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🔍 In this issue...

August 4, 2006

Today's circulation: 157,770

🔍 Jim's Website Marketing Tip of the Week...

"Is Your Business a House of Cards?"

About the BizWeb eGazette...

BizWeb eGazette is published by Jim Daniels of JDD Publishing.
[\(More about Jim.\)](#)

[Click here for a free subscription to the gazette.](#) You'll also get a free Beginner's Guide to Web Business ebook.

Hi Jim,

"Dang, Jim, you wrote the report I wish I had! This is jam-packed with the best start-up information a person could have. Step-by-step info for anyone to start with and build with. Kudos on an excellent product!

Regards, Chris Upson
buildupyourbiz.com

*[You can get that report **free** by clicking the **gold key** at my new [work at home site.](#)]*



In today's issue...

"Is Your Business a House of Cards?"

Last week, more than a few web business owners discovered that business was built on a "house of cards". Could your business com down too?

It all happened when Google implemented some [changes](#) to their A Per Click program.

Countless Internet marketers went into a state of panic.

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Many businesses, particularly affiliate marketers who were relying on Adwords as their primary, or worse, their ONLY source of traffic, saw their ad budget explode or their traffic slow to a crawl. More than a few web owners reported being dead in the water, or in effect, shut down.

But why?

If you've been around online for even more than a few months, you realize that in the world of Internet marketing, there is only one constant is "Rapid and Never-ending Change".

Every month or two you can count on a new marketing strategy dropping into your email inbox. (Along with a product that shows you how to use it to make quick and easy money.)

Remember FFA's, or "Free For All" links? They were a huge phenomenon that met a rapid demise.

How about Popups? They've been dying a slow death for years now.

What about Blog and Ping? What happened to that surefire strategy? Well, come none of the experts write about it anymore?

Heck, just last year there was an RSS craze? I haven't seen many people touting it lately. I wonder why? I'm sure the technology is being widely used. Maybe the buzz wore off and the "how to profit from RSS" products were overhyped.

So as a web business owner, what can you do about all this constant change?

The answer is simple really. You need to take **TWO SIMPLE STEPS** to make your business setup to handle change automatically, as it happens.

STEP 1: NEVER put all your eggs in one basket.

I know, that's an old adage. But it holds quite true in this new arena. The Adwords example above clearly shows you what can happen when you rely on just one strategy for your website traffic. A nightmare can eventuate.

With dozens of quality traffic sources available on the web, why would your business rely solely on one? It's insanity.

A well rounded Internet marketing strategy uses at least 6 to 10 traffic generation strategies. I've been sharing these strategies with my readers for years now. And yes, I've been using them in my own business. In a new to my newsletter, here are the "tried and true" marketing strategies that are under YOUR control...

(These are the most effective low-cost and no-cost traffic sources available online, and I've been using them successfully since 1996.)

- Publish a free newsletter

Publishing a free newsletter is easy and even fun. It costs next to nothing and it has many benefits. In addition to establishing yourself as an expert,

recent issue, you can [read past issues](#).



niche, a well-written newsletter will generate lots of traffic and sales

Perhaps the most difficult and intimidating aspect of publishing your newsletter is getting subscribers. This is something you can do on a small budget. Simply offer an irresistible freebie to your website visitors. Ask their name and email address when they claim their freebie and your subscriber list will grow. You can easily add an opt-in form to your website by using a third party based [autoresponder service](#).

I've grown my own list to more than 150,000 subscribers using this strategy. If you have no freebie to give away, get a private label product from my friend [Jeremy Gislason's site](#).

- Buy email newsletter sponsorship ads and solo ads

This strategy has worked well for me for ten years. While it is not free, it is quite effective. You simply subscribe to lots of email newsletters in your niche, then advertise in the newsletters you tend to read faithfully. If you read them, you can be sure that others do too. A well written ad can cost as little as \$100 and can generate a few hundred dollars or more in sales. While it may not sound like much, you can multiply your profits by reinvesting in more newsletters to reach bigger subscriber bases. In my own newsletter I sell ads for as little as \$675, and I have advertisers coming back over and over, so I know it is profitable for many of them. Depending on your budget, you can start with a small amount and work your way up. Or better yet, use the next strategy to have your ads at no cost...

- Start an affiliate program

Affiliates send thousands of visitors a day to my sites and result in close to 50% of my annual sales. If you have not started an affiliate program for your products and services, what are you waiting for? Even if you attract only a few top affiliates with large newsletter circulations, you'll get your ads in front of thousands of newsletters at no cost, and you'll see surges of sales every time.

Although there are some costs involved with starting your own affiliate program, it is well worth it. Justify the expense by telling yourself that you are getting thousands of sales people and paying them only when they sell. A successful affiliate program is just that.

Remember, just starting an affiliate program is not enough, you need to seek out potential super-affiliates on a regular basis. Like with any other marketing strategy, a pro-active approach works best.

(More after this important message.)

Tired of buying Internet Business Products that don't work? Treated like you died? If you want personalized on-one assistance while growing your business website...

[Click Here to Hire Jim Daniels](#)

- Get more inbound links to your site

Getting lots of incoming links to your site is important. Not only will it



via those links, but a site with lots of incoming links does better in search engines than sites with few links. The best strategy I've used to get traffic is to link with content...

- Grow your content

Regularly write articles based on your niche, post the content at your website and share the content with other webmasters. You can do this "on-the-fly" by including a short footer at the end of your articles that tells webmasters you have permission to reprint your article at their website or in their newsletter. Be sure to let them know that they need to include a live link to your site and even want to tell them exactly how to link to your site. (Preferably with a description of your site and a hyperlinked keyword or two. This will help search engines determine that the sites are related and give the link more weight.)

There are lots of websites in need of decent content. Supply it and you will benefit greatly - your links will grow continually with no effort on your part. The beauty of this strategy is that only sites in your niche will use you. This means your links will be high quality links from sites in the right 'neighborhood.' This goes a long way with the search engines.

- Submit your articles

I highly recommend this no-cost strategy. The traffic you get from this is immediate as well as long-term. Every week, visit a few article directories and submit your best, current articles. Make sure the article is helpful and include a small footer at the end, about the author.

Here's a short list of article directories:

<http://www.ezinearticles.com>
<http://www.ideamarketers.com>
<http://www.goarticles.com>

You should also submit your articles by email, to ezine editors in your niche. This can expand your reach exponentially.

OK, that covers step one. Now let's get to step two...

STEP 2: Don't fall for the "latest and the greatest".

This step is much shorter than step one. And it requires only one thing: FOCUS. All you have to do is focus on what works and steer clear of fad marketing strategies.

Here's what I mean...

Countless people doing business on the Internet follow the same pattern. They get excited about too many new marketing strategies as soon as they hear about them. They then buy a product touting all the inside secrets to success and worse, they invest long hours getting it up and running.

In most cases, the success they have with each new strategy is limited and nothing close to what they expected.

Within a few weeks or months, they get wind of another new system guaranteed to skyrocket their website traffic and income. Discouraged by lack of results with the last system, they decide to let it rest for a while and try the new one. Back they go into the cycle of "try", "get discouraged", and "try the next thing".

And so it goes on. Months pass. Maybe even years pass. Meanwhile, they struggle to pay the credit card bills mounting from buying into every

that comes along... with very little money coming in to offset their 'ir

If you can recognize yourself in this scenario, the good news is this know better. You don't know what the next new strategy will be that set the Internet world a buzz, but you do know enough to stick to st actually WORK.

That's all I'll say about this subject. I hope this issue of the gazette I focus AND USE strategies that actually work. If this makes any sen all, you may want to print this issue of the gazette. Refer back to it r you get a message revealing a new strategy to explode your profits find yourself deleting the message and getting back to slowly growi profits. That's how real home-based Internet wealth is attained.

That wraps up today's gazette. See ya in a few weeks...

Jim Daniels - JDD Publishing Co.

P.S. Did you miss my 2006 Special Report?

*If so, come grab it for **free** by clicking the gold key at my new [work at home site](#).*



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A Letter from a Subscriber:

Hi Jim,

"I wish I had your [EZ Web Business Builder](#) two years ago. Like me trying to build a home business I read all the ebooks, paid for cours to start an online living and got nowhere."

"In the last nine days I have built and up loaded a twenty nine page only working part time (evenings). I have learned more from your [C](#) last week or so than the last two years reading ebooks, course etc. have gladly paid double or triple just for the time it saved me on the curve."

One happy chappy. Thanks for saving my day.
Ken Grey UK.

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