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Ask How You Could
Use This Space To
Promote Your Brand,
Product, Service or
Affiliate Program

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The Beginners Reference Guide To Master Marketing Techniques That Will Spontaneously Put Cash into Your Pocket Each and Every Time You Present an Offer

I'm willing to bet that you have at least a dozen products that promise to deliver targeted traffic to your website stored on your hard drive right now. Some promise to deliver tons of targeted buyers salivating to purchase your product or service by the means of free services readily available on the net, all you have to do is create the system then Rinse and Repeat. Some offer a more advanced paid version in building a complete traffic system through their own affiliate links. I hope that they were free reports.

It always chapped me to download a report that its sole purpose was to create a down line of customers on behalf of the person that passed the report on to you. But then again, without a single logical thought, you followed orders and bought the re-branding rights and passed it on to the next hopeful soul. I'm aware that the marketing gurus have told you repeatedly that, that is the smart thing to do. At the time, I bet, you weren't aware that you just shot yourself in the foot by the sheer mentality of it.

And Now! You have a mess full of unresponsive people in your down line and in your mailing list that are unwilling to pitch in a dollar for what you have to offer. Don't bother trying to continue on contacting your dead down line or your unresponsive list. You're just wasting your time and energy because they are on to the next biggest, badest thing.

What were the Gurus thinking?

Cashing in on the Robotic Mentality is what they are thinking and doing it quite well, too.

Now that your sitting there with your eyebrow slightly raised and just to make sure I have your attention, how would you like it if I told you that all those systems that you purchased, downloaded, and took the time to build, don't really work like they said they would. Did that raise your other eyebrow? I thought so but, you more than likely already knew that in the first place.

It was "hope" that fueled the remote possibility that "this time" financial security might happen for you and that "this time" you would be able to

accomplish that well deserved financial bliss everyone is raving about. You keep on hunting and buying but your thoughts are; you just haven't found your golden egg yet. So, you keep searching.

“Hope” sure can be powerful.

Oh by the way, I forgot to ask you, how do you like maintaining all those somewhat complicated and tedious traffic systems you bought into and built? Not to piss you off, I was just asking.

It's really not entirely your fault. The vast majority of the internet marketing advice published on the internet was based on trial and tribulation from the original publisher in the first place. The information is sold with or without branding rights in hope of creating a lucrative and passive income for the person handing it down to their list of prospects. Again, rinse and repeat. It is the art of capitalizing on the Robotic Mentality in action.

What was those Internet Marketing Gurus' thinking?

Well, ok. I'll lay off the internet marketing gurus a bit. After all, they have also been thoroughly trained and conditioned to be a part of the Robotic Mentality by their predecessors. In fact, the whole persona amuses me so much for the fact that it reminds me of watching the three ring circus as a little girl. The only difference is that the ring master happens to be an internet marketing guru.

Even so, I don't feel comfortable with basing my financial future on glass ceilings made of trial and tribulation. I am a Capricorn, essentially a goat that loves to climb. And I Love to climb just for the fun of it and because I can. I experience the most intense motivation from the sheer challenge of accomplishing what has been perceived to be the non accomplishable. So you can understand why the challenge of growing my business through internet marketing fascinates me to the point of obsession. I just prefer to do my climbing on solid ground.

The lack of that Solid Ground is exactly why your promotions have failed you, not the actual system of traffic that you have chosen to build upon. And the marketing gurus like it that way. It keeps the market wide open for them. They can sell you all the gizmos, systems, even information including all

kinds of rights, and never once would they need to look back and fear you as their competition.

Your solid ground is simply the what, why, where and how of your marketing backbone. It is the backbone of marketing that will determine whether you are a success or a failure. Failure to see an income from your product, service or affiliate program isn't within the flaws of the traffic techniques you bought into and built. It is in the fact that you have not placed them on solid ground. Without the basis of solid ground marketing you will never reach your financial potential in any of your products, services or affiliate programs.

Here is the Average Joes' Marketing Mentality that 99.9% of you are still using to make your income or should I say lack of income:

1. What – *your product, service or affiliate program (at least your on first base)*
2. Why – *to make a profit (opps! you just lost your game)*
3. Where – *No clue, usually anywhere you can find possible traffic*
4. How – *duh! Doesn't the merchant provide that?*

Now, does that sound like a “sound ground” plan for marketing your product, services and affiliate programs? If you only know “what” you are offering and not “why” your customer is buying; “how” are you going to know “where” to find them?

While you are having your “duh” moment, take a look at what marketing really is and how the different concepts of the internet marketing mentality should fit in. The terminology of Internet Marketing is a large and sometimes confusing Industry.

In order to understand the precise functions of the term, we should break it down to its core original meaning.

Using the Webster Dictionary if you were to look up the meaning of the “Internet” you will find the explanation of:

Internet: an extensive computer network made up of thousands of other, smaller business, academic, and governmental networks.

The internet is used as a Media Tool. We send and receive information by way of the Internet. It has become the chosen source of Media. It serves as nothing more; nothing less. The term *Internet* can be adjoined to just about any function. *Internet* Promotion, *Internet* Advertising, *Internet* Marketing, and *Internet* Business are all proper terms when using the implied term as the choice of media used in the transfer of information.

In the same way if you were to look up the term “Marketing” in the Webster Dictionary you will find the explanation of:

Marketing: 1. the act of buying or selling in a market. 2. all business activity involved in the moving of goods from the producer to the consumer, including selling, advertising, packaging, etc.

As you can see the explanation given by Webster Dictionary failed to communicate the precise understanding of the term. Instead of explaining the precise term, they have chosen to generalize the Industry as a whole. And that is exactly where people get confused about the actual understanding and function of the term Marketing.

In the Corporate World, true business professionals understood the precise function and applications of Marketing. This is the reason you will find that Corporate Structures have separated the Marketing Department from the Advertising Department and Promotional Department. Each serve their own function and each having their own set of guidelines they adhere to.

The Corporate World also knew that one function could not survive without the other functions being properly in place either. This might explain why the Industry as a whole has been largely misunderstood, causing such confusion with identifying its proper roles within their separate context.

Let’s take a look at the functions that each of the departments are responsible for. Here we discuss three main core intensities that make up the Internet Marketing Arena. These are only the basic elements. And, by no means does it entirely cover the integrant complexities within each subsidiaries of each core.

The basic core elements of Internet Marketing are:

1. Marketing
2. Advertising
3. Promotion

Marketing is responsible for the gathering of statistics, identifying trends, research of those trends, and finally analyzing the data gathered from the research after tracking a possible trend. After the market feasibility is compiled, the marketing department then relates this to the Advertising Department.

Advertising: 1. printed or broadcast matter that advertises; advertisements collectively 2. the business or occupation of preparing and issuing advertisements.

Webster Dictionary did a much better job at explaining this term than they did the “marketing” term. But, it’s still not accurate. The Advertisement Department is responsible for creating the presentation of a product or service not actually sending or issuing it to the masses. A more in-depth look at the departments responsibilities are, product creation derived from the feasibility of the marketing department, creation of the presentation of the product including the lingo communication and visual aspects that represent the project.

So far you have learned that the Marketing Department is solely responsible for identifying trends and compiling feasibilities of those trends. Advertising Department is solely responsible for creating the presentation of the product/service based on the market feasibility.

This leads us to the last core element, the Promotion Department. Again, I will consult the Webster Dictionary.

Promotion: 1. the act of an instance of promoting; specif., a) advancement in rank, grade, or position. b) furtherance of an enterprise, cause, etc.

The Promotion Department is responsible for bringing the creation (advertisement) to the Media. In this case the chosen media is the internet. This is where most all of the self proclaimed “Internet Marketers” actually resided. Yes, they are in fact merely promoters of an already existing

product/service. Some of the experienced promoters actually re-create their advertising but not that often. Those that do are quickly labeled a “Guru”.

In “internet marketing” each phase is dependant on the other but, at the same time very different in its place of function. Without sound marketing practices, you can not have strong and reliable advertising. Without the creation of Advertising you can not have a productive promotion. Without a productive promotion you can not have the financial success you were hoping for.

As a whole, society has accepted the term “Internet Marketing” to symbolize the complete picture rather than keeping it within its separate core components.

In order to change that perspective you would have to ask everyone to change their inner Ego as well. I just don’t see that happening. The term Internet Marketer sounds much more prestigious than that of a Promoter.

So Once Again, Let’s Start at the Beginning

Professionally seasoned marketers identify their prospects criteria through a systematic technique called Consumer Demographic Profiling. By gathering a statistical profile from your product, service or affiliate program first, you will be able to identity “who” your paying customers are.

You already know or at least have an idea of “what” you want to market. In order for you to adequately pull off your promotional scheme and achieve the maximum financial gain, you need to know “who” your customers are in order to know what their needs are. The most common advice from the internet gurus has been to “ask your customer”. Well, duh, who’s your customer? The true answer requires some reverse engineering first.

Each product, service and affiliate program has either or both, features and benefits. By evaluating the benefits and features of the product, you can readily asses the type of individual that would most likely buy the product to solve their problem. This is called product profiling. Here are the criteria you want answers to when you asses a product, service or affiliate program:

(make sure you list the answers to the criteria on paper for later use)

1. Product Pricing (*a \$500 luxury item doesn't make sense if your marketing to a prospect that only earns \$18,000 a year and has young dependants*)
2. Ideal Age Group (*marketing ring tones will not be appreciated by senior citizens nor will hearing aids work for teens*)
3. Gender (*circular saws do not match with females anymore than Victoria Secrets will work for the male, setting aside the occasional seasonal gift*)
4. Education (*it would be unproductive to promote "How to Get your GED" when your possible prospect holds an MBA*)
5. Social Behavior Tendency (*it's hard to sell footballs to a lot of Soccer Moms*)

By profiling your chosen product, service or affiliate program (*the "what"*) it has also become obviously apparent "*who*" your paying customer would be.



Product Demographic Profile Worksheet

List your product/service or affiliate program: _____

List the price of the product/service or affiliate program: _____

List the age group that best compliments the product/service or affiliate program: _____

Hint: When identifying an age group, keep in mind that young adults with musical interests are more likely to purchase ring tones and venture into the rewards of acquiring credit cards from financial institutions while the more mature adults (baby boomers) are known to be more concerned with health and retirement issues. On one hand, travel interests in younger adults would be ecstatic about a spring break in Cancun, the mature adult would prefer a quiet spot in Argentina. High tech electronics are more favorable with young to mid aged adults while the mature adult is probably still thinking about that quiet spot in Argentina.

List the gender that best compliments the product/service or affiliate program: _____

Hint: Not all products/services and affiliate programs are gender specific. Most products/services and affiliate programs have a slightly favored gender acceptance depending on the influence of social behaviors.

What educational level is most likely to understand your product/service or affiliate program: _____

Hint: You would be wasting your time and insulting a prospect if your offer was a coaching program in copywriting technique and you are promoting to the illiterate. It's just as silly to offer alternative college courses to the Professor of a University.

What additional Social Interests would your prospect most likely be involved in that indirectly compliments your product/service or affiliate program: _____, _____, _____

Hint: Identifying your prospects social interests will also expose cross behaviors, for example: A known soccer parent will most likely be involved in other forms of entertainment like birthday parties, sport health and fitness, cross training and sport coaching programs and sport magazines.

As with any marketing campaign, conversions are your primary fear. If your conversions are too low you face losing money; if your conversions are too high, you risk market burnout and increased refunds. By knowing your product, service or affiliate programs demographic characteristics and matching them to your buying customer characteristics you will be able to increase your potential advertisements ROI (return-on-investment) considerably by simply being in front of your ideal market rather than in front of the masses.

Referring to the profile you created from the Product Profile Worksheet, you will be able to create a profile on the ideal customer more accurately. The Customer Profile Worksheet will aid in identifying the demographic characteristics of the ideal customer you should be presenting your product, service or affiliate program to. The typical consumer demographic includes age group, income level, geographic locations, whether they have children under the age of 18 in the household, marital status, ethnic group, education level and social patterns.

Consumer Demographic Profile Worksheet

(Created from the product profile)

Consumer Demographics

(Circle all that apply)

Age Group

- a. 18 – 24
- b. 25 – 34
- c. 35 – 54
- d. 55 – 64
- e. 65+

Household Income Level

- a. 0 – 30,000 a year
- b. 30,000 – 60,000 a year
- c. 60,000 – 100,000 a year
- d. 100,000+ a year

Geographic Location

- a. United States
- b. United Kingdom
- c. Canada
- d. Global

Children under the age of 18

- a. Yes
- b. No

Marital Status

- a. Married
- b. Single
- c. Divorced
- d. Co- habituate

Ethnic Group

- a. Caucasian
- b. African American
- c. Hispanic
- d. Asian
- e. Other

Education Level

- a. High School Graduate
- b. College Undergraduate
- c. College Graduate

Social Interest Behaviors

I showed you how to profile your product, service or affiliate program. I have told you how it reveals who your ideal buying customer is. The remaining piece of that puzzle lies in “*where*” to find those customers that are willing to purchase from you.

Previously, webmasters had little access to acquiring the statistics that they needed to get in front of their target market. Webmasters relied solely on non-statistical data from other webmasters or what could sparsely be found through forums or review sites. In the worst case scenarios, the webmaster simply took the word of the traffic reseller or broker. The end result was usually without exception a poorly executed campaign that resulted in more money going out than a profit gained.

To Gain Control is to Practice “Consumer Demographics”

Stop thinking about making a profit from acquiring traffic out of the masses and Start thinking about gaining traffic from your Interested Customers!

Before you place that ad in the e-zine because it claims to mail to a list of 400 thousand, ask if the e-zine “services” the customer that IS interested in buying into your offer.

Before you spend your money on a text ad link on a website, find out if that particular website “services” the customer that IS interested in purchasing your offer.

To create your most likely desired level of financial success in your campaigns, it is essential that you present your campaign in front of the audience that is interested your product, service or affiliate program.

Earlier you created a profile on the product, service or affiliate program. Using that information you then were able to identify the consumer demographic characteristics of your ideal buyer. Taking the consumer demographic profile of your buyer, you now can find “*where*” your most likely interested customers are. This process makes it a no-brainer in presenting your offer in front of ONLY Interested Prospects.

Remember: The Masses Will Not Buy into Your Offers; Only Interested Customers Will Buy into Your Offers!

Truth is, when you present your offers to the masses it is like trying to reach a single individual within a large crowd. It can be done, it is not only very time consuming but it will be financially straining on your budget as well. So metaphorically, how do you successfully search for a needle in a haystack? *Answer: By throwing the hay aside.*

After compiling the consumer demographic profile of your ideal customer from the profile you created from your chosen product, service or affiliate program it is time to begin searching out “*where*” your customers are.

I use this site to begin my research: Quantcast.com

Quantcast will expose which websites that not only have access to, but also, “service” the interested customers that you are looking for. Searching out the websites that will “bring to me” my buying customers is “how” I and other professional marketers have been making easy money behind the scene. With the information of Consumer Demographics found at Quantcast you will be able to find the statistics you need, such as:

1. Monthly Visitor Count Unique to the Site
 - a. Unique Global Reach
 - b. Unique U.S. Reach
 - c. Unique Daily Reach
2. Gender
 - a. Percentage of female visitors
 - b. Percentage of male visitors
3. Age Group
4. Household Income of the site visitor
5. Ethnicity
6. Household Education
7. Dependents in Household

Quantcast quite often can reveal information about the particular sites audiences' keywords that were used to bring them to that website. Quancast also displays information about the percentage of passer by traffic, regular traffic and the percentage of the traffic that is addicted to that particular site.

Cross referencing the site demographic statistics from Quantcast to the profile of your ideal customer, you will instantly be able to target your advertising with pinpoint accuracy.

Suppose that you chose to promote a product in an e-book form that offered techniques to improve memory to establish better test scores. Your product profile could be something like:

Product: How to improve Your Memory Ten Fold Overnight

Price: \$47.00

Age Group: 18 – 24 / 45 – 54

Gender: Male/Female

Educational Level: Senior Year of High School, High School Graduate, College Undergraduate

Additional Social Behaviors: Athletics, Extracurricular School Activities, Currently in the Workforce and enrolled in School, Parent.

See how constructing a product profile starts to expose “who” your ideal customer would most likely be? By taking the information from the product profile and creating a more defined criterion, called a consumer

demographic profile, you will be able to pinpoint exactly where you will have the most success in presenting your offer.

Deriving from your product profile, your consumer demographic profile would be something like:

Age Group

- I. 17 – 24
- II. 34 -54

Household Income Level

- I. 0 – 30,000 a year
- II. 30,000 – 60,000 a year

Geographic Location

- I. United States
- II. United Kingdom
- III. Canada
- IV. Australia

Children under the age of 18

- I. Yes

Marital Status

- I. Single
- II. Divorced
- III. Co- habituate

Ethnic Group

- I. Caucasian
- II. African American
- III. Hispanic
- IV. Asian
- V. Other

Education Level

- I. Senior Year in High School
- II. High School Graduate
- III. College Undergraduate

Social Interest Behaviors

- I. Sports
- II. Extracurricular School Activities
- III. Workforce Responsibilities
- IV. Parenting Responsibilities
- V. Returning Educational Training

With the information of your consumer demographic profile, I head over to Quancast.com to begin the search for “where” my customers are. Knowing where my customers are will give me the optimal advantage over my competitors and allow for me to accomplish maximum return on my advertising dollars.



Quancast.com

Because the product that was chosen exposes that your overall most probable buying customer would most likely be either currently in a higher education environment or looking to be interring or reentering a higher educational environment, I chose to start my research using web2.0 based networking websites where college level students and college hopefuls would be actively residing.



I chose to start my search through Quancast to be a young popular site called Collegeboard.com. Quancast exposed that Collegeboard.com carries

the statistics that coincided with the consumer demographic that I had previously constructed.

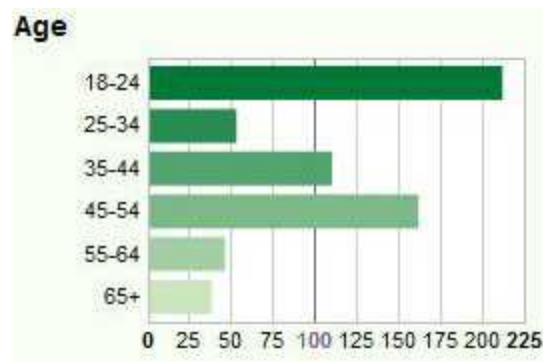
The Age Group selected to identify my customer was:

Age Group

III. 17 – 24

IV. 34 -54

For Collegeboard.com, Quantcast shows an age group statistic for the site as:



The majority of the sites users are from the age group 18 – 24 and 45 – 54. This fits right in with the projected criteria of the products ideal interested customer. It will cover the individual that is entering into higher education and the individual that may be returning to higher education.

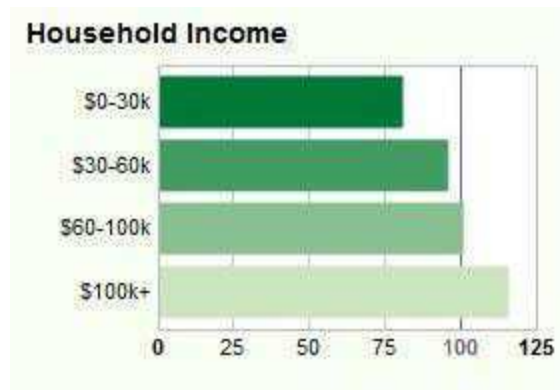
The prospective income level that is targeted for the product is:

Household Income Level

III. 0 – 30,000 a year

IV. 30,000 – 60,000 a year

Collegeboard.com reports that the income levels for the site users are:



Collegeboard.com does in deed have users that are within the household income brackets needed to support the purchase of the product. The higher income bracket showing 100k+ household income shows that a prospective student has access to make purchases but probably through a credit card that is furnished by the students parents rather than on their own accord. It also, indicates that the student and the parents are involved and, very concerned with the level of progress that the student is capable of achieving in their studies. Therefore, the parent would most likely approve of any purchase that would further the student in a better education.

The Geographical preference selected from the worksheet is:

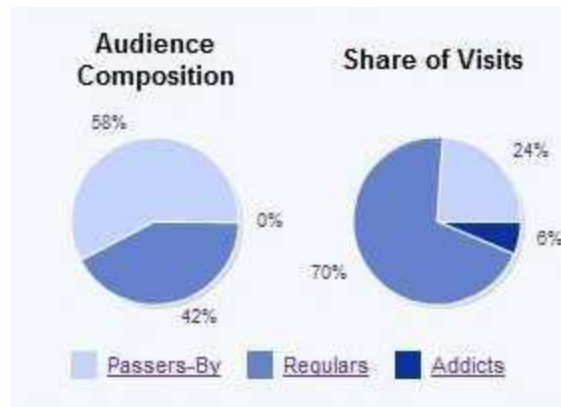
Geographic Location

- V. United States
- VI. United Kingdom
- VII. Canada
- VIII. Australia

Collegeboard.com has the statistics that show that their primary traffic is from the United States. It is unfortunate not to be able to satisfy a larger reach in audience but, the monthly unique users is impressive as shown here:



What makes the traffic statistics so impressive, despite the fact that it doesn't have more of a global reach, is the composition of the sites audience. The breakdown of the Collegeboard.com traffic overview is:



Quantcast explains their breakdown of how a websites audience composition compares in relevancy to the share of visits that the site maintains.

Audience Composition

Audience Composition describes the relative proportion of a site's audience according to three types of visitor defined by the number of visits they make to a site during a month. The three types of visitor are Passers-By, Regulars and Addicts.

Passers-By

A term used to define a segment of a sites audience that aren't repeat visitors, but rather have a single visit over the course of a month. Certain sites may get a very high volume of Passers By who are directed to that site on the basis of, for example, a news article but have no reason to return once they have read the piece that is referenced. Typically Passers By can account for a large amount of the reach that a site has, but a small fraction of the total visits.

Regulars

Regulars refers to a segment of a site's audience that frequent a site more than once per month but not as much as Addicts who frequent a site 30 or more times per month.

Addicts

Addicts are the hardcore segment of a site's audience, who have 30 or more visits to that site in a month. While typically accounting for a very small percentage of the site's total reach these users can easily account for the majority of all site visits.

What is even more impressive is not only the fact that the site experiences 1.2M unique visitors per month but that 6 percent of those unique visitors are addicted to the site itself. That translates into an access of 720,000 direct targeted and interested customers per month. Even if you had a conservative

sales conversion of 1 percent from your product, that would translate into an easy 720 sales. You can do the math from there. In any case, can you say Cha-Ching?

Now, that you are getting a little excited about your possibilities, I'm going to let you in on a "little secret" that will explode your ROI (return on investment) a hundred fold before you even start your campaign.

It would be nice to know what a sites visitor was thinking when they came to the site. Oh, come on, it can be done! I know it sounds a bit freakish but, it can easily be done. Let me show you how because this is really cool.

Quancast.com actually has the ability to pick up statistics that tell you the keywords or phrases that a site user typed into the search bar to get to the site. Here are those phrases that showed up for Collegeboard.com:

Keyword	Affinity
how to read sat scores	13.9x
sat preparation	13.9x
sat questions	13.9x
sat results	13.9x
sat question of the day	13.9x
sat tests	13.9x
ap test scores	13.8x
ap chemistry	13.8x
ap european history	13.8x
apcentral	13.8x
average sat scores	13.8x
cat dissection	13.8x
average sat score	13.8x
finding a college	13.8x
css profile	13.8x

Audience Keywords

The audience keywords list shows keywords a site's audience tends to type in. These are often but not always the keywords that brought people to the site. The frequency represents how much more often members of this audience use those keywords compared to an average internet user.

How does this information translate into a cash benefit for you?

That's the easy part. Remember the product in this scenario was an e-book that focused on "How to improve Your Memory Ten Fold Overnight". The

objective to increasing the campaigns profitability is to associate the product with SAT scores. In knowing what keywords and phrases that the users of a particular site are using, you will be able to create sub-headline that directly addresses a solution that the user was looking for.

The ideal formula is:

1. State the Product, Service or Affiliate Program
2. State the Solution to the Concern

In this case you have the headline of “How to improve Your Memory Ten Fold Overnight” in your advertisement and a sub-headline of “Increase Your SAT Score Well Beyond the SAT Average”. The sub-headline is created via the information given from the keywords and phrases that the users typed into a search bar and brought them to that site.

The content of your advertisement could read something like this:

**How to Improve Your Memory Ten Fold Overnight
Increase Your SAT Score Well Beyond the SAT Average**

At this point you have not only offered them a viable resource to their needs but you have also directly addressed a solution to their concerns. Are you now connecting with how powerful this could be to you? Personally, I just love “Marketing Statistics”.

The gems found inside Quantcast.com haven’t stopped just yet either. When you want to expose your offer to as many people that are interested, you have to find statistic information on similar sites that will fit your demographic marketing strategy. Quantcast.com has compiled this information for you and centralized it under the category table “Similar Audiences” like the one displayed for Collegeboard.com:

Similar Audience		What's this?
Site	Affinity	
apcourseaudit.epiconline.org	7.7x	
collegeapps.about.com	6.7x	
actstudent.org	6.7x	
collegeconfidential.com	6.6x	
commonapp.org	6.5x	
princetonreview.com	6.3x	
zinch.com	6.2x	
elpublishers.com	6.1x	
coca-colascholars.org	6.0x	
scholarships.com	5.9x	
college.harvard.edu	5.9x	
straightforwardmedia.com	5.7x	
naviance.com	5.7x	
petersons.com	5.6x	
nysedregents.org	5.5x	
act.org	5.4x	
gsearch.sparknotes.com	5.4x	
collegenet.com	5.3x	
ncaaclearinghouse.net	5.3x	
gacollege411.org	5.3x	

Similar Audience

The similar audience list displays the other internet destinations that visitors to a particular site have a strong affinity for. The higher the score, the higher the affinity. Similar audience lists may show sites that have similar content or they could be sites that are driving traffic to the site in question.

By following the links inside the Similar Audience table, you will be able to investigate other sites that contain and service the audience of the demographic profile you are looking for. Plus, shorten the time element in finding suitable sites to advertise with.

Let's do a re-cap of what you have learned this far:

Gathering Demographic Marketing Profile Statistics

1. Profile your Product, Service or Affiliate Program (see worksheet)
2. Profile your ideal consumer through demographics (see worksheet)
3. Identify Sites that compliment the Product, Service or Affiliate Program and services the ideal consumer demographics using resources available at Quantcast.com

You learned by knowing the strengths of your product, service or affiliate program, you can better define who your most likely buyers are. And by knowing who your buyers are, you could then find where they are in order to present your offer. You also learned about an invaluable and slightly underhanded marketing trick that all the marketing pros use to make your offer irresistible to your buyers.

There's still One thing missing!

How do you start your research when; you don't know where to begin finding the Right Site that compliments the product, service or affiliate program?

Sure, it was easy when I did it and took you through the example. It was easy for me because I'm experienced. This information is New to you so I wouldn't expect you to be able to just jump out there and do this stuff like I do.

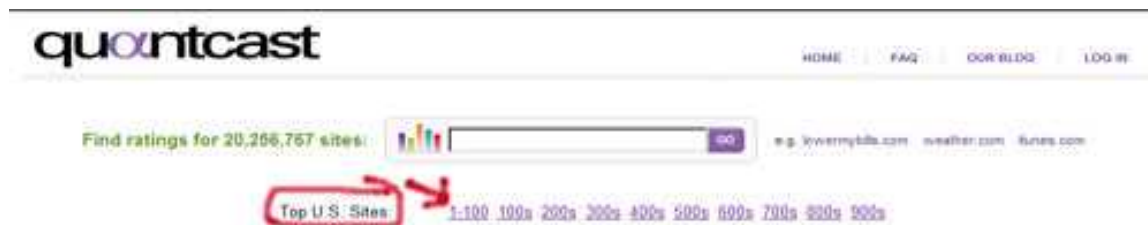
So, I'm going to show you how to hurdle over that curdle just as easy as it was when I stepped you through the examples above.

Take your product, service or affiliate program and categorize it. For example, if your product was tooth paste, place it in the "health" category. If your service was an auto-responder membership service, place it under the category of "marketing". Use the same process for an affiliate program.

Take the category placement, for example let's say that your product fell under the category of "marketing" and add the keyword "association" and/or "organization". In other words, you would go to any major search engine and do a search for "marketing association" or "marketing organization". Copy and paste the first three URL's that the search engine returns. You now have your starting point to use within Quantcast.com.

There are also times when you wake up and just want to make money. You know the feeling. You don't want to jump through hoops and you don't want to wait forever on someone else to send a solo ad to an unknown list, or anything else for that matter. You just want to pick a hungry market and present an offer with as little hassle as possible.

And, I got your back on that too. Quancast.com has a database of top sites.



Quantcast.com Top Sites renders what I call a quick scan spreadsheet. At a glance you can spot high traffic sites and determine whether they may be a possible match for your offer.



Or, better yet, scan the list first then present a product offer that meets the consumer demographic profile.

There are quite a few Ad networks that you can tap into that have all the various creative promotional material and content ready for you to begin advertising. Many of these carry the CPA that payout over \$10.00 per action. The best part is that these networks are free to participate in.

Here are a few:

- [MaxBounty](#)
- [ModernClick](#)

- [LinkShare](#)
- [ShareaSale](#)
- [AzoogleAds](#)

To wrap things up, I would like to invite you to join my newsletter:

Get weekly updates and discussion on the latest marketing trends in what works and what doesn't.

- Become a part of the beta testers of marketing systems using web2.0
- Get access to customized marketing plans months before public release
- Savings of up to 90% on all products: Members never pay more than \$7.00
- Master Resale Rights are free for members only
- And Lots More: You will not be disappointed!



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