak your affiliate link. It will keep your commissions from being stolen by other people. Windows.

[Affiliate Pack](#) - Stephen Pierce - Nice collection of short reports will help you improve your affiliate commissions and make more money from affiliate programs. PDF.

[Affiliate Masters' Ecourse](#) - Hands down, this is the best ecourse on the Internet for teaching you how to make more commissions from affiliate programs. Shows you how to build a content rich web site with affiliate programs as your products. Over 100 pages. PDF.

[Program Affiliate Manager](#) - If managing all of your affiliate programs and commissions is driving you nuts, then this software is for you. It will keep track of all your commissions, affiliate program links, usernames and passwords. Windows.

[Super Affiliate Money Making Tactics Revealed](#) - Codrut Turcaneau - My buddy Codrut, from Romania, put this short digital book together. He's an expert on marketing affiliate programs, and I believe this is where he makes the majority of his money. Windows.

Articles

[Three Secrets to Writing Great Product Reviews](#)

j. PUBLIC RELATIONS

One of my favorite marketing methods. Although it is one of the most effective methods of free promotion, it can also be one of the hardest to get right because most don't understand how to really do it right.

Most consider public relations to be about writing press releases to submit to the newspapers and media outlets. It is far more than this. It is about building image and creating news.

It can be far more effective than advertising because once again you are not really advertising. You are providing news and information to the public on your business.

To learn how to write a good press release, I recommend that you read press releases. Look for good releases and read them.

The best place online to submit your press releases is [PR Web](#). Usually you have to make a donation to get your press release accepted. Usually about \$10. Worth the effort though because it's a very high traffic site.

You'll also find some good information over there to help you in writing your releases.

Just think news. Remember the 5 Ws and 1 H of Journalism: Who, what, when, where, why, how.

You can read one of my releases [here](#).

[Trash Proof News Releases](#) - If you don't want to create your own press release, or you need distribution services, you'll find them here. You can also download a copy of their free digital book "Trash Proof News Releases". Well worth the look.

[Annie Jennings PR](#) - Free teleseminars that deal with public relations, as well as other marketing related topics. Check site for a complete list. Writers, this is a great place to learn how to use PR to promote your writing, especially your books.

Articles

[Publicity: How to Attract Business for Free](#)

k. TRAFFIC EXCHANGES/SAFELISTS

Traffic exchanges and safelists can be a very effective method of generating traffic to your site if you keep a few principles in mind.

One of the things I noticed is you see the same programs being promoted over and over. Nothing new. Nothing different, and often the headlines give me no reason to scroll down the page. Although this is a great way to find out what's hot, or spot new trends, it's not a great way to make the sale.

So, if you are going to promote to safelists and traffic exchanges, you need to remember a couple of techniques you can take from newspaper classifieds.

1. Use the two step method. You want to capture the person's contact information. Use a lead capture page. Create your own. Write a short free report to give away. Something valuable. Something you can use to get the contact information so you can expose that person repeatedly to your offers. This is especially important if you are promoting resell products, MLM, or affiliate programs. If you can't differentiate yourself from the rest of the pack, then you are going to have a tough time making the sale.
2. Write a compelling headline. This is important whether you are using safelists or traffic exchanges. Make it something that grabs the reader's attention.
3. Study safelist mailings and see what grabs your attention. If it grabs your attention, it is probably grabbing someone else's attention. The easiest way to learn to write any good advertising is to read it and study it. So, if you are trying to learn to write a sales letter, study sales letters of products you have bought. Understand why you bought the product. Don't copy the sales letter. Use what you have learned from it to help you write better copy.
4. In the copywriting section of this digital book is an application called Headline Search. Download a copy of it and use it to help you find good headlines to pattern yours after.

Below are some tools to help you:

[Auto Hits Machine](#) - Using traffic exchanges, you can put your marketing efforts on autopilot. Includes over \$240 in bonuses. \$29.00. Windows.

[Fully Automated Hits Generator](#) - Want to get the most out of traffic exchanges? You'll find everything you need right here to get as much traffic as possible out of this free method. Windows.

[Safelist Report](#) - Gary Huynh - Learn how to get more out of your safelist marketing and make it more effective. You'll also learn how to write headlines for your subjects. Windows.

Semper Fidelis: From Beirut Marine to Internet Marketing Genius - Traffic Exchanges, Safelists, and Opt In Lists - An Interview with Steven Boaze - Jinger Jarrett - This digital book is the first in a series I am doing on top notch Internet Professionals you may not know about. Steven Boaze probably knows more about list building than anyone I know. He gives his best tips here, as well as some really good information on using safelists and traffic exchanges more effectively. He also tells you which ones you should be using, and how to use them. PDF.

[Traffic Hoopla](#) - Best traffic exchange and safelist start page on the Internet. You'll find the top 50 traffic exchanges and the top 20 safelists. The site owners have already tested everything so that you don't have to. There's also an upgrade available if you are interested in getting their testing reports on the different methods they use to promote. Will definitely cut your guess work on what works in marketing.

Articles

[5 Ways to Make Traffic Exchanges Pay for You](#)

I. VIRAL MARKETING

Viral marketing is really just to word of mouth. One person tells another person about a great product or service, they tell two people, those people tell two people, and it spreads.

The most common way of creating a traffic virus is to write a free digital book or report and give it away. You can include a signature in your emails, on your blog and forum posts. You can also submit it to digital book directories and software directories.

The point is, give it away to as many people as possible. Mark Joyner did this with great success with his digital book "Search Engine Tactics". It has been downloaded over one million times.

Resources to help you create your own traffic virus:

[How to Start Your Own Traffic Virus](#) - Terry Dean - This digital book is just jam packed with ways to use viral marketing to help you market yourself. All of these ways are free too. Definite must have. Windows.

[Viral Marketing Contest](#) - Gary Huynh - Offers you a chance to give away over \$16,000 in prizes for your business and web site. You can also win prizes and get new subscribers for your newsletter. Free to join.

[Viral Marketing Success](#) - Gary Huynh - Gary shows you in this brief report how to use My Viral Ads and viral marketing to market your business for free.

3. WRITING COPY

This is probably the most neglected aspect of any small business. It is, however, where you should start once you get your business up and running. Although the Internet is a very visual media, you don't really need all those bells and whistles for your web site.

You will need copy for both your web site, promotion materials and autoresponders. You need to show readers the benefits of your products and what makes your products different.

How well your web site converts visitors into buyers will depend often on how well written your copy is.

The following resources will help you write better copy for your ads and sales letters.

[3 Guaranteed Ways to Make Your Sales Letter Fail](#) - Mark Hendricks - For those of you struggling with conversion, this is the digital book for you. Mark Hendricks, in my opinion, is the expert on helping you improve your conversion rate for your site and sales materials. Windows.

[7 Psychological Secrets to Maximum Sales](#) - Yanik Silver is one a top notch copywriter. This short report will really help you with writing your sales letter. I like the way he teaches everything step by step, and it's all very concise and to the point. PDF.

[7 Steps to Killer Ad Copy](#) - Russ Phelps - This is one of the most comprehensive courses I have ever read on writing copy for your business. Includes a checklist and lots of information. Windows.

[14 Point Web Site Copy Analysis](#) - Yanik Silver - This is the best free digital book on writing a sales letter. It includes detailed audio you can listen to, as well as an explanation of each point in the sales letter. This should be your checklist for writing a sales letter. PDF.

[Ad Writing](#) - 5 step tutorial will teach you how to write effective ads.

[Copywriting Classics](#) - Best collection I have found of copywriting materials, a lot of it written by the greatest people who ever worked in the field: Claude Hopkins, Robert Collier, Dan Kennedy, Clyde Bedell, and Gary Halbert, and more. It's the only copywriting bookstore you need. Price Varies.

[Copywriting and Ebooks](#) - Jim Edwards - What I liked best about this digital book is that you can listen to it. Jim gives you his best information on writing copy especially for the web, as well as how to create best selling digital books. PDF.

[Greatest Marketing Secret of the Ages](#) - Yanik Silver - This is a classic. Yanik uses examples of classic advertising techniques that work, including the character, telling a story, and more. Very short and concise, it contains some good information. PDF.

[Headline Search](#) - Looking for headlines for your swap file, or need headlines to give you ideas on how you can improve yours? Then use this handy tool to help you search for great headlines on the Internet. Windows.

[How to Find People Who Will Buy Whatever You Sell Them](#) - Mark Hendricks - For those of you who are struggling with conversion rates on your site, start here. This another good digital book tht addresses the issue of conversion. PDF.

[Interactive Sales Letter](#) - The easiest tool I have ever used to write a sales letter. Took me just a few minutes to write a complete sales letter with it. You can also get a free tutorial to show you how to get a higher response from your sales letters. Free trial.

[Order Button Triggers](#) - Michael Nicholas - Michael gives some of his best tips to get your visitors to buy from you. Great for helping you see things from your customer's perspective. PDF

Copywriting Newsletters

[Excess Voice](#) - Nick Osborne - This is the newsletter you need to read if you need help with online copywriting. Nick is an expert is showing you how to write copy for your web site. It includes an article, product review, reader survey and the results of his last survey. For those of you who use search engines as one of your main marketing strategies, I recommend you read this one. I read this one every time I get it.

[American Writers and Artists Institute](#) - This school offers home study courses in everything from copywriting to web site building. It's run by Michael Masterson, a million dollar copywriter. Grab a copy of their newsletter, "The Golden Thread", while you are over there. They publish copywriting articles and copywriting assignments. Well written and a must read, especially if you are a copywriter looking to increase your business.

[Ad Copywriting](#) - Joe Robson - Joe is another top copywriter. He runs several other sites online in addition to this one. In my opinion, this is one of the best copywriting sites online. You'll find tutorials on every aspect of writing copy for the web, as well as a pretty good newsletter.

4. WEB SITE BUILDING

I build my own web sites. In the four years I have been online, I have learned how to write HTML, as well as how to install CGI, PHP, and Java. I am certainly no expert on this. I can't write them. I do know how to add them to my site and make scripts work.

There are three different web sites you can build for your business: minisites, portal sites, and a combination of the three.

The type of site you build will depend largely on what you are selling, and what kinds of offers you want to make for your readers.

Regardless of the type of site you design, there are a few things that all good web sites have in common:

1. Contact information - You must include this information. It gives you credibility. I have been to sites that didn't even have an email address on them. I'm very wary of buying from someone if they don't include this information.

Whether you put an address and phone number on there is totally up to you. I know some of you worry about stalkers or being harrassed, however, I've found that most people are

lazy when it comes to that kind of thing. I have had customers call me on the telephone on occasion because they had questions, and I was certainly glad to answer them. However, I've never had any such problem with anyone contacting me by phone.

2. A good design - Make your site easy to navigate. A good site is usually no more than three layers deep. If your reader has to dig to find the information he/she is looking for, he/she will leave. Make your site easy to navigate, and make your navigation system consistent so that your reader is not constantly having to hit the back button because there isn't a link on the page to take him/her where he/she wants to go.

3. Use a reliable web host - If you want good web hosting, buy it. Shop around until you find a web hosting solution that meets your needs. Understand what the features of webhosting are and decide then if you need what that service is offering. There are plenty of web host solutions on the Internet.

The company I use is only the third one I have been with. I've stayed with this company about three years now and will continue to do so because no one can beat the deal for the price.

Uptime is extremely important. If your site is down when someone visits you, he/she won't come back.

4. Make your site load quickly. Many are still on dial up. Although flash, music, and all that other stuff look really cool, when I am visiting a business site, I want to know what you can do. Leave all that interactive stuff to the music and video sites.

Below are some terrific resources you can use to help you build a really good web site.

[101 Free Cyberspace Tools](#) - 101 free tools you can use to help you build your web site, software, digital books, ecourses, articles, desktop applications and more. Windows.

[Any Browser](#) - Use this free tool to help you check to make sure your web pages display properly.

[Hackers, Fraud, and Trust Online, The Netpreneur's Quick & Easy Guide to Cyber-Crime Prevention](#) - Aaron Turpen - Are you worried about protecting your privacy online? This guide will teach you how to protect yourself online from hackers, as well as how to keep from being defrauded of your money. Windows.

[1001 Newbie Friendly Tips](#) - Bob McElwain - If you are new to the Internet, you'll find this resource to be very helpful. This digital book offers tips on everything from building a web site to internet marketing. Windows.

[Killer Mini Sites](#) - Want to build a minisite for your product? You'll learn step by step how to create a mini site that makes the sale. Windows.

[HTML Teacher](#) - Learn everything you need to know about writing HTML in this easy step by step guide. Windows.

[Web Design from Scratch](#) - Tutorials to teach you everything you need to know about how to build your web site. Donationware.

[Free Site Templates](#) - 100s of templates you can use to help you create a beautiful web site for your business. They are free to use; all you have to do is include a credit to the site designer.

[1st Page 2000](#) - Best free HTML editor on the Internet. Has four different modes from beginner to expert, and there are also great tools on the site, including a meta tag generator and search engine submitter.

[Dot Easy](#) - Very cheap and reliable web host for those want to run minisites. It's \$25 a year (this includes the domain name), there are no banners, and you get 15 MB of space.

[How to Add Audio to Your Site for Free](#) - Audio and video are becoming really big on the Internet these days. Adding audio is a great potential way to improve your sales. This digital book will show you how to do it right. PDF.

[Audio Player Pro](#) - Use this terrific free tool to help create audio for your sites. Simple and easy to use. Windows.

[Instant Boost](#) - Jimmy D. Brown - This quick and easy to install script will help you increase the number of subscribers you get to your newsletter. Unlike an annoying pop up, you can set this script to pop up only when you want it to. You can also give it away to get referrals. Very nice. Windows. Script is javascript and very easy to install.

[Templates to Go](#) - Collection of templates you can use royalty free to help you create your web sites, digital books and anything else you can think of. Includes Easy Resell Plus and Pop Up Toolbox for a complete small business solution. \$19.97.

[Ultimate Marketing Center](#) - You can run your business online for only \$19.95 per month. Although there are some completely awesome resources here, this one is absolutely the best and absolutely indispensable.

Not only is a complete web hosting package, you get a whole lot more, and you get it for a whole lot less than what is being promoted everywhere else.

Here's what you get:

*Unlimited autoresponders

*500 MB of web space

*More scripts than anyone else. In fact, Kavi includes every custom script he writes. Most can be installed in 10 minutes or less. These scripts are worth hundreds of dollars alone and include Article Manager and ClickBank Manager.

*Affiliate Program Manager - This can set you back about \$45 or more a month and running an affiliate program of your own is crucial to your online success. You can also buy your own script, but if you do, it will cost you several hundred dollars. This will save you both time and money, it accepts a variety of payment processors including ClickBank and Pay Pal, and you can include all the products for multiple sites in one affiliate program.

*Thousands of dollars in products you can sell. There is also a library of resources you can use to help you. I would have bought this web hosting solution just to get my hands on Terry Dean's Killer Ad Bootcamp. That's the best digital workbook online for teaching you how to write ads.

*Automated search engine submission. Submits your site to over 100 search engines once you set it up. Also includes the SE Primer to help you optimize your site.

To tell you how much I like this site, and why I will never change web hosts, I would have to write another digital book. It is by far the most complete small business solution available on the Internet, and Kavi does it at the best price. Very seldom do I write testimonials for products because most of the time what I get is inferior. I wrote one for this one.

Although Kavi lives on a beautiful island off the east coast of Africa, the hosting solution is provided in the US. You'll get superior technical support, and you will get it very fast.

You can try, but you won't find a better solution for your small business than this one.

Click here: [Ultimate Marketing Center](#)

Free Scripts

There are plenty of sites out there that offer you free scripts to use on your web site. Before you start installing all these bells and whistles, make sure you understand what each one does and why you want it on your site.

Understand the capabilities of the script. Currently, the only script I use on my web site is Article Manager. It's an article directory script written in CGI that is fully customizable and creates search engine friendly pages for my web site. Other writers can post their articles to my directory, and it automatically formats the article in HTML. Just cut and paste.

This script was included in my hosting account. You should consider the scripts available to you when you buy your hosting. My web host writes a lot of scripts for us and includes them in the membership. Usually, I get a chance to install them. I get to make sure they are dummy proof. The script above took me about 10 minutes to install and that included reading the directions.

You can see it here:

[Article Directory Script in Action](#)

Free Script Sites - Offers CGI, ASP, PHP, etc.

A quick word here about scripts: if you are unable to run scripts on your web site because your web host doesn't allow it, you can use remotely hosted scripts. All you have to do is cut and paste a little code into your page. Great solution if you don't want the hassle of doing the installation.

[Hot Scripts](#)

[CGI Resources](#)

[CGI Spy](#) - Remotely hosted scripts

[Bravenet](#) - Remotely hosted scripts

Autoresponders

Unlimited autoreponders are a part of my account. Trying to find autoresponders is not something I have to worry about.

However, if all you need is an autoresponder, there are several options available to you for

free. I would, however, recommend that you buy your autoresponder account. The reason is, if you don't, the owner gets to send his ad out in the headers and footers of your message. This is a ingenious method of viral advertising.

[Get Response](#)
[Send Free](#)
[Responders.com](#)

In a recent message I received from Jim Edwards and David Garfinkel, they make the recommendation that you make your autoresponders a 60/40 split. What this means is that 60 percent of messages should be content, and 40 percent should be sales messages. This allows you to develop a relationship with your readers, and get them to trust you. Your messages are more likely to be read.

The best digital book ever written on writing messages for your autoresponders is *Autoresponder Magic*. Over 400 pages long, it contains instructions on how to write good messages, as well as contains a swipe file of some of the best messages ever written.

Autoresponder Magic - [Autoresponder Magic](#)

Articles

[How to Create a Web Site that Makes the Sale](#)

5. Getting and Keeping Clients

[Charlie Cook](#) - You'll find lots of articles, a free marketing plan workbook, and a newsletter to help you get more clients. This is one of the newsletters I read consistently.

[Peter Bowerman and the Well Fed Writer](#) - Peter wrote a book for *Writer's Digest* called "The Well Fed Writer." It's one of the best books I have ever read on getting started in freelancing. He really makes it easy. He also offers a monthly newsletter that's a must read.

[Robert Middleton](#) - Another great site, this one will show you how to get more clients. Includes a 24 page marketing plan workbook, weekly newsletter with strategies for helping you land more clients, and a sample chapter from his digital book. Another must read.

[Robert Bly](#) - Although this is primarily a copywriting newsletter, Bob runs a service business and makes about 1/2 million every year. You'll find some really good articles on site you can download, as well as a monthly newsletter.

6. TOOLS/SOFTWARE

The amount of free software on the Internet is mind blowing. You can find a freeware application to do just about anything.

Below are some of the applications I use, or have used, and a few sites where you can find more freeware.

[Alexa Toolbar](#) - One of the best toolbars you can get. You can use this to give you stats about your website, find out who is linked to you and more. No other toolbar will help you learn more about your traffic stats than this. You can also use it to help you find out who

your competition is and how they rank. It's awesome!

[Ad Wizard](#) - Use this ad submitter to help you submit your ads to the top free ad sites. To download the database I created, you can right click [here](#). Make sure you drop this in the directory for your program to replace the old one. Windows.

[Download.com](#) - One of the largest software sites online, you can find freeware, shareware, and applications to buy. Includes both Windows and Mac formats.

[Driver Guide](#) - Need device drivers for your hardware? You'll find plenty here. There are drivers for just about any kind of device you can imagine for all different brands of hardware. You need an account; it's free.

[Free Ad Submitter](#) - Submit your free ezine ad for a total of approximately four million ads. Windows.

[Freeware Arena](#) - This site will tell you the top 20 freeware sites online. Save you lots of time searching for applications. This site is built using the open source content management system PHP Nuke. If you manage a lot of content on your site, this might be your solution. Take a look at [SourceForge.net](#). You'll find thousands of online applications you can use absolutely free. My members' area is built on the open source content management system Post Nuke. It saves me hours and hours of coding HTML.

[Freeware Home](#) - Offers over 7,000 different freeware applications you can use, including the Writer's Database. This application is excellent for keeping track of all your manuscripts.

[ICEOWS](#) - The most comprehensive zip manager I have ever found. You can use it to zip just about any kind of file type you need to. Also comes in different languages. Windows.

[Open Office](#) - If you are looking for an office suite that can be used with any operating system, including MAC, look no further. You get a word processor, spreadsheet, database, presentation software, pdf conversion, flash creation, and a ton of other features. It's also compatible with Microsoft Office and Star Office. Best of all, it's completely free. One of the best features is also that the download is a lot smaller than a lot of other office suites you can download. This application is one of the many open source applications available on the Internet.

[Note Tab Lite](#) - Best text editor on the Internet. You can use this to help you write text messages, edit scripts and HTML. Unlimited size to text documents, and it has a tabbed interface so that you can have multiple documents open.

[Rough Draft](#) - Word processing program designed specifically for writers.

[Text2HTML](#) - Save yourself hours coding HTML by using this quick and easy converter. Very small and very easy to use. Windows. (<http://www.cyber-matrix.com/txt2html.html>)

A word here about open source: Open source is a great way to get programs, scripts, content management systems, and other applications for your business. They are developed by programmers who volunteer their time to write all of the code.

The upside is that you can find programs you may need, but may not be able to buy. The downside is that the documentation may not be available, or it may not be very easy to understand. Also, when a project has a lot of programmers working on it, there can be problems with the code itself being a little "buggy".

In spite of this, I recommend that you try open source. It may be the solution to your business problem, and sometimes open source applications are actually better than their paid counterparts.

Here are some applications you may want to try:

[Post Nuke](#) - Content management system.

[Mozilla](#) - Internet browser. Similar to Netscape in its features, it rivals Internet Explorer in features and loads just about as fast. Definitely worth a look.

7. FOR WRITERS ONLY

If you want to create your own products, there are some great tools online to help you do that. Many are free, others are worth buying.

Below are my favorite choices for helping me with my writing.

[5 Ways to Create PDF Without Adobe](#) - Jim Edwards - You want to turn your digital books into PDF so that you can sell them to all computer users. This can definitely save you a lot of money because Adobe costs about \$249. PDF.

[77 Tips for Ebook Writers](#) - Jimmy D. Brown - If you want to make your digital book a best seller, this digital book will definitely help you. Contains plenty of tips on both writing and marketing. Ebook Creator Toolkit and Your Fast Fortune on the Internet Ebook. \$19.97.

[Ebook Power Tools](#) - Jimmy D. Brown - This is everything you need to create your own digital books, including a tutorial on how to create your covers, an ebook creator, Profit Pulling Ebooks, which will show you how to write a digital book, as well as the following bonuses: Ebook Templates, Profits Every Month, Skin Pack of Ebook Layout Template Set, 115 Killer EPublishing Strategies, 55 eBook Marketing Resources, Working With ClickBank, eBook Ideas Exposed: 33 Quick Tips for eBook Publishers, How To Win The War of Internet Marketing. Although some of these bonuses were included in the pack, I added more. This package is worth several hundred dollars. \$49.95.

If you just want the ebook creator toolkit, which you can use to create digital books, or you just want the digital book Profit Pulling Ebooks, you'll find them here:

[Ebook Creator Toolkit](#)

[Profit Pulling Ebooks](#)

[Genius Guides](#) - Whether you want to write an digital book, build your web site, or market in ezines, you'll find an excellent collection of resources here. Each resource is complete, and will give you everything you need. Very reasonably priced. Priya does a great job of creating packages that include the best tips and information on the subject she is writing on. \$24.95.

How To Use Simple Surveys to Create Best-Selling eBooks & Info-Products - By Jim Edwards - Jim will show you how to find out what your readers want so that you can create products that they want to buy. He explains what you should include in your survey and how surveys will help boost your sales. PDF.

[Internet Marketing Start-Up Kit](#) - Frank Argus - Learn how to write and create digital books and digital book covers online, how to build a web site, and how to market your new products online. Great digital book for writers. Windows.

[Potential Best Sellers List](#) - Jimmy D. Brown and Ryan Deiss - Jimmy and Ryan give you their 7 best digital book ideas, the ideas that they think can become best sellers online. These two really know their stuff, and if you are a writer who wants to make a lot of money from your writing, this is the way to do it. Windows.

[Pro Covers Deluxe](#) - Bryan Winters - Nice collection of header graphics and three dimensional digital book and cd cover graphics. Windows.

Profit Pulling Reports - Volume I and II - Jimmy D. Brown - Volume I will show you how to make money giving away free reports you have written. Volume 2 will show you the more advanced techniques for writing and promoting free reports. If you are a writer, this is an excellent way to promote your writing. A word of caution here: this is an advanced marketing technique. However, if you promote MLM, your writing, or affiliate programs, this is the best way to get the competitive edge. Worth reading just to find 50 new places to submit my digital books and automate the submission process.

[Profit Pulling Reports Volume I](#) - Includes the following bonuses: PDF Producer Software and How To Get Reprint Rights To Products Without Paying A Dime! \$19.97.

[Profit Pulling Reports Volume II](#) - Bonuses include: Ebook Bonanza, How to Succeed on The Internet. \$19.97.

[Tips for Writers](#) - edited by Lin Stone - Covers everything from dealing with writer's block, doing interviews, writing proposals, and more. Windows.

[Write an Ebook](#) - Priya Shah - If you want to write a digital book that sells, you won't find a better free digital book to teach you how to do it. Priya takes you from start to finish on how to write it, make your digital book readable both online or in print, as well as layout and design.

Five Free Ecourses for Writers

Getting Started in Freelance Writing

YOU Can Make Money With Ebooks

Writing Exercises designed to spark your creativity and polish your writing.

Getting Started in Magazine Writing - in two forms, daily or weekly.

Magazine Query Course and Workshop

[Freelance Writing at About.com](#)

Sites for Writers

[Amazon](#) - Not only can you search through over 32,000 magazines to find markets, you can

also create a page about yourself here and write reviews.

Here are a few of my ideas on that one:

1. Use this an opportunity to showcase your writing skills. Write a review about something in your area of expertise.

For example, if you are a romance writer, you know romance. Pick out a book you like, something that you have read and has been released recently, and write a review about it. Include some helpful information and add a signature to the review.

2. Complete your about you page. Surely you have an account at Amazon don't you? Write your profile. Tell the world about your writing, and don't forget to include the url to your web site.

3. This is a high traffic site. In the top 10 on Alexa. This is a chance to promote yourself for free by adding valuable content to the Internet on an extremely high traffic site. What could possibly be better than that? Having others write positive reviews about your site can improve your site rankings on Alexa.

4. Use the database to search for magazines in your area of writing. Once you find some magazines where you think your articles, poems, stories, etc. fit, search for that magazine on the Internet to see if there is an online version. If there is, visit the site. Read it, study it, get a good feel for it. Make sure your writing fits in. Not only will this prepare you for writing for the print version (many sites include writing from their print publications), you may also find an opportunity to write for this site online.

[Author Society](#) - List of resources to help you find writing assignments including poetry. You can also subscribe and get updates.

[Bella Writing Online](#) Comprehensive list of markets for all types of writing. Great site for writers with lots of information, including a newsletter, articles, and markets. Created by my buddy Danielle Hollister. Great job!

[Book Coaching](#) - Judy Cullins is one of my favorite article writers. I publish a lot of her material in my newsletters. Excellent resource for helping you promote your books.

[Dawnstar Books](#) - Created by Anthony Hernandez, a published writer, you'll get the best newsletter on the Internet when it comes to learning how to market your books. His tell it like it really is style he uses in his newsletter is just awesome. Tons of information. Not to be missed.

[Easy Way to Write](#) - Rob Parnell offers tons of low cost ecourses you can take on every aspect of writing. Whether you write genre, fiction, or anything else, he's probably got something for you. Highly recommended.

Articles

[6 Freelance Opportunities You Can Do on the Web](#)

[How to Find Freelance Opportunities on the Web - Part 1](#)

[How to Find Freelance Opportunities - Part 2](#)

[Five Free Software Tools Every Writer Should Be Using Now](#)

My Favorite "Gurus" - In no particular order

These are the ones I read consistently. They offer some of the best internet marketing information available.

Jimmy D. Brown - [123 Web Marketing](#) - Take the 30 ecourse on marketing. This is a great example of how to put an ecourse together. I used it as an example for my 30 day small business ecourse.

Jim Edwards - [I Gotta Tell You](#) - Not just a great newsletter, it's great journalism. Interactive with lots of explanations on effective traffic building techniques. Presentations in audio, video, and flash.

Steven Boaze - [Boaze Publishing](#) - In my opinion, no one teaches you how to build a list better than he does. He currently has over 200,000 readers on his list, and this one site alone gets over 1,000,000. Although I mentioned this before, it's worth repeating.

John Colanzi - [Confessions of an Ezine Writer](#) - If you are a beginner, this is where you start. John makes the whole process very simple, and he writes great motivational material to keep you going.

Richard Quek - [Exposed!](#) - When it comes to understanding all the online marketing methods available online, no one understands it better than Richard. He wrote the single best digital book on all the online marketing methods on the Internet.

Diane Hughes - [Net Profit Secrets](#) - Hands down, the best Internet marketing membership on the Internet. Diane has something for everyone. I just worked out a deal with her to add Killer Marketing Arsenal to her site. She now offers four memberships for the price of one. Unbeatable value.

Mark Hendricks - [Hunter Ridge](#) - In my opinion, no one writes copy better than Mark does. Don't miss his 17 step ecourse on writing sales letters. Top notch Internet marketing forum, and it's now free to join.

Kaviraj Kodai - [Ultimate Marketing Center](#) - No one on the Internet owns a more complete web site hosting solution. I save \$45 per month in fees for my affiliate program just by hosting with him. He offers thousands of dollars in the best digital books and software. In fact, his site is the only way I know of to build, promote, and run your entire business for only \$19.95. Awesome tech support. He also runs Free Zine Site, [Free Zine Site](#), which is a great place to post your articles, as well as do research for places to get free and paid ezine ads and solos, places to post your articles, and you can even submit your newsletter. Can't believe he gives you all these research tools for free.

BEST BOOKS TO READ

How to Become a Recognized Authority in Your Field in 60 Days or Less - Bob Bly - This book is a rock solid marketing plan for getting others to come to you to do business with you. For less than \$15, this is the biggest marketing bargain on the Internet. You can get it at [Amazon](#).

Getting Everything You Can Out of All That You've Got - Jay Abraham - Jay makes \$5000 an hour consulting to some of the top online gurus like Marlon Sanders. You don't have to pay \$5000 an hour to benefit from Jay's advice though. He will teach you how to get the competitive advantage over your competition, increase the amount of money you are making, and learn how to work smarter and not harder. A must have. I keep a copy on my shelf. Jay is proof that good guys don't always finish last, they can finish first, and he is an expert on smashing the competition in a nice way and running an ethical business. You can get it at [Amazon](#).

One Final Gift

How to Find Exactly What You are Looking for in the Search Engines

by Jinger Jarrett

JingerJarrett.com

With billions of pages on the Internet now, it can seem impossible to find what you are looking for.

However, there are a few techniques you can use to save yourself time and help you unearth what you are looking for.

Most of the time I use either Yahoo or Google. I use Yahoo when I am in a hurry. Since Yahoo stopped using Google as it's backend results, and so you get fewer returns on your search results.

With Yahoo, when you type in your key words, it automatically combines the key words into a phrase.

For example, if you are looking for "free poetry contests", it searches like this: free + poetry + contests, as if it were one word. This can give you more relevant results and make your search easier.

However, if you use Google to do the same search, the results it returns will be different because it will search for each occurrence of each word.

What this means is that it will return results for free, poetry, and contests.

The way to get Google to search for the complete key word phrase is through the advanced options.

Sound simplistic or obvious? It took me a while to figure out how to search Google to get my most relevant results.

It also helps to understand the difference between a search engine and a directory.

Yahoo is primarily a directory. They have added a search engine to the backend of the site in order to be able to spider the Internet and offer more results.

Google is a straight search engine. It spiders the Internet and tries to index as many pages as possible. It receives its backend results from DMOZ, the directory.

Now, if you still need help searching in each of the search engines, usually, you will find a search tips page that explains how to use the search engine to get the most effective results.

You can also use pay per clicks like Overture (run by Yahoo) and Google Ad Words (run by Google) to get more targeted results. However, if you are a freebie seeker, you'll only be wasting the advertiser's money by searching pay per clicks unless you look specifically for freebies.

So, if you use the advanced search function on Google, and search for free poetry contests, here are the results you will get:

[Poetry.com](#) - Runs a poetry contest that is free to enter. Relevant result.

[Poetic Power](#) - Site is down.

[Winning Writers](#) - Guidelines for poetry contest. Free to enter. Relevant result.

[Voices Net](#) - I had to click through a few pages before I found the entry form. However, this site did offer a free contest you can enter for cash prizes.

[Sierra Collectibles](#) - Offers a list of contests.

[Yahoo Search Directory](#) - Takes you to the directory page in Yahoo and shows you all the contests listed in their directory.

Total time it took to find these entries and check the sites to make sure they had the information I was looking for: about 10 minutes.

You should keep in mind that the further into the search results you go, the less relevant the results will be. Most searchers will only look at the first three pages of results, so if you are not included in those pages, you need to tweak your site for your key words.

You can also use the tool [Good Keywords](#), to help you find out what others are looking for so that you can tweak your search. This may give you some ideas that will not only help your site, but help you in your searches.

The main point here is that the more key words you use, the more relevant your search will be. It will save you time in finding what you are looking for.

It's to your benefit to learn how to use the search engines as this will help you with your business, research, and your writing. No one newsletter and no one web site can be all things to all people. If you are serious about your business, and your writing, you will learn to make the most of the Internet and all it has to offer.

One final tip: If you are looking for products, your best bet is [Froogle](#). Froogle is the beta search engine for products created by Google. You'll find most products on the Internet

have already been spidered into it. If yours hasn't, be sure you submit.

Jinger Jarrett is a writer and Internet marketer living in Alpharetta, GA. She represents clients as diverse as Atlanta musician [Donn Aaron](#), and actor Colin McPhillamy, [mcmillions.biz](#). You can get a free copy of her digital book, "100+ Free and Paid Resources for Writers, Internet Marketers, and Small Business Owners", when you visit her site at [SmallBusinessHowTo.com](#). *****

Please feel free to use this article in your newsletter or on your web site as long as you include the resource box. You can make money using this article when you join my affiliate program. You'll find the link [here](#).