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**What Writers Can Learn From Internet Marketers**

**By Mary Anne Hahn**

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OK, I admit it. I've developed a great fascination with and respect for Internet marketers. The good ones, at least.

If you subscribe to any marketing ezines, you become familiar with their names soon enough. Terry Dean, Yanik Silver, John Colanzi, Jim Edwards, Lee Benson, Dave Balch, Marlon Sanders, Jan Tallent-Dandridge and Jim Turner, to name a few. And a there's a whole slew of up-and-comers on the horizon, men and women who have studied the masters and are trying to follow in their footsteps—or create paths of their own.

I can see some of you out there, wrinkling your noses as you read this. Internet marketers? Aren't they a bunch of hype-driven shysters whose sole reason for existence is tricking unsuspecting Web surfers into giving them their credit card information?

Well, no. Not the good ones, at least.

What are they, then?

1. First and foremost, they're writers. Every one of them. They write books, articles and reports by the dozens. They develop e-courses and publish ezines. Internet marketers don't talk about writing, or dream about it, or hope to do it someday. They *\*write\** prolifically, and the best of them are darned good at it. And they're not starving writers either, living in unheated garrets and subsisting on stale bread. These writers make money. Some of them make plenty of it.

2. They're entrepreneurs. You might even call them pioneers. They took one look at the text-based Internet, saw its potential, seized its opportunities and built mini-empires on it. They boldly published ebooks long before the rest of us thought of electronic publishing as a viable outlet for our work. Success didn't happen to them overnight, but they believed in the medium and, more importantly, in themselves and what they had to say.

3. They're motivators and motivational. You'll never meet a more upbeat group of people online than successful Internet marketers. Powerful words and positive phrases make up the bulk of whatever they write. They constantly urge their readers to set lofty goals, be

willing to make sacrifices, persevere in the face of adversity and eschew any doubts expressed by people who supposedly have our best interests at heart. Just like any "regular" writer, they know that their loved ones might not understand it when they prefer to be at their keyboards instead of Uncle Harry's birthday party. But hey, they need to finish that chapter first, or work on that Web copy before they take time to socialize.

4. They've mastered the art of self-promotion. Moreover, they enjoy it. Internet marketers happily write articles and freely give them away for publication in ezines and on Web sites, knowing that the exposure to their own newsletters, sites and products is worth its weight in gold. They find ways to get interviewed, both online and in print. They collaborate on joint ventures (known in the biz as JVs), pooling their talents and strengths on projects for their mutual benefit. These people not only "think outside the box" when it comes to promoting their wares—they never believed there was a box to begin with.

5. They are Web-savvy, and more than willing to share their knowledge. They'll lead you to all the free tools and resources online, show you how to attract more visitors to your Web site, divulge their own publicity tactics and respond to both technical and nontechnical questions if they can. Although I have uncovered a number of useful resources online through my own research or in other writers' ezines, many more have come from articles written by the top marketing people. They know their way around the Web, and pass many of the nuggets they find along to their readers.

Certainly I am not saying we should all become e-persuaders; readers also want poetry, mystery, romance, information, news, inspiration and all the other types of things we writers produce. They want

writers to entertain and/or inform them, help them with their resumes, create stories for their children or document historical events.

But can we all learn from the enthusiasm, expertise and resourcefulness of the top Internet marketers. From them, we can discover how to find our own markets, how to get our work noticed, how to promote our services—and have fun doing so. We might also pick up an idea or two we can apply to our own writing efforts.

And hey, if we happen to whip out a credit card and purchase one of their products after reading one of their articles, then that proves how well they really write, doesn't it?

Mary Anne Hahn edits and publishes WriteSuccess, the free ezinededicated to the success of writers everywhere. To subscribe, <mailto:writesuccess-subscribe@yahoogroups.com>

### **Four Things Every Writer Needs to Do to Make a Full-time Living from Their Writing**

**By Jinger Jarrett**

It's a sad fact that the average writer only makes about \$1,500 to \$4,000 a year unless that writer is a business writer.

What about everyone else? Shouldn't other writers have a chance to make money writing, especially a full-time income?

Before the Internet, writers didn't have many options. You could try to publish your poetry, fiction, nonfiction, etc. in books and magazines, but the pay was dismal at best unless you somehow managed to breakthrough and become a superstar in your field.

The Internet changed everything. Writers suddenly had millions of places to publish their work, but again the pay was sometimes dismal.

Now though, although you will find there are as many opinions on online marketing as there are marketers, here are four methods you can use to build your readership of your site and make a full-time living from your writing regardless of what kind of writing you do.

If you're starting on a shoestring, you'll still be able to build traffic without spending much money.

1. Write articles. As a writer, this should be a simple thing for you to do. Even if your chosen field isn't article writing, you can still easily create articles that readers will read.

Luckily, writing articles can be as simple as creating a list of items and then adding detail to each one.

## What Writers Can Learn From Internet Marketers

You can also write step-by-step instructions on how to do something. This technique will work with just about any type of writing because internet surfers are always looking for how to information.

2. Create an optin list. The one thing that all of the top marketers online agree on is that you must have a list.

There are two ways you can do this.

First, you can purchase leads, but make sure you find a respectable dealer and make sure that the leads you purchase are targeted to your market.

Second, you can build your own list. This is cheaper, and it takes longer, but you'll be better off because you know your traffic is targeted.

These are people who want to be on your list and want what you sell.

You can do this by adding a subscription box to your web site. You can offer product updates, short articles or reviews, information on trends in your field, or any other valuable information you think your customers can use.

You can also offer contests, or a valuable free premium to your customers to get feedback.

This is also the easiest way to promote your products because you have a list of people who are interested in what you have to say.

3. Pay Per Click Search Engines. This is a relatively new trend, but it can provide you a way to get more targeted traffic to your business.

Pay per clicks will provide you more targeted traffic than standard search engines and directories because you have more control over your keywords and ranking. Many will get you started for free.

You can download a copy of 47,200 Hits for Free, and excellent free ebook that will show you how to get started using pay per clicks. [http://www.smallbusinesshowto.com/freeware/47k\\_custom.zip](http://www.smallbusinesshowto.com/freeware/47k_custom.zip)

4. Joint ventures. This is another method of traffic generation frequently used by top Internet marketers writers should be using.

## What Writers Can Learn From Internet Marketers

A joint venture is where you find a newsletter publisher and have him/her promote your product in his/her ezine. The publisher get a percentage of the sales made from advertising your product.

It is similar to affiliate marketing, but there are other steps involved to creating a successful joint venture.

You'll want to offer publishers a deal they can't refuse. Give them a free copy of the product but include plenty of bonuses. Make it as easy as possible for the publishers to accept your offer.

If you follow the steps above, implementing one step per week, in four weeks, you will have a complete marketing strategy.

The most important thing you should remember is to test everything you do, including headlines, body copy, ad placement, etc. Get rid of anything that doesn't work, and

zero in on your market.

Jinger Jarrett is the author of the Ebook "10 Ways to Promote Your Business for Free." You can get a copy of this ebook by subscribing to her newsletter [MFW@parabots.com](mailto:MFW@parabots.com)

Four Things Every Writer Needs to Do to Make a Full-time Living from Their Writing  
Are Marketers Musicians?  
How To Use The Internet For God  
To Have Your Own Product or Not To Have Your Own Product? That is the Question!  
Future for Internet marketers

Ebook Authors Interviewed  
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