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

My Sidetracking Experiment

By James Brausch

About 2 1/2 months ago, I started an interesting experiment of putting user generated content on the back end of sales pages. This technique was first named "Sidetracking" by the now retired Wayne Yeager.

I thought I would share the results. First, let's look at the resources I devoted to this task:

1. I spent 25 minutes creating a suitable template.
2. I spent an average of 6 minutes per site to install my own Munius software (a very simple script that manages an article directory). I installed Munius on 11 sites that were all one page sales letters (actually two pages... the sales letter and a testimonial page).

That's 11 sites, so that's a total of another 66 minutes.

3. Interns have spent a total of 102 reported minutes moderating the received article submissions.

So the total time involved is 193 minutes or if we express that in hours and minutes... that's 3 hours and 13 minutes spread out over 2 1/2 months. I generally work about 3 hours per day, so this is basically like me working one full day, but in reality interns handled 102 of those minutes.

The result? The site receiving the most articles had 326 articles submitted. Another site received 133 article submissions. That's 133 new pages of content on a site that would normally have two pages of indexable content... the sales page and the testimonials page.

So how well did it work in final goal... generating traffic? Pretty darn good. I see an average of 39.875 (let's just call it 40) new daily visitors to the sales page of each site (on average) that can be directly attributed to the sidetracking technique (just installing Munius on that same domain, but not linking to it from the sales page).

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So, if I had paid someone \$10/hour to do all of the above, I would be out about \$35. However, I now have 438 new daily visitors. If my visitor value is only 10 cents (and it's quite a bit higher than that), that is \$43.80 in new daily revenue.

Let's say I had to buy Munius at retail. The cost is only \$105. That makes the total investment \$140 for a daily revenue increase of \$43.80 after only 2 1/2 months. That pays for itself in only 4 days.

I can't predict the future, but I have no reason to believe this isn't going to just keep growing. More and more folks are going to be purchasing Artemis Pro and submitting to these sidetrack content sites. More and more folks are going to be stumbling into them from the search engines and submitting articles directly using the article submission form. That is more and more content... more and more listings in the search engines... more and more traffic entering all of my product sites via one of these sidetrack pages... which means more and more people eventually visiting the home page of those sites, reading my sales letter and purchasing my products.

I would say this was a pretty successful experiment. For 6 minutes of installation time, I started receiving free content from others. That content didn't distract prospects considering purchasing my products, because there was no link on the sales page to that content. It was all buried on the band end of the site. The only link was from the content to the sales page, not the other way around.

Is that kind of painless traffic generation worth 6 minutes of your time?

You can get your copy of Munius and have it installed and automatically generating traffic for your site in just 6 minutes here:

<http://www.Munius.com>

How Are You Plotting?

By Nick Vernon

Creative Writing Tips -

Writing is a creative process and how every writer chooses to create, is individual to them. Likewise, with plotting, every writer plots at a level they are comfortable with.

Some just plot the bare essentials. They have a firm idea of the story they want to write and have a good memory to be able to memorize everything.

Others go into more detail. These writers prefer to figure everything out before they write the story.

How you plot will also depend on your level of experience. For the beginner, it's recommended to plot thoroughly.

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Before writing, think of every possible situation. Plot events thoroughly, plot scenes to the last detail and generally leave no questions unasked or unanswered. This way you will always know where you're going.

Are You Using The 'What If' Technique When Plotting?

Your short story of 500, 2,000, 10,000 words or whatever word length you choose to write, will spring from a single idea – Perhaps a one-sentence idea.

So when you are still in that one sentence stage, using the 'What If,' technique is a good way of generating ideas to build on that initial story idea.

While you are in the plotting stage, experiment. Your aim should be to write the best story you can. Experiment to see what bits and pieces you can put together to write the best story ever.

So using 'What If,' ask yourself questions then answer them... What if the character was like this? What if this happened to him? What if I placed him in this situation? How would he react? What if I took this away from him? What if his worst fear came true? What if he doesn't get what he wants? What will he do? What if I placed this obstacle in his path? What will he do?

You'll be surprised what you come up with, if you take the time to experiment.

Besides his passion for writing, Nick Vernon runs an online gift site where you will find gift information, articles and readers' funny stories. Visit

<http://www.we-recommend.com>



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