

A simple idea with great money making potential!

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**A simple idea with great money making potential!**

**By Michael J. McGroarty**

**A simple idea with great money making potential! by Michael J. McGroarty**

Travel is one of the most popular words being searched on the internet, and that has been the case for a very long time.

Even after the 9/11.

It dropped off for a while, but only a short while, it's back near the top again.

Knowing this, I have two new web sites planned that are going to be on travel themes. I won't tell you what they are just yet, but I will tell you how you to can capitalize on this theory, and how we can work as a group to cross promote each other.

My problem is that I just can't find the time to get them done. But that's my problem, and I'll find a way to make it work.

I want you to think about creating a tourist guide book about an area that you know fairly well. In other words, if somebody wanted to travel to Atlanta, Georgia for whatever reason, what should they see and do while they are there?

But I think your guide book should be very different from the tourist information that is already available. Sure you can mention all the big attractions, museums etc. But it should also list the things that you do in your area for fun, that are not typically listed in tourist information packages.

Not only could you offer hotel/motel listings, but you could also tell them why they should stay in a given area.

## A simple idea with great money making potential!

For me, trying to decide which hotel to pick is always extremely difficult. All you have to go by is the advertising created by the hotel. Wouldn't it be nice to have an unbiased opinion at least about what area would be best for the kind of activities you plan to do?

For instance, in the Cleveland area there is a little tiny amusement place that has batting cages, bumper boats, go carts, and video type games.

It's not a big place, but the last time I was there they had a

deal on the go carts where you could buy an all day pass for about \$18.00 and ride the carts as many times as you like.

Now that may not appeal to you, but for a family with go cart age children that would be an absolute hoot!

There is also a little place where you can play polo with dodgem type cars.

These fun places are never advertised in tourist packages.

Have a section for seniors, a section for families with small children, a section for families with teenage children, and a section for young adults.

I don't think we can get \$39.97 for these little E-books, but I think we could sell a ton of them at \$11.97 to \$19.97.

And if you create a small web site exclusively dedicated to this one location, it is quite possible that you could get a significant amount of traffic from the search engines.

Let's say that 100 of us did this, and each one of us had a web site that was exclusive to a specific location, and we all used Clickbank to sell our E-books. We could all have hoplinks to each others sites, and earn commission from the sale of each others E-books.

Just by joining in on this idea, you could almost instantly have 100 products that you could be making money on.

The chances of selling our own E-book at full price would be

## A simple idea with great money making potential!

very strong, because the visitor had an interest in our location to begin with. But when people are just in the planning stages of a vacation, they are weighing all their options, and very well could buy a number of E-books before deciding on their final destination.

And when you really think about, it only makes sense to do so. If you're going to spend \$2,000. to \$5,000. for a family vacation, wouldn't it be smart to invest \$100. or more to make sure you have a great time. And even if they only vacation to one of the cities they considered, they have already done most of the research for next years vacation.

I won't tell you that you can get rich on this brainstorm of mine, but maybe you can make a few bucks.

What if somebody else is already doing the area or city that you wanted to do?

It doesn't matter. Do it any way. You will have your own web site, and your own independent marketing. The only thing you will be doing is cross promoting each other, and you only have to do that if you choose to. But think about this.

If I am going to travel to New Orleans, I am going to spend a considerable amount of money just getting there. Then I am going to spend a whole bunch more money while I am there, or I'm not going.

Would I buy two homemade tourist guides before making that trip? You bet I would. If I'm going on vacation I don't want to miss a thing while I'm there!

What did I leave out?

You can also sell advertising in your tour guide, that should bring in a few thousand.

You could buy a van and give tours of the area.

You could open a bed and breakfast.

You could do a ton of things!

Mike McGroarty "37 Secret Money Making Strategies"—FREE <http://www.homemadebooklets.com>

A simple idea with great money making potential!

## **5 WINNING Ways to Increase Sales at Your Site Right NOW!**

**By Derek Podlubny**

### **5 WINNING Ways to Increase Sales at Your Site Right NOW! by Derek Podlubny**

You have a great product to sell, and a beautiful website with which to sell it. However, having an Internet presence alone is not enough, you have to consider every step of the process a potential customer will go through before they make that purchase on your site. Then, you have to increase their chance of making a purchase by doing a few simple things.

#### **1. Traffic.**

Increasing the traffic that your site gets is a great start. The more people you can get visiting your site means more sales for you. An even better way to increase sales is to make sure that your visitors are "qualified" buyers for your product. This means that they fit into a certain group that would be most likely to benefit from your product. You can get your message out to qualified buyers in a number of ways; A well-designed banner can get an important message across quickly, an ad placed in an e-zine involving a related topic is sure to interest qualified buyers, a good description placed in meta tag of the main page is also a good way to get qualified visitors.

#### **2. Navigation.**

Your site navigation is an important factor in your sales. Not only should it be simple and consistent throughout your site, but it should have a purpose. What I mean is that you have to use your navigation as a tool to lead your customers where YOU want them to go. They have no idea where they have to go if nothing stands out on the page. So tell them. If you are selling one product or service, be sure that the link to your product is somewhere at the top of the page and be sure that it stands out. You want to make sure that everyone that visits your page will click on that link and at least have the chance to buy.

#### **3. E-mail capture.**

It is a good idea to set up an e-mail capture form. Something like a Free Newsletter or Information request that enables you to get a potential customer's e-mail address so that you can inform them of special sales or offers. This is beneficial because the customer has obviously already been to your site and has an idea of what your product is, now you just have to sell him on that idea. The key to sales is in the follow up!

#### **4. Customer Testimonials.**

It's a good idea to ask for feedback from past customers not only to see

A simple idea with great money making potential!

if there's anything that you can improve upon, but also for a customer

testimonials section. These are valuable because it is not you talking about your product, it is someone else. Customers often take what other people say into consideration more than what the company itself says about the product, simply because they know that that person was a customer just like them.

#### 5. Updated Info.

If there are sections on your site that are updateable, then do so as often as possible. Updating your site not only increases the rank in some search engines, but it also brings interested potential customers back to your site. Maybe they didn't buy this time, and they didn't sign up for the free newsletter, but next week's article on Bee Pollen may bring them back. Not only that, but they might e-mail your URL to a friend whom they think would find the article interesting.

So you see, it's not enough to be online anymore. You have to be online effectively! Do what you can to improve every aspect of your site, and you'll have them coming back for more!

Derek Podlubny is a member of the Worldprofit Design Team. Let our expert design marketers work for you! Contact <mailto:customerservice@worldprofit.com> Want to get more expert design tips free? Take our free online course at: <http://www.worldprofit.com/autoresponse>

A simple idea with great money making potential!



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**