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I Learned A Valuable Internet Marketing Lesson

By Wayne Perkins

I Learned A Valuable Internet Marketing Lesson by Wayne Perkins

How many times have you groaned when you heard you need to publish articles in order to sell products on the Internet?

Do you really believe that writing articles will produce results?

Over two ago, after I published my fourth Rocketedition (now Gemstar) e-book, I was scratching my head thinking how am I going to market this these e-books? Nobody I know owns a dedicated e-book-reading device. (I still don't know anyone who does.)

I found a website called the Rocket-Library where I could post sample chapters, articles or complete e-books, offering the information for free. (Note: it is now defunct)

Since the only way the information could be read was on a Rocketbook e-Book reader, I felt this marketing strategy would present sales.

3 months after posting a total of 4 articles: 2 for "A Cheap and Easy Guide to Self-publishing E-books" and 2 for "How to Hypnotize People and Other Living Things, " I started getting incredible results.

"A Cheap and Easy Guide to Self-publishing E-books" became the number one best-selling non-fiction e-book on Barnes & Noble.com

It was competing against non-fiction eBooks written by major authors from major publishing houses.

"How to Hypnotize People and Other Living Things" stayed up in the top 5 hypnotism book rankings on Barnes & Noble.com, competing

against print for almost two years.

The only marketing I ever employed for these two titles was spending a total of 4 hours at a keyboard hammering out 4 articles.

The main reason I brought this up is, I was competing in a very sterile environment.

There was no TV, Radio, or print ads to dilute the results. There were no special features in e-zines or on house list ads by the

Rocketbook people. There was no attempt by Barnes & Noble to "promote an unknown author"

There were no booksignings, trade shows or seminars.

By writing articles and targeting an Internet Library that required people to own a dedicated eBook reading device, I found that indeed publishing articles were the most valuable marketing strategies that authors can use.

Over the last year I have been side tracked but in the last month I have submitted over 100 articles, (2 articles X 50 e-zines). I have had amazing results.

I have sold other e-books and sold reprint-resale rights to my e-books, booked speaking engagements, and sold my telephone consulting services.

In addition I have had around 100 articles actually published in other's e-zines and newsletters which may present business opportunities for another 2 years for my Microsoft Word and Adobe PDF formatted E-books.

It seems everyone is interested in a "cheaper and easier" way of getting Internet sales results.

Writing articles for other people's e-zines and newsletter is the way to do it.

When you write for your own e-zine, you are a promoter.

When you write for somebody else's e-zine you are an expert!

Action Plan:

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Here is an e-zine action plan guaranteed to offer you any of the following results:

1. The plan will make you popular.
2. The plan will make you money.
3. The plan will make you popular and make you money.

Do the Daily Dozen

Goal: Your goal is to total 12 article submissions per day, every day. If you miss a day catch up on the weekend.

Where do I find all of these e-zines and newsletters I can submit my

articles?

Here is my cheap and easy guide to submitting e-zine articles.

Step 1

Go to the search engine Google.com at:

Step 2. Think big, very, very big. Since you are not "paying" for advertising, you can forget about all of the target marketing you learned in the non-internet world.

For example, if you write e-books or sell products related to "weight," instead of using "weight" as a keyword to search, pick a word like "health."

Let the most popular websites on the Internet do the target marketing for you.

In the empty search box on Google.com, type in the word.... Health.

Step 3: Click on "search" and around 68 million pages will be found by Google.com

Step 4. Here is your million-dollar tip. After you have received the result page, scroll down to the bottom and click on the link next to the empty search box that reads, "search within results".

Click on the link and a new search page will open. In the search text

box enter "submit article" and then click on the search button.

Step 5. You will get a new search result netting over 795,000 pages that are displaying where to submit articles in the "health" category.

Of course after you are finished submitting to over 795,000 websites and e-zines you may want to search on "weight" and complete the same process.

Summary:

Publish your articles in other's e-zines and newsletters. Maybe you too will be able to publish two best sellers for two years with only 4 articles.

I wish you success.

"My mission in life is to help you achieve your mission in life."—
Wayne Perkins

A Few Things I've Learned About Doing Business On The Internet!

By Russ Wilson

A few things I've learned about doing business on the Internet!

I've learned that there are more programs, and e-books available than I have money to purchase.

I've learned that many, many of the programs and e-books are simply a rehash of another program, or e-book.

I've learned that there are many different sites where by joining a program as a free member. Most, but not all of the e-books that I've spent my money to purchase; can be downloaded for free.

I've learned that some, not all of the e-books that can be purchased are a total waste of time.

I've learned that it is possible to download so many e-books; that either they don't get read, or you'll spend so much time reading them that you don't get anything else done.

I've also learned that some of the ideas expressed in some of them are so important, that if you don't take the time to read them; you'll be spending not only dollars, but time needlessly.

I've learned: that you can spend so much time promoting so many different products; that none of the promotions get enough time to be successful. That shotgun marketing is a losing proposition.

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I've learned there are more Internet Gurus than I have time to study, and they got that way because they focused their energy.

I've learned that no matter how attractive the next program, e-book appears; that you must narrow your vision to the one best program you have in your arsenal, and give it 100% of your energy if you expect to succeed.

I've learned that without an opt-in list, you're dead.

And last, and most important: I've learned; you must discover your niche, and work it until it's a success...

Russ Wilson is an Internet Marketer, and a distributor partner with ISPVIP, the Internet Service Provider that pays you back.

A Few Things I've Learned About Doing Business On The Internet!
An Internet Marketing Lesson I Learned From My 7 Year Old Grandson
A Study In Banjo Lessons
Share Your Best Life Story With The World
E-mail VS The Web

How to play a Guitar
BEFORE You Borrow Money
GUERRILLA MARKETING Volume 1
My Discount Vault
GUERRILLA MARKETING Volume 2



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