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## Introduction To Social Marketing

When it comes to social marketing, you can instantly build brand awareness and establish a reputation in your market, if you are willing to dedicate the time and effort into communicating with your potential customers and peers.

Social marketing takes work, but it can pay off as you are able to zoom in on your target market, and not only generate leads, but evaluate potential products, and keep a pulse on your market.

The Social Market Guide features **six complete modules** covering several of the most popular social communities online including MyBlogLog, Twitter, Yahoo Answers, StumbleUpon, Facebook and Squidoo.

Each module is covered in full and is written to be a comprehensive, easy to follow guideline for marketing yourself and your websites throughout these ever-growing goldmines of targeted traffic.

So, without further adieu, let's begin!



## **MyBlogLog Traffic Insider**

There are a lot of people generating a ton of traffic with MyBlogLog. In fact, I was shocked at how much traffic I have generated in a short amount of time just from this one website alone.

These are people who buy my products, read my articles, post comments and spend some time at my blog.

With a lot of other social community services, while you can easily generate a ton of traffic in just a few hours, for the most part the traffic remains for only a few minutes before surfing onto the next blog.

**That kind of traffic doesn't yield feasible results.**

When I first started using MyBlogLog (a service of Yahoo), I joined with the simple intention of just checking it out, I really wasn't expecting any miracle traffic nor was I planning on becoming a daily active user.

When I started exploring the community however, I was surprised at how user-friendly their interface is and how cleverly designed the entire system is.

In fact, MyBlogLog has created the program to literally push users to your blog and help you generate traffic.

They motivate their community members to browse the websites of one another and unlike StumbleUpon, a lot of the visitors to your blog aren't there just to "exchange" traffic with you, they are truly interested in what you have to offer.

For instance, when I placed my very first "paid" product on my blog, I received 6 sales the very first day, and this is with only having a community of about 60 users at the time!

I couldn't believe it, I had never sold a darn thing with Squidoo, and had never generated nowhere near this much traffic with any of the other communities so heavily promoted in the marketing industry.

While six sales isn't anything worth opening a bottle of champagne over, it was a clear indicator that MyBlogLog can do more than just send a handful of visitors to my blog or website.

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I have created a step-by-step blueprint that will help you generate traffic and make sales using MyBlogLog, an extremely important and useful tool for getting your web-blog off the ground at no cost.

Here is exactly how to do it:

**Step One:**

Create your MyBlogLog community account by visiting:

<http://www.MyBlogLog.com>

You simply choose a username, select a password, enter in your email address and the URL of your blog.

### 1. Tell us about yourself...

My Name

Gender

Birthday

I live in

Postal Code

### 2. Select an ID and password

Yahoo! ID and Email  @ yahoo.com

Password  Password Strength

Re-type Password

### 3. In case you forget your ID or password...

Alternate Email

Security Question

Your Answer

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### Step Two:

Spend some time creating your profile, this is really important.

Be sure to upload an image or avatar to personalize your page, and fill in as much information as you are willing to provide.

This way, fellow mybloglog users who join your community or add you to their contact list can get to know you and exactly what you are offering.

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**Profile** | [Services](#) | [Bio](#) | [Email Signature](#) | [About Me Widget](#)

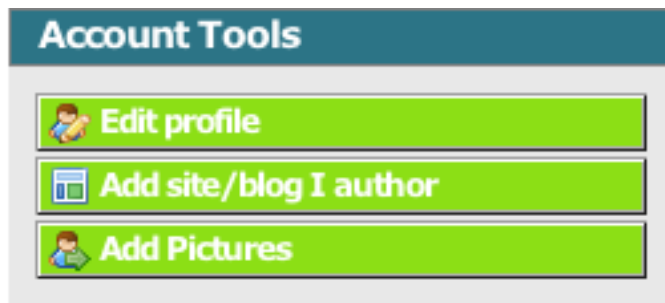
If you would like to add your information to your blog, MyBlogLog offers an "About Me" widget that makes it easy to add a box to your website that features brief information from your profile.

Click on the "About Me Widget" link from the top navigation bar if you wish to utilize this feature.

**Step Three:**

Claim Your Blogs; In order to claim your blog and feature it via your MyBlogLog profile, you will need to choose from one of two methods, directing accessing your blog by entering in your username and password or by placing a snippet of code on your blog. (this code is provided to you by MyBlogLog).

Click on "Add Site/Blog I Author" to begin the claim process.



You will need to enter in a bit of information about your website or blog such as your blog name, the URL, whether it contains adult content or not, and a brief site description.

### Add A Blog/Site

Enter the following information and click submit to add your Website or Blog:

Blog/Site Name: \*

URL Display Name: \*

http://www.mybloglog.com/buzz/community/  /

Blog/Site URL: \*

Porn (XXX)?: \*

Yes  No

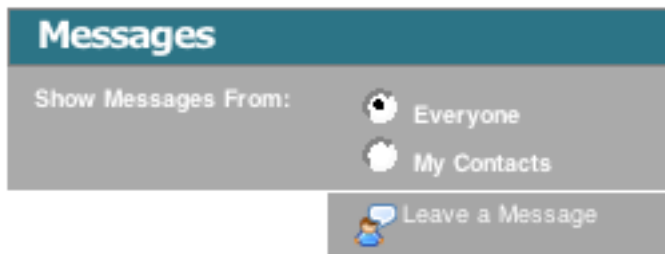
Blog/Site Description: \*

Once you have entered in your information, the next page will provide a summary of your details and ask that you select your blog platform. (such as WordPress, etc).

After you have claimed your blog, it will appear under your profile and is visible to those who visit your page.

In addition, both you and your website not have communities that are also visible to MyBlogLog members.

You can easily add friends and talk with them via the site's community or through posting messages that appear on their MyBlogLog's 'shout box' wall.



#### **Step Four:**

In order to show recent visitors to your blog you will

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need to implement the "MyBlogLog" widget. Visit your profile page and click on "Get Widgets" to load up the "Recent Readers" Widget Code.

This widget will display the most recent visitors to your blog, with a link to their MyBlogLog profile page. This will encourage community members to visit your blog frequently.

You can customize the color scheme of the "Recent Readers" widget box to match the style or theme of your blog.



\* This example is for selecting a color scheme only. Click the "Preview and Get Code" button below to see your Recent Reader Widget.



Once you have filled in your details and customized the widget you will be see a code box. Simply cut and paste this code into the sidebar.php file of your blog template theme.

(or wherever you would like the widget to appear).

#### Recent Readers Widget Display & Code

```
<script type="text/javascript"  
src="http://pub.mybloglog.com/comm2.php?mb1ID=2007093000210900&amp;c_width=1:
```

Good work! Now visitors to your blog will be showcased and when you visit other people's blogs you will appear in their "Recent Visitors" widget box as well!

**Note:** If someone spams your "message wall", you can remove their message by simply clicking on the "Delete" link above their message.

## Quick MyBlogLog Traffic Strategies

To start generating traffic to your blog through MyBlogLog, make sure you are logged into your MyBlogLog account. When you visit communities and blogs and are not logged in, you will not show up in their visitor widgets.

1) Start surfing the blogs of community members. Each blog that you visit will display your name and a link to your MyBlogLog profile so the more blogs you frequent the better exposure you will receive.

2) Add Friends. MyBlogLog allows you to add 15 new contacts each day ,as well as 15 communities.

Use the search box found at the top of your MyBlogLog profile window to search using specific keywords for members who are interested in your niche market.



For example, if you have a blog that offers tips on using Wordpress, you should search for "Wordpress Tips" and other relevant keywords to locate fellow members

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who have also tagged those keywords.

## **Search: wordpress tips** **Communities :: showing 1 - 32 of 141**

The search results will show you thumbnail photos of all of the members who have been associated to your selected keywords. Simply click on their blog page to add them as a contact.



1Cat Biz



2007, 2008 Tax Ti...

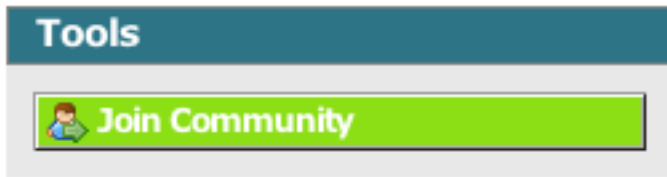


ABAP / SAP - Tips...



Agloco Marketing ...

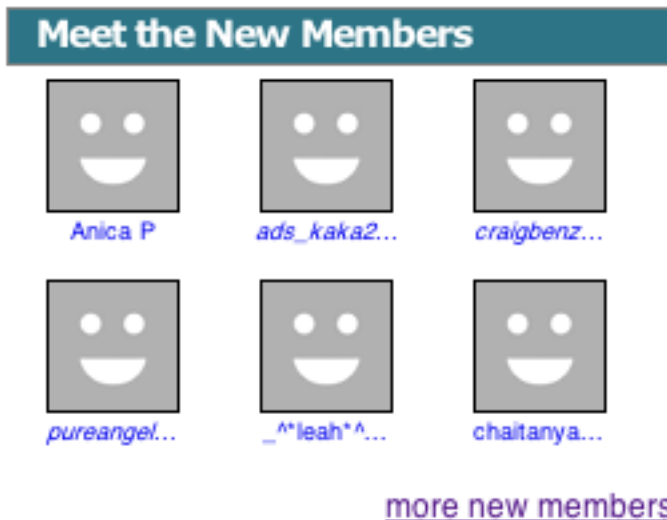
3) Do the same for Communities.



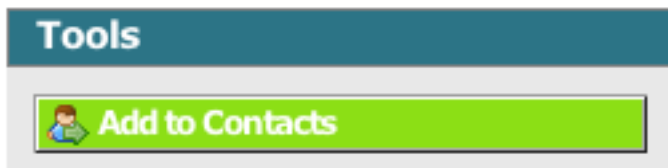
Another great way to add contacts when you first start using MyBlogLog is by visiting the splash screen that shows new members.

By adding the most recent members, you will likely receive visits to your blog from these new users.

Just click on the usernames of the members that you would like to add as a Contact from the "Meet New Members" screen.



When you click on the "Add to Contacts" button you will be given the choice to indicate how you know this contact.



You can choose to add them as a contact, a friend, family member or just a fan.

For the most part, you should add members as "Contacts" unless you know them personally.

- Anica P** is my contact
- Anica P** is my friend
- Anica P** is my family
- I'm a fan of **Anica P**

Remember your limits! You can only add up to 15 people each day so choose from select niche markets using keywords and tags to network with like-minded MyBlogLog members who will be interested in your content.

Whenever you join a community as a new member, your profile will be featured on the top of that communities main profile page, so the more communities you join (and are active in), the better. Your profile will also be featured on other blog-log user homepages that have also joined that particular community as well.

This will help you get visitors quickly!

4) Leave comments on users profiles and on their website community profile. Be sure to post a reasonable message, instead of just a one-liner comment.

Also, when you receive comments on your blog, be sure to respond to them promptly and thank them for their message.

You will begin to notice traffic to your blog almost instantly, but you will need to put in an ongoing effort to continuously receive traffic from MyBlogLog users by visiting blogs, and of course keeping your blog content up to date and frequent.

You should make a point of visiting your profile page at MyBlogLog every day to see who your recent visitors are and return the visit to their blog as well.

Be sure to add 15 new members each and every day to build up your contact list.

5) Visit the members page at:

<http://www.mybloglog.com/buzz/members/> and view the different areas, including the "New Members", "Hot Members" and "Who's Reading What?" sections.

The members that appear under the "Hot Members" are selected by the team at MyBlogLog by viewing member statistics and seeing who is receiving a lot of traffic to their MyBlogLog profile, communities and pages.

New Members showcase those who have recently joined MyBlogLog, and "Who's Reading What?" reflects the last six users who have joined a community.

This lets you keep on top of what topics are hot (by browsing popular member blogs) as well as what communities are doing well on MyBlogLog. Use this information to theme your own blog or website using the same format or style.

### **Cool Stats Widget**

MyBlogLog offers a stats tracking code widget that can

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be implemented onto your blog allowing you to view additional information and stats about your website.

This includes what pages your visitors visited, incoming traffic links (where they came from) as well as where they leave when exiting your website.

Check your stats regularly and keep on top of what pages (and topics) are receiving the most traffic as well as what other pages are referring traffic to your blog.

Visit the "Edit Settings" section to obtain the tracking code that you must insert into your blog template (between the body tags) in order to use link tracking. Once you have copy and pasted this code, tracking will begin immediately.

**Where Readers Came From:**

MyBlogLog captures the link where your visitors came from before visiting your site and creates a overview page that includes the top referring pages (or sites).

You can filter top incoming links by search or content related which can make it easier to manage and check to see what the top search keywords are that are

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responsible for sending you traffic.

### **What Readers Views**

If you want to know what pages on your blog are the most popular this section will be a valuable tool. MyBlogLog keeps track of all of the posts and pages that are viewed on your website.

### **What Readers Clicked**

The statistic page features information about clicks on outbound links to both content and ads, including Google Ads that may be featured on your blog or websites.

Don't be alarmed however, if your Google AdSense and MyBlogLog show different information, as the difference is most likely due to click fraud.

**Note:** You can subscribe to the MyBlogLog "Pro Stats" membership and receive additional traffic statistics including a longer list of "Top Links", and other useful information.

The Pro Stats gives you real time information and simply collects a longer listing of tracking

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information. The cost is only \$3.00/monthly if you would like to give it a shot.

## **Building Your Network**

One of the first things you should do once you are familiar with all of the controls at MyBlogLog is develop your own community.

One of the most useful aspects of operating a MyBlogLog community is the ability to mass email your entire community at once, something you are unable to do with a contact list.

Building a community is relatively simple with the only obstacle being to ensure that you choose a hot topic or popular subject that will appeal to the masses.

Once you have chosen a topic and created your community you will need to start promoting it so that new BlogLog members can join.

The easiest way to do this is by using the same methods you used when building a contact list.

Visit member blogs, comment on message walls and generate a buzz about your own community by joining and being active in existing communities from other bloggers.

You could also run contests or offer free back links when you first begin your community to jump-start your progress easier.

You can obtain your community URL from the "Get Widgets" section of your profile.

For example, to offer a free back link to those who join your community all you need to do is take your community link code and write a post titled "Free Back Link For Your Participation" (or something similar), and include a link to your community join page in your article or post.

→ You should also **promote your community** sign up page on your blog using a text link or perhaps an animated banner that directly leads your visitors to your Community Sign Up Page.

→ **Write an article** about the subject of your community (lead generation, traffic tips, etc) and include your community registration page link throughout the article or in the article resource box.

→ **Be Active!** The more you put in, the more you will get out of MyBlogLog. If you post consistently, are active throughout the MyBlogLog community (by visiting fellow bloggers websites, posting feedback, updating your blog daily, etc) you will generate a steady flow of traffic to your website and sign-ups to your community page.

→ **Offer Incentives!** Everyone loves contests and they can definitely help you jump-start your blog and community. Offer prizes (cash, services, products, etc). The more unique and valuable your gift, the more subscribers you will get so be creative!

→ When leaving comments on another blog, include your community sign up link (or your Feedburner link) in the "WEBSITE" section of the comment box.

Do not include the URL in your comments but instead, feature it as a link by submitting it only in the website field, that way your comment will not appear to be spam.

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In addition, most blogs use the nofollow attribute in relation to their comments, so you won't lose any Page Rank benefits by doing it this way.

These are easy tips to help you build awareness in regards to your MyBlogLog community.

If you manage to build a large community on MyBlogLog, you could end up featured as a "Top Community" in the 50 Top Community Section, furthermore, the more RSS subscribers that you manage to obtain the more "valuable" your blog is, especially on websites like ReviewMe.com who set their rates according to your RSS feed subscriptions (as well as other aspects of your blog).

The greater your community grows in size, the more money you can make by reviewing websites if you choose to do so focus on building a community as quickly as you can.

**Useful Resources:**

**Recent Reader Themes:**

Change the theme of your "Recent Readers" box with free skins: [Click here for details.](#)

### **Integrate MyBlogLog Into Wordpress**

If you have a Wordpress blog you can integrate your MyBlogLog comments into your website using the My Avatars plugin [available here.](#)

## Twitter Marketing Revealed

Twitter is an online social community that allows you to broadcast short messages and updates to those on your list, referred to as 'followers'.

Each time you broadcast a message, everyone who is following you receives your updates.

Twitter is a very simple network to get involved in, even if you have been unsuccessful with other social networking websites in the past.

In fact, one of the most common questions I've received from those considering building a twitter marketing campaign is, "***what is so different about twitter?***".

In truth, on first glance, twitter appears to be very basic compared to many other microblogging communities.

In fact, it's simplistic interface might actually give the impression that it's functionality and features are quite limiting.

But Twitter is not only the most popular microblogging network, it carries a buzz that few other social marketplaces can rival.

In fact, due to twitters popularity and sudden growth, dozens of other replicated communities have popped up, vying for their place in the social marketing scene.

Few have managed to establish themselves as even a viable option and even fewer have been able to generate enough interest to stay online.

For whatever reason, twitter is the most powerful, active and established microblogging network available at this time, and if you aren't exploiting its popularity to build or further your business, you're missing the boat.

Just by focusing on building a relevant, targeted followers base, and staying consistently active within the twitter community, you can easily build email lists, pre-launch products, promote affiliate products and even conduct all of your market research faster and easier than any other method online.

Twitter offers an incredible method of directly connecting to your prospective buyers.

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You can channel traffic to any website you wish, and even if you are brand new to online business and have yet to establish an online presence, twitter is an exceptional tool to help you develop credibility in your market, and develop your brand.

From a personal perspective as someone who failed to see the value in spending my time marketing within other social communities in the past, twitter has broadened my horizons by providing me with an opportunity to expand my outreach without having to spend hours of my time within the community.

It's helped connect me to my buyers, build relationships with my customer base and is even responsible for connecting me with over 17 joint venture partnerships in the last six months alone.

It's an exceptionally powerful tool that can enhance and expand your business tremendously, even if you have limited time to dedicate to your twitter presence.

In fact there are tools available that will help you automate the entire process, so that you can continue to focus on building your online business.

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Let's get started.

## **Twitter Marketing Revealed**

The first thing you should do as a new twitter user is to set up your profile, so that those visiting your page see that you are active within the community and are far more likely to follow you.

One of the biggest mistakes that new twitter marketers make is in immediately adding contacts to their following list, without having issued out tweets, updated their profile or uploaded a photo of themselves.

This makes sense if you already have an online presence and are simply incorporating your current contacts from your address book or mailing list, but if you are currently working to establish your brand or grow your business, it's critical that you develop your twitter presence first, and then add or invite new followers.

This begins with your profile page, the entry point that every potential follower visits prior to adding you as a contact.

You need to make sure that you complete your profile and that you provide useful information about yourself

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so that people can either identify you, or at the very least, know what you are offering, are involved in or are interested in.

There are a few different fields relating to your profile that should never be left out, including your full name and your website URL.

Since your username becomes part of your twitter profile's URL, you should also make sure that you use a username that is relevant to your market, niche or represents your business.

You can choose to use your name, if it's available for registration, your website URL, business name or simply keywords representing the market you are involved in. Personally, I recommend that if at all possible, use your full name as your twitter username, so that your profile URL is structured like this:

<http://twitter.com/Jane-Doe> or  
<http://twitter.com/JaneDoe>

One thing that a lot of people don't know is that the keywords featured within your actual twitter profile URL tie directly in with twitters built in search utility, meaning that whenever someone searches for

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information using specific keywords, twitter searches through profiles and usernames to pull relevant search results.

This means that you should always include your primary keywords within your profile fields, including your bio area, so that you are far more likely to be included in search results each time someone enters in a relevant keyword associated with your market.

It's important to determine what brand you are creating on twitter. If you run multiple websites or businesses, use different names (pen names) or business names, you will need to consider the best approach to take.

Do you want to create a single twitter account that serves as an all-in-one contact center for your different markets, or is it better to create multiple twitter accounts, each one focusing on your different businesses and markets?

Even with twitter's simplistic structure, and the vast amount of tools that are available to help automate your activity and in building a following, you'll still need to spend time actively participating within the twitter community, if you want to further your business and maximize your exposure.

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This can be exceptionally difficult to do if you are running and managing multiple twitter accounts, so take that into consideration when you are developing your twitter account and choosing your main focus.

From personal experience, I find that by separating my tweets and activity for each of my main markets helps keep things organized and on track.

I manage four different twitter accounts, each serving a different community base, covering mainstream internet marketing to micro niche subjects.

Since the topics I cover are so different, the only way to successfully market my services via twitter, was to create multiple accounts that run independently from each other.

This also allows me to send out multiple tweets (messages) for each of my markets, rather than confusing potential buyers by using one account that randomly broadcasts messages covering multiple niches.

Twitter has absolutely no problem with people opening up multiple accounts, however you must actively use these accounts in order to keep them.

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If you allow an account to go dormant and un-used for a period of time, twitter reserves the right to terminate the account and open up the possibility of someone else registering that username, so if you do intend on creating multiple twitter accounts, make sure that you log in regularly to keep them active.

From within your twitter account, you will be able to add in a short bio. This field is exceptionally important! Once again, with twitters search function, it pulls information from users' bios to match them up with keywords entered into the search engine.

This means that you should include keywords that are relevant to your niche market, so that you are able to maximize exposure by being included in search results whenever another twitter user enters in those keywords.

Your bio shouldn't showcase just keywords, however. You also want to ensure that you provide a bit of information about yourself, so that people who aren't familiar with you can get to know who you are, and consider following you.

Your bio field, just like any twitter broadcast you send out, is also limited to only 140 characters, so

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you'll need to take some time to determine the best terms to describe yourself and your business.

Separate keywords with comma's so that each keyword is individually placed:

***Example: Social marketer, writer, online business, speaker***

There are other settings that you can configure to suit your preferences, and to help you with the twitter commands and other customization options, I've included a "Twitter Handbook" in the zip file from this package, so be sure to go through it and make sure that your twitter account is set up and tweaked before going any further.

When you are satisfied with your account, it's time to write your first tweet! This can make people a little anxious, especially since once you post a tweet, everyone who visits your profile or chooses to follow you will be able to see it.

With twitter, if you ever want to delete a message that you previously sent out, all you have to do is click on the tweet, look for the trash can icon and click it, to delete your message from the time line.

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There is also the option to mark specific tweets as favorites, which will make it easy for you to locate that tweet later on, once you have multiple messages in the time line.

When it comes to writing tweets, don't spend a lot of time worrying about whether it's creative enough, witty enough, or interesting enough.

Once you have become an active member of the twitter community, you'll find it easier to think of entertaining and useful tweets, and will also be able to respond to ongoing discussions from those you follow and who follow you.

For now, post whatever's on your mind. Working on a website? Post about it. Perhaps you've found an interesting website or news story, post about it.

The idea is to simply post enough so that you become comfortable with the twitter system, and more importantly, so that your profile page shows activity before you start inviting people to follow you.

Once you've posted your first tweet, it's time to start following people on twitter, so that you can build up

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your twitter presence, and encourage people to follow you in return.

Don't just sign up and blast out ads every few minutes expecting to achieve anything but annoying those on your list.

Take the time to talk to people individually by directing messages to specific people, post useful information or links to free products and resources that people in your various niche markets would appreciate.

Just like anything else you need to develop a reputation on Twitter as being someone who is interested in helping others, while developing your own Twitter presence.

A great thing about Twitter is the ability to quickly locate other people who are involved in your target market, or industry.

For example, if you are looking to find people to interview who may be experienced in specific things, you can find many people who are involved in nearly every topic and subject online.

It's like a rolodex of the entire online business industry, and as Twitter continues to grow, more and more people are jumping on board, so expect to see Twitter evolve and change to improve their system and add more interactive, productive features that will make it even easier for use to reach out to other users.

Posting subtle little updates about your current projects, websites, blogs and products is an easy way to keep people up to date on what you are doing, even people who otherwise might not know who you are, or what you do.

The way you present your updates, and the frequency in which you do it, (avoiding Twitter spamming) is critical in staying current and helping your brand become memorable, and noticed by the community.

## **Build Your Following**

Twitter revolves all around following people that interest you, and encouraging people to follow you in return by offering quality tweets.

Quality messages could serve as entertaining, useful, funny, or helpful in some way.

Since you don't want to have to consistently monitor your tweets to stay on track of who is asking you questions and whether or not there are current discussions focusing on your niche market that you could possibly get involved in, you should always focus on building a relevant following base within the twitter community.

It's easy to build a massive following, if you simply want to add everyone you see but not only is that exceptionally time consuming, you will end up clogging up your twitter page with useless messages, all of which will take away from your twitter experience and make it even harder to effectively market yourself and your business.

Of course, you want a large following but they should

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consist of people who are actively involved or interested in your market. After all, you are on twitter to market your business, communicate with buyers, and network with others within your market.

If your following base isn't directly interested in your market, it won't matter how much time and effort you put into writing quality tweets or staying involved within the community, no one will pay attention to your messages and your exposure will be minimal.

Finding people to follow that are based on your target market and subsequently encouraging these same people to follow you in return, is actually rather easy.

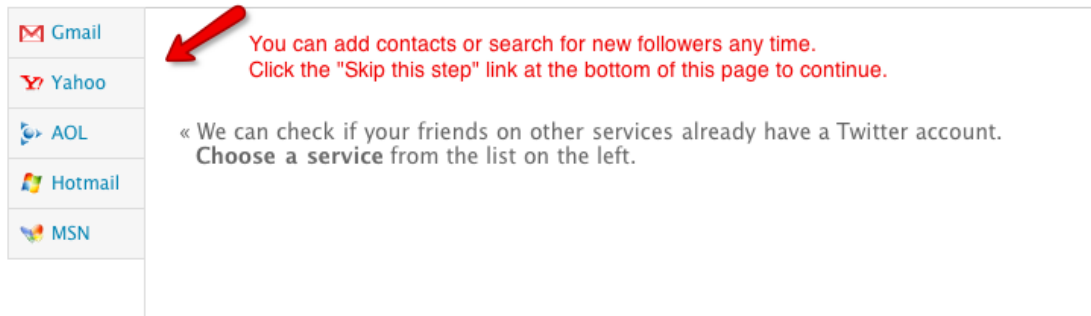
**Here's how to begin:**

If you have a mailing list of existing customers, you can email them with information about Twitter, encouraging them to join and follow you, or if they already have a twitter account, you can notify them directly that you are now using twitter as well.

While Twitter is quickly growing in popularity, there are still many people who have yet to find out about it or create an account so a quick reminder about how easy

Twitter is to use may encourage your subscribers to join the site and stay up to date on your posts.

## See if your friends are on Twitter



If you do not have a list of subscribers, you can still find people worth following by using the built in search tool.

When you log into your account you will see the search box at the very top of the page.

Entering in someone's name or location is an easy way to locate them, however if you are unsure what username someone uses on Twitter (since not everyone uses their real name), you can visit websites that serve as a Twitter directory, of sorts.

There are also blogs that list people and allow them to post their Twitter profile link, which can make it very

easy to locate people in your specific niche market.

The Marketing Pilgrim blog created a post that allowed people to leave comments with their Twitter account information.

Adding people who are associated to your market is the key to building a profitable Twitter network, and once you have a few people on your list, you will be able to find even more to follow by viewing those that follow them.

Here is the blog post on Marketing Pilgrim that includes over 250 Twitter users in the Internet Marketing industry:

<http://www.marketingpilgrim.com/2008/01/internet-marketing-experts-twitter.html>

I suggest leaving a comment with your own link to your Twitter profile there, and watch for people to add you to their list.

There are many websites online that make it easy to find people to follow and follow you back.

One of these websites is located at <http://www.TwitDir.com> and it features a search tool as well as the top 100 people being followed on Twitter, the Top 100 updaters (who updates their Twitter status frequently), the Top 100 followers and the Top 100 favorites.

You can check out the Top 100 Followers to find people who are willing to follow you, and the Top 100 Followed to find people that you would be interested in following.

Another popular Twitter directory can be found at: <http://www.twitterholic.com>

As I mentioned earlier, once you have a handful of people following you, or people you are following, it is relatively easy to build up a network quickly by simply browsing their friends and followers and adding people who interest you, or who are involved in the same industry online.

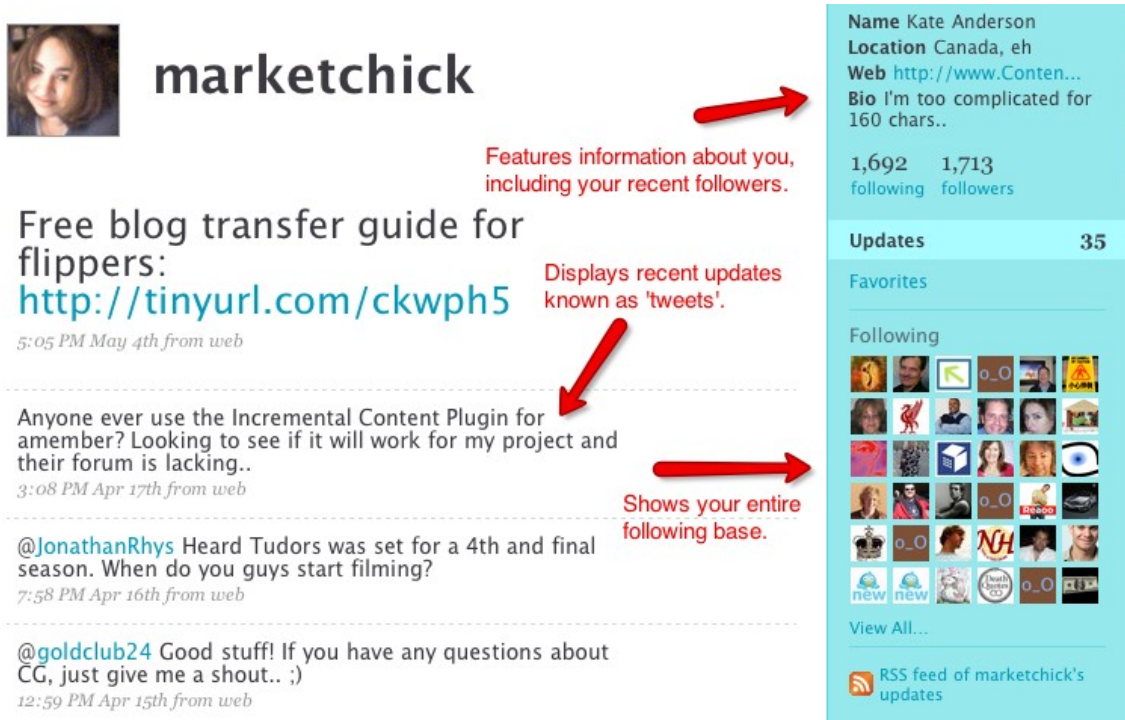
From the main page of your twitter account you will see your status bar on the right hand side.

This area consists of a graph box that shows tiny photo clips of those who are following you like the example

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below:



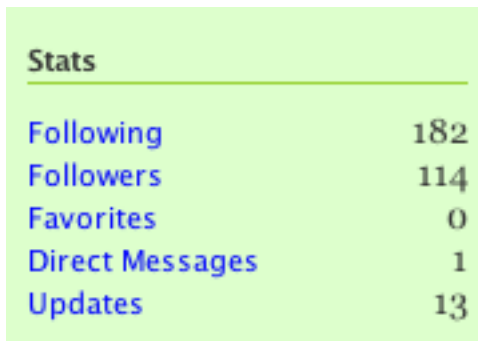
The image shows a Twitter profile for 'marketchick' with several annotations. A red arrow points from the profile picture to the bio information. Another red arrow points from the bio information to the 'Updates' section. A third red arrow points from the first tweet to the 'Following' section. A fourth red arrow points from the second tweet to the 'Following' section. The profile information includes: Name: Kate Anderson, Location: Canada, eh, Web: http://www.Conten..., Bio: I'm too complicated for 160 chars.., 1,692 following, 1,713 followers. The 'Updates' section shows 35 updates. The 'Following' section shows a grid of 24 user avatars. The first tweet is: 'Free blog transfer guide for flippers: http://tinyurl.com/ckwph5' (5:05 PM May 4th from web). The second tweet is: 'Anyone ever use the Incremental Content Plugin for amember? Looking to see if it will work for my project and their forum is lacking..' (3:08 PM Apr 17th from web). The third tweet is: '@JonathanRhys Heard Tudors was set for a 4th and final season. When do you guys start filming?' (7:58 PM Apr 16th from web). The fourth tweet is: '@goldclub24 Good stuff! If you have any questions about CG, just give me a shout.. :)' (12:59 PM Apr 15th from web).

If you click on any of their photos you will see just how many people they are following and in return, who is following them.

Twitter allows you to quickly add who they are following to your Twitter account by following them

back, however at this time you are not able to add those who follow the people that you are.

To begin, click on the image of anyone on your list to load his or her profile page. Then, on the right hand side, view the section that contains their stats:



Stats	
Following	182
Followers	114
Favorites	0
Direct Messages	1
Updates	13

You will be able to click "Following" to load a list of every person that this specific user follows. It's an easy way to locate other people that you know or are familiar with in your industry.

Once you click on the "Following" link you will be able to tick off every person that you wish to follow and they will be added to your list automatically.

It's a very fast way to follow a ton of people and in exchange encourage people to check your profile out and

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perhaps follow you in return. This page will display 20 people at a time.

Click the 'follow' button to begin following people and when you are finished with one page, click the 'next' button to load a second page, or go back to your profile to choose someone else.

You can also find people to follow and follow you back by clicking on the "Find & Follow" tab on your main settings page.

This search area allows you to find fellow Twitter contacts from your email address book and includes Hotmail, Gmail, Yahoo, AOL and MSN.

Retrieving a list of people who you have had previous contact with via email and who also might use Twitter is a super-fast way to locate instant contacts.

**Search Web Email (Hotmail, Yahoo, Gmail, Etc.)**

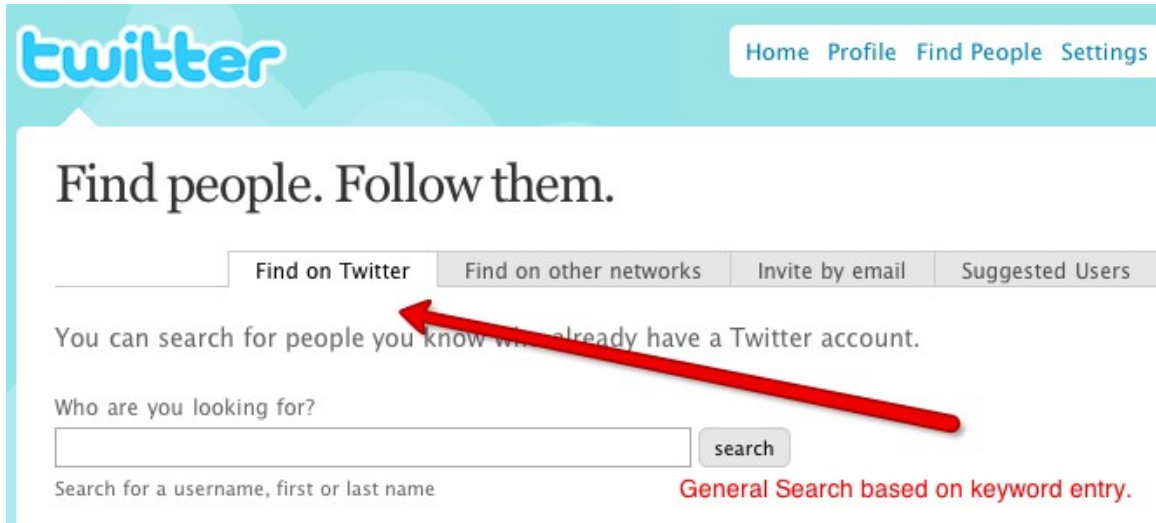
Your Email  @ **Select...**

Email Password

**Email Security**  
We don't store your login,  
your password is submitted  
securely, and we don't email  
without your permission.

Select...  
Hotmail  
Yahoo  
AOL  
MSN  
Gmail

And yet another useful way to locate potential contacts is by using twitters own built in search function, where you can enter in keywords that will produce a listings page featuring twitter profiles that contain that keyword within their bio field, website URL or from their overall tweet history:



This is a fantastic way of quickly finding potential prospects and relevant leads.

Simply enter in a keyword phrase or individual keywords that describe your niche market and browse through the results window, following people who share the same interests.

You can also use this search utility just to keep a pulse on past and current discussions by entering in an

entire keyword phrase and browsing through the twitter archives.

## **Twitter Marketing 101**

There are many things that you can do to set yourself apart from all of the other Internet Marketers attempting to use Twitter to grow their lists or attract new customers.

Aside from ensuring that you remain active within the Twitter community, you should spend some time developing a reputation amongst those that are following you.

Instead of posting links to your website or blog only to send them to a landing page for a new product, write a few articles on current news topics, gossip, controversial or comedic subjects and entertain your followers so that they begin paying more attention to your tweets.

The more active you are, the more exposure you'll receive, and the more entertaining or useful your tweets are, the more likely people will continue to pay attention to the broadcasts you deliver.

Some of the most successful Twitter marketers know that if they focus on sending out tweets that consist of

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current hot topics, people will notice them and essentially check out their profile to find out more about them and the products they sell.

It's like any other social community, where you need to take an indirect approach to marketing, rather than a direct aggressive route, like you would with a sales page, or list building campaign.

Using Twitter to grow a list of responsive and targeted subscribers is also exceptionally simple, regardless of your niche market or current experience.

In fact, building massive lists of targeted prospects is easier to do with twitter than 99% of other methods online.

Twitter is an information network, but it's also a social community, and you need to remember to market yourself and your products in a different way than you would with traditional marketing.

First, create a squeeze page exclusively for Twitter followers and be sure to thoroughly explain exactly what they will receive in exchange for subscribing.



Just like you would structure a regular squeeze page, you need to offer a bribe or giveaway to entice them into handing over their name, and email address.

Offer them a free report or product to warm them up, and promote it via your tweets by emphasizing that your offer is available only to fellow Twitter members.

Take it a step further and use the free service of [www.TweetLater.com](http://www.TweetLater.com) to send out an automatic DM (direct message) to members each time they choose to follow you.

## Where Do You Want To Go Today?



[Manage My Scheduled Tweets and Twitter Account Automation](#)


[Delegate the Management of a Twitter Account](#)

[View All My Scheduled Tweets](#)

[Add a New Scheduled Tweet](#)

[Vet My New Followers](#)

[Look At My @Replies Bird's Eye View](#)



Click Here To  
begin the process.

This way, you are able to passively market your website and build your list by providing valuable free content in exchange for a subscription. This works exceptionally well, especially if you focus on building a list that targets a specific niche, rather than creating a broad, generic following base.

After creating your TweetLater account, the next step is to connect your twitter account to your Tweet Later account.



*TweetLater also allows you to add multiple twitter accounts to your TweetLater account, so that you can set up and manage multiple marketing campaigns all from within one interface.*

Once you have connected your twitter account to your Tweet Later account, click on "Edit" to customize your account settings.

This is where you will be able to choose to send out an automatic message to each person who follows you (instant DM, direct message).

You will want to enable this feature, so that you can automate the process of thanking those who choose to follow you, and in directing them to your squeeze page where they can download your free offer.

The next step is to enter in your automated welcome message.

### Optional Twitter Account Automation

Auto Welcome:  Automatically send a welcome message to new followers.

Message Sending Method: All welcome messages are sent as Direct Messages.

Send This Message: [How to rotate welcome messages \(and why you should\).](#)

Hey! Thanks for the follow :) - I have a special gift for my followers only focusing on building high profit landing pages. Download it FREE from: [TINYURL.com](#)



You can edit this at any time.

**Best Practise: The message should not be about you, it should be about your follower and your future interaction with your follower.**

You are limited to only 120 characters, so make sure that you use this space in the best possible way, by thanking them for following you and inviting them to download your free product.

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Auto Follow:	<input checked="" type="checkbox"/> Automatically follow people (new followers) who follow me from this point forward.
Vet Followers:	<input type="checkbox"/> If you select this option, the above automation actions will only be executed once you've manually approved a new follower with our Vet New Followers feature. If you do not select this option, the above automation actions will take place without your intervention. <u>Selecting this option without selecting at least one of the automation options above does absolutely nothing.</u> If you don't automate your account with the options above, then there is nothing to vet.
Auto Unfollow:	<input checked="" type="checkbox"/> If you select this option, TweetLater will automatically unfollow those folks who unfollow you. To protect you from any system glitches, we will never unfollow more than ten people in one single go.

It's always important to reciprocate when people follow you, so that you can build relationships with your target market, however you are not required to follow every single person that chooses to follow you.

Remember, you want to build a targeted list of followers that are likely to purchase your products and follow your tweets.

When it comes to using TweetLater to build your list and initiate first contact with those that follow you, be sure that the product you are offering on your squeeze page is extremely focused on your niche market and offers something of value.

You don't want to give away a product that is already saturated online, such as outdated PLR. Try to offer something original, even if it's a short report or

mini-product, the more exclusive it is to your list, the more likely that your visitors will subscribe to your newsletter.

Just like with every other social community, your marketing campaign needs to be tweaked and offered in a slightly very different format that caters to their desire to network with other like-minded individuals.

This means that you want to make sure your automated DM message, as well as every tweet you broadcast is seemingly written for the benefit of the reader, rather than direct advertisements.

You have to remember that twitter is a social community and information network, which means that people don't join the community with the intention of buying nor do they want to be constantly marketed to.

You need to balance your tweets so that you are offering something of value or interest to your followers, as well as consistently building your brand.

If you aren't sure how to do that, take some time evaluating the way that seasoned twitter marketers have created their system.

While they effectively use twitter to maximize their exposure, establish new business and keep their brand in front of a captive audience, they also focus on giving, rather than taking with valuable tweets and helpful advice.

When they do this, they stand out and more and more people will follow them, re-tweet their broadcasts, join their lists and buy their products.

People join social networks to make new friends, connect with old ones and from a business perspective, to possibly network with others in their markets.

They do not join social communities to be sold to, and you need to remember this so you can approach it from a different, less aggressive angle. You have to focus on warming up your following base as you would an email marketing campaign.

You would never send a cold email out to a new list without knowing what they are interested in and in spending the time developing a relationship with your customer base, right?

Twitter needs to be handled in the same way. Focus first on developing a twitter presence, on building a

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relevant following base as well as developing relationships with those followers.

Then, balance out helpful tweets with promotional based ones while actively staying involved in the discussion.

Show people that you are interested in getting to know them, what they are interested in, what they are looking for.

Focus on giving, more than receiving and you will quickly discover, just how effective twitter can be in helping you further your brand and building your online business.

Twitter is an exceptionally valuable resource for building your online business if you use it correctly.

Building a large following of relevant contacts takes time, but if you focus on quality over quantity, the exposure you do receive will pay off.

## **Traffic Generation Tactics**

If you have ever heard of link bait before, you know that these are pages set up to draw attention based on current events.

Whether this is a recent celebrity scandal, or an outrageous news story that just broke, people use this information to generate traffic to their blogs and websites by spinning the information so it applies to their niche market.

Link bait also works exceptionally well on twitter, and if you've spent any amount of time within the community watching other marketers in your niche, it's likely that you've seen this in action.

Posting entertaining and useful tweets is an important part of successfully building your online business with twitter, however you want to focus on spending your time wisely and ensuring that each tweet is productive in helping you further your brand, right?

This is where twitter link bait comes into play.

Rather than posting a link to a direct news story, post

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a summary of it on your blog and direct people to your page in order to read the message you are broadcasting.

This is a passive aggressive marketing tactic that works very well within twitter, because rather than directly trying to sell to your following base, you are simply posting about something you found interesting, useful or entertaining.

Once you have them on your blog, they'll likely explore your website and if you've done your job of developing relationships with your following base and staying active within the twitter community, it will be a lot easier to convince them to subscribe to your newsletter or purchase your products.

Connecting with your followers is one of the most important aspects of a successful twitter marketing campaign, and the more you do it, the easier it is to direct people to your website each time you post a new message, launch a new product or are simply looking for feedback on a potential project.

I've seen marketers directly asking their following base to critique their website, complete a survey or poll in order to generate feedback, to test drive a new script they developed or beta test their software.

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Because they have worked to develop relationships with their followers by staying active within the twitter community, offering helpful advice or information, the response they receive whenever they directly ask their following base to visit their website, is phenomenal.

People pay attention to their broadcasts, they visit their websites regularly, and they click on every link sent out within their tweets simply because they spent the time developing an active twitter presence and more importantly, gave back to the community first.

When it comes to generating traffic from twitter, you need to be willing to put in the work of first developing a history on the network itself.

This means that rather than instantly start posting tweets directing potential followers to your website, you want to fill up your time line with personal tweets, that are not focused on selling, but instead, focused on letting people learn more about you.

Once you've done that, those visiting your profile page will see your recent activity and that you have been consistently active over time, and are focusing on

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being part of the community, rather than just promoting your own business.

If you do that, you will be able to grow an active following base who will pay attention to your tweets and subsequently, respond to your messages and click on the links that direct them to your website.

It's as simple as that. People try to over complicate the entire process of marketing on twitter, but what it all comes down to is developing relationships first, a business second.

You want your twitter account to represent you, who you are, where you're from, what you are interested in so that you are able to successfully connect with potential buyers on a more personal level than with direct marketing.

Once you have a presence on twitter and are interested in directing people to your website, you should use twitter's current discussions as potential topics for your blog posts. What better way to create curiosity, or address your following base directly than by writing about what they are currently interested in?

By browsing through the time line of your entire

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following base, you will be able to instantly come up with a lot of fresh, new ideas on what to blog about.

Furthermore, it's a lot easier to generate traffic to your website when you are able to post a link to a message that addresses a current discussion.

After all, that shows you are paying attention to discussions, are interested in the same topics, and are willing to participate in the community.

If you are interested in developing a presence as an expert or authority in your niche, creating blog posts that address questions or discussions currently taking place within your following base is an exceptionally easy way to help you build your brand.

By answering questions and providing help, tips or advice on questions that people have, you can establish yourself as a credible source for information within your niche market, quickly and easily.

One way of exposing your website to new business is to add your twitter account to the free directory available at <http://www.twellow.com>

Twellow offers the option to search through specific

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groups of twitter users, based on category. This makes it exceptionally easy to locate potential prospects in your market, as well as maximize your exposure by including your own twitter profile within the directory's feature page.

From the twellow.com's main page click on the search box in the top menu, and then enter in relevant keywords that describe your market:

The screenshot shows the Twellow website interface. At the top, there is a navigation bar with tabs for "Browse", "All Categories", "Search", "TwellowHood", "Friends", and "Followers". Below this is a search bar with the placeholder text "enter in keywords here" and a "Within:" dropdown menu set to "Search All Profiles".

The main content area features a welcome message: "Welcome to the new Twellow! We've been working extra hard over the last few weeks to bring a new look and feel to the 'Twitter yellow pages', as well as prepare Twellow for new features to come. Take a look around, and let us know what you think via Twitter!". A link "Looking for local people? Try TwellowHood" is also present.

Below the welcome message is a grid of category links, each with a red arrow pointing to it:

- Aerospace & Aviation**: Pilots, Air Force, NASA...
- Arts**: Music, Design, Painting...
- Associations & Organizations**: Nonprofit, Animal Welfare, Masons...
- Automotive**: General Motors, Ford, BMW...
- Biotechnology**: Pharmaceuticals
- Business Services**: Hospitality, Brokers, Distributors & Wholesalers...
- Business Travel**: Air Travel
- Classifieds**: For Hire, For Sale
- Communications**: Telecommunications, Public...
- Energy**: Oil & Gas, Conservation, Alternative Energy...
- Entertainment**: Movies & Filmmaking, Television, Fashion...
- Family**: Daughters, Babies, Sons...
- Financial Services**: Accounting, Investing, Loans & Lending...
- Food**: Beverages, Cooking, Vegetarian...
- Geeks**: Gamer Geeks, Mac Geeks, Microsoft Geeks...
- Green!**: Vegetarian, Environmentalist, Global Warming...
- Health**: Alternative Medicine, Fitness, Beauty...
- News**: Journalists, Reporters, Weather...
- Politics**: Conservative, Liberal, Republican...
- Publishing**: Authors & Writers, Photographer, Books...
- Real Estate**: Realtors, Mortgages, Foreclosure & Short Sales...
- Recreation**: Games, Pets, Travel...
- Religion & Spirituality**: Christianity, God, Yoga...
- Retailing**: E-Commerce, Antiques & Collectibles, Retail Merchandising...
- Science**: Engineers, Agriculture, Environmentalist...

Just by browsing through existing categories, you will be able to find hundreds of people who are interested in your niche market based on the keywords that appear within their description and bio fields. Since you are

focused on building a relevant following base, this is a great technique to jumpstart your campaigns:

29. **Darren Scott Monroe** | (*darrenmonroe* on Twitter) **Registered!**  
Entrepreneur, Blogger, Marketing, creator of #twitterhug FYI: I tweet A LOT of Entrepreneur info to educate Entrepreneurs Online **More Info**  
**Follow** **Followers: 36,199** **Location: Las Vegas, Chicago, Dallas** **View my full profile!**

30. **Steve Weber** | (*steveweber* on Twitter) **Registered!**  
Internet marketing mentor and professional coach for online business entrepreneurs - Strategies for SEO, Google AdWords Advertising, e-commerce websites, AdSense income, and affiliate marketing. Also, WAHM WAHD PPC list building, social media, and blogging **More Info**  
**Follow** **Followers: 36,150** **Location: Oklahoma U.S.A.** **View my full profile!**

You can begin following people simply by clicking on the "follow" link that appears within each description box.

You will also be able to preview an overview of each member, including how active they are within the twitter community, when they last posted a tweet, and what types of discussions they have participated in.

This is important because you want to focus only on following those who are active within the community, as well as building your following base around those with genuine interest in your market.

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There is a similar directory available at <http://www.WeFollow.com> that showcases twitters based on the categories and descriptions they assign to themselves.

The screenshot shows the WeFollow website interface. At the top left is the logo "we follow" with the tagline "A User Powered Twitter Directory". Below the logo are two main columns of user profiles. The left column is titled "celebrity" and has a total of 6,293,104 followers. It lists five profiles: TheEllenShow (1,600,328 followers), britneyspears (1,538,278 followers), RyanSeacrest (1,065,146 followers), THE\_REAL\_SHAQ (1,050,534 followers), and jimmyfallon (1,038,818 followers). The right column is titled "tv" and has a total of 4,943,304 followers. It lists five profiles: TheEllenShow (1,600,328 followers), RyanSeacrest (1,065,146 followers), Oprah (1,019,191 followers), MarthaStewart (654,845 followers), and chelsealately (603,794 followers). Each profile card includes a small profile picture, the username, follower count, a short bio, and an "INFO" button. At the bottom of each column is a "More »" link.

We Follow is a great way to generate traffic to your twitter profile and maximize your exposure, just be sure to choose relevant keywords when creating your description and account summary.

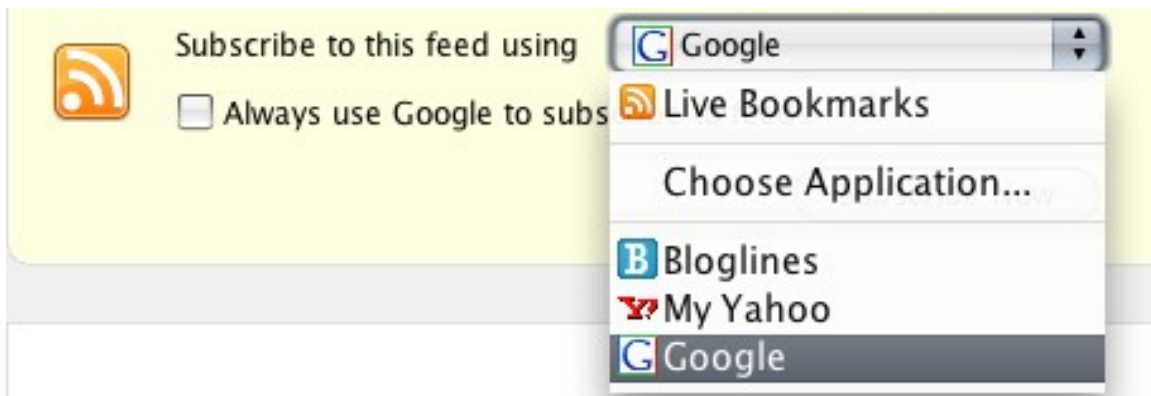
Here are a few other tools to help you stay on top of current discussions, as well as to connect your blogs and websites to your twitter account:



## Twitter RSS

You can publish your tweets via an RSS feed. Simply log into your Twitter account, and scroll to the very bottom of your profile page where you will see a **RSS** button available.

Click on the link to load the page where you will be given the option to subscribe to the feed using a variety of RSS readers including Google, Live Bookmarks and Bloglines.



## Browser Plugins

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There are also Firefox plugins designed for use with Twitter that make it even easier to stay up to date.

**TweetBar:** One of the most popular plugins that displays Tweets within a sidebar in your browser.

<http://www.mikedemers.net/projects/tweetbar>

**TwitterBar:**

<http://spatialviews.com/twitterbar>

This app makes it easy to post tweets based on current websites that you are browsing. You can easily add notes to the websites that you showcase.

**TwitterFox:** Displays a pop-up notification when new tweets are posted on the Twitter network.

<http://www.naan.net/trac/wiki/TwitterFox>

**TwitBin:**

This Firefox extension features all of your friends tweets within your sidebar, similar to other Twitter browser plugins.

<http://www.Twitbin.com>

## **Twitter Tools And Resources**

### **Taking Notes With Twitter**

this application enables you to jot down notes or ideas that can be made visible only to you or the entire community.

<http://www.TwitterNotes.com>

### **Twitter Directories**

<http://www.twibs.com>

<http://www.trackingtwtter.com>

<http://wiki.beingpeterkim.com/>

<http://www.socialbrandindex.com/>

### **Email Twitter**

This site allows you to post Twitter updates and retrieve your Twitter timeline via your mobile phone or other email enabled devices without incurring SMS fees.

<http://www.EmailTwitter.com>

### **Twitter Snooze**

This application lets you temporarily hit the snooze button on people you are following on Twitter. You can select the length of time you want to stop following specific people.

<http://www.TwitterSnooze.com>

**The Twitter Black List**

An updated directory of Twitter spammers to avoid.

<http://www.TwitterBlacklist.com>

**Sociagami:** Allows you to manage multiple social network accounts from one Windows application.

<http://www.Sociagami.com>

Free tool that will provide suggestions on who you should follow based on your current followers and messages: <http://mrtweet.net/>

Twit This

<http://www.TwitThis.com>

Twitter Badges

<http://www.Twitter.com/badges>

Twitter Glossary

<http://twictionary.pbwiki.com/>

External Twitter Management Tool

<http://www.TweetDeck.com>

Twitter Directory

<http://www.twitterholic.com>

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<http://www.twitterdir.com>

<http://www.Twubble.com>

Twittangle

<http://www.twittangle.com>

De-follow Tool

<http://www.Hwitter.com>

Retweeter

<http://www.Retweetrank.com>

UnTweeps

<http://www.untweeps.mobeezy.mobi>

Fire Fox Plugin for Twitter

<https://addons.mozilla.org/en-US/firefox/addon/9591>

Wordpress Plugins:

<http://www.deanrobinson.com/wordpress/twitt-two>

Sidebar Widget: <http://www.velvet.id.au/twitter-wordpress-sidebar-widget/>

Twitter Conversation Tracker:

<http://sideline.yahoo.com/>

Twitter Trends:

<http://twist.flaptor.com/?tz=-4>

## **The Yahoo Answers Exploit**

One of the easiest ways to generate traffic to your website is often one of the most overlooked methods as well, Yahoo Answers.

Not only is it a simplified method of driving targeted traffic to your site, it is also absolutely free to use.

This strategy will be broken down for you in a step-by-step format, making it easy for you to incorporate this technique into your own marketing efforts.

You'll quickly discover just how incredibly powerful this tactic is when you begin to analyze your traffic and see just how much Yahoo Answers is directing your way.

And for those who might be wondering whether Yahoo Answers has a large enough user base to yield a worthwhile response, here is what Yahoo Answers has to say:

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*→ With more than 21 million unique users in the U.S. and 90 million worldwide, Yahoo! Answers is the largest knowledge-sharing community on the Web.*

Is that big enough for you? If so, let's get started!

### **Step One: Open a Yahoo Answers Account**

You will need a Yahoo Answers account to be able to answer open questions. To create your account visit:

<http://answers.yahoo.com>

You will be able to create your account using your current Yahoo messenger account if you already have an ID:

### **Step Two: Complete Your Profile**

Once you have created a Yahoo Answers account and are logged in, you will be able to create or edit your profile. You should take a few minutes to fill out as much as information as you would like to share and then save your information.

You can choose to allow Yahoo Answer members to contact you via messenger, or keep this information private.

You can also enable "email contact" if you would like to receive comments via email, or you can choose to disable all contact other than through the questions that you answer.

When you edit your profile it is recommended that you add a photo or customize an avatar.

It's important to brand yourself and this is an easy way to make your profile more memorable as your photo will appear within your answers.

### **Step Three: Familiarize Yourself With Yahoo Answers**

From the main Yahoo Answers page you will see categories listed on the left hand side.

This is where questions are posted and grouped according to their subject matter.

This is also where you will go when choosing the different types of questions that you would like to answer, and depending on the niche markets that you are involved in, you might find yourself answering a

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variety of questions from different categories and groups.

### Categories

- Best of Answers
- Arts & Humanities
- Beauty & Style
- Business & Finance
- Cars & Transportation
- Computers & Internet
- Consumer Electronics

Before you start answering questions you should have an idea of what you plan to promote. That way you can find questions that are relevant to the website that you wish to advertise via the Yahoo Answers website.

Each time you answer a question, you can include a "SOURCE" in a secondary box that accompanies your response. This is an easy way to promote your websites and direct people to find out more information about the topic of their question.

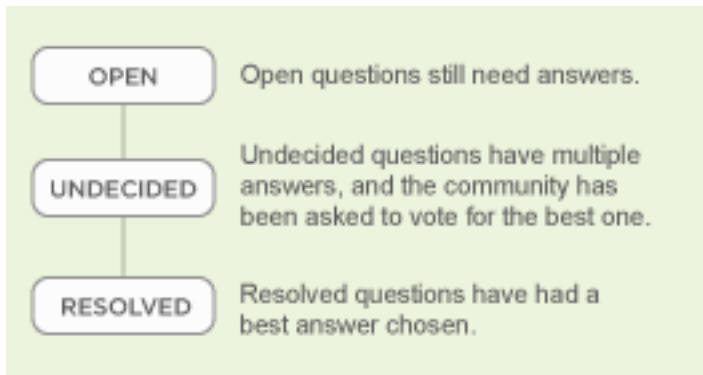
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**Answer this Question**

**Know your source? List it here:**

You should also browse previously answered questions so that you can get a feel for the way other people have answered and addressed different questions, paying attention to those answers that were selected as being the **"TOP"** response.

As you begin answering questions, you may run into a series of questions that are no longer open. Here is a breakdown of the life cycle of a question from the time it is first posted:



Questions that are **"Resolved"** are typically closed from receiving future follow ups while questions that are marked "Undecided" have not yet received a "TOP" vote.

Questions are open for **only four days** but the original poster can extend the period for a few extra days or if a question has been resolved, they can close it before that time period has ended.

It's important to answer questions as thoroughly as you can and avoid spamming your websites within your answers.

In fact, there are few times where including your website URL within the answer is acceptable at all. If those viewing your response feel that it is spam you will not receive votes and your answer may be removed entirely.

Therefore, you should try to keep your websites within the "Source" box only. Those who liked your answer are likely to follow your link to find out more especially if you are careful to answer questions that pertain to your niche market.

### **Start Promoting!**

Due to the large number of people answering questions every minute of the day, it is important that **you are quick** when responding to open questions.

As mentioned above, you must also do your best to answer the question as thoroughly as possible and be sure to **address the person who posted the question by name** (whenever possible).

This has been known to increase your chances of being voted as "best answer" since the original poster feels that you are taking your time to address them personally.

**Quick Tip:** There is a built in spell checker available. Use it whenever possible to minimize spelling errors.

Remember that the ultimate goal is to be selected as the best answer (Top Answer) because the more often you

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are selected the more exposure your answer, profile and website will receive.

### **The Points System**

As a member of Yahoo Answers you will earn points for each question that you answer.

You will also discover that there are limits on the number of questions that you can answer each day until you build up your levels.

Here is a breakdown of the different levels that you can reach depending on the amount of points you receive every day. (For the first week you will be focusing on building up your levels so that you can answer more questions by increasing your daily limit.

Those who reach Level 4 can answer an unlimited number of questions every day.

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Level	Points	Questions	Answers	Comments	Stars	Ratings	Votes
7	25000+	* unlimited *			100	unlimited	100
6	10,000 - 24,999	* unlimited *			100	unlimited	100
5	5,000 - 9,999	* unlimited *			100	unlimited	80
4	2,500-4,999	20	80	40	100	unlimited	80
3	1,000-2,499	15	60	30	100	unlimited	60
2	250-999	10	40	20	100	unlimited	40
1	1-249	5	20	10	10	0	20

When you start out you begin at **Level 1**. You are able to answer **20 questions every day** at this level.

On the first day it is possible for you to earn 140+ points by answering 20 questions and you will earn more for every answer that is selected as the 'top choice'.

You will be able to view your Points and Level on the main page of Yahoo Answers (on the right hand side) under your name:

Total Points **190**  
Level **1**

Here is an overview of how the points are accumulated.

Action	Points
Begin participating on Yahoo! Answers	One time: 100
Ask a question	-5
Choose a best answer for your question	3
No Best Answer was selected by voters on your question	Points Returned: 5
Answer a question	2
Deleting an answer	-2
Log in to Yahoo! Answers	Once daily: 1
Vote for a best answer	1
Vote for No best answer	0
Have your answer selected as the best answer	10
Receive a "thumbs-up" rating on a best answer that you wrote (up to 50 thumbs-up are counted)	1 per "thumbs-up"

When you begin answering questions you should focus on targeting your **main niche** until your levels increase and you are able to answer as many questions as you like.

That way, you can start driving traffic to your site right away, despite being limited to only 20 questions a day.

### **Locating Specific Niche Related Questions**

To find niche-specific questions that are still open for answering, click on the **"Advanced Search"** link to get started. You will find this at the top of the Yahoo

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Answers website once you are logged in.

Search for questions:

Once you have loaded up the Advanced Search page you will be able to enter in keywords that are relevant to your niche market. You can also minimize any time wasted by being certain to only search for questions that are still open for answering.

### Advanced Search

Keyword

All of these words   
wordpress  
None of these words:   
Search for keyword match in:  
 All  
 Questions  
 Best Answers

Enter in you're a specific keyword that best describes your niche and set the "Keyword Match" to **"Questions"** as you are searching for questions to answer right away.



**Category**



Next, choose "ALL" when selecting your categories as sometimes questions may appear throughout different groups.

Be sure to filter out the questions so that you are searching only for questions in your primary language unless you are able to understand and respond in alternative languages.

And finally be sure to set the status of your search so that it generates a list of **"Open Questions"** only. There is no sense in searching for questions that have been resolved (or are closed) from receiving additional responses.

**Question Status**

- All
- Resolved Questions - Best answer has been chosen
- Undecided Questions - Best answer is being chosen
- Open Questions - Best answer has not been chosen

Once you have completed this step you will generate a search results page that includes multiple un-answered questions found using your keyword(s).

In my example search, I requested the search engine to find open questions relating to **"Wordpress"**.

Here is what was found:

[Home](#) > Search Results

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## Search Results

1 - 10 of 52

SPONSOR RESULTS

### [Windows Live Writer](#)

[Windows.com](#) - Blogging Has Never Been Easier Or More Fun. Get The Free Download.

### [Free Wordpress Themes](#)

[www.wpsphere.com/wordpress-themes](#) - 100+ Free Professional Templates for your Blog.

### [How do I add widgets to Wordpress.com?](#)

...add this widget: <http://blog.lioux.com/index.php/wordpress-plugins/collapsi...> to my...

Asked by [The Man!](#) - 3 days ago - [Programming & Design](#) - 1 Answer - Open Questions

### [How do i link in wordpress?](#)

...insert a link to one of my pages on **wordpress**? I tried going to the page...

Asked by [FearieFire](#) - 14 hours ago - [Other - Computers](#) - 1 Answer - Open Questions

### [Cant find Plugin tab in Wordpress .?](#)

Hi , i went through official **wordpress** document which states that we can add...

Asked by [B@ngaloreWhiz](#) - 4 days ago - [Other - Internet](#) - 1 Answer - Open Questions

By targeting the keyword "Wordpress", **52 un-answered questions are available to me.**

## Search Results

1 - 10 of 52

To begin answering questions, simply click on the links to load up the **"Question and Answer"** page.

By answering questions that target my niche market and including a website that provides additional information about the question that I am answering I can easily generate traffic to my site in a few minutes, the time it takes for me to successfully answer the question. Even if my answer does not end up being chosen as the "top" answer, I can still generate traffic just by using the "Source" box.

Remember as well that Yahoo is the most popular search engine, outranking even Google.

By answering recent questions rather than digging through older ones you are ensuring that your website receives traffic not only from the Yahoo Answer center (and those who view your answer from within that section) but also from the Yahoo search engine as well!

## Quick Traffic Tips

**Tip #1:** Focus on answering recent questions, posted within the first three hours.

**Tip #2:** Always post a relevant website link in the Source box using a URL that sounds similar to the topic.

(example: If I was answering a question regarding weight loss, I would create a landing page specific to that niche and include it in the source box:  
yourdomain.com/weight\_loss\_tips.html)

**Tip #3:** Answer questions as thoroughly as you can. The more specific you are with your answers, the better chance you have of being selected as the top choice.

**Tip #4:** After your limits are raised and you are able to answer more questions each day, start answering questions regardless of when they were posted (older ones are fine at this point). Every answer you submit will be included in Yahoo's search engine results page regardless of how old the original question was.

**Tip #5:** Be sure to include your keyword (that you are optimizing for) in your answer as best as you can. You can also add your URL (using a href tag) but if you do this incorrectly and your answer reeks of spam, you will not be chosen as the top answer and in some cases your answer may be removed completely.

**Tip #6:** It isn't just Yahoo's search engine that will pick up your answers (and links). Google may also spider your answers and give you credit for a back-link to be sure to answer as many questions as you can each day, until you reach your limit.

**Tip #7:** Stick with it. Building an impressive portfolio and developing your back-links takes time but if you create a strategy where you are answering questions on a daily basis, incorporating your keywords into your answers and linking to your websites within the source boxes you will see results relatively quickly.

The more effort you put into answering questions thoroughly and being chosen as the top answer the more traffic your website will receive. Always keep this mind when you are answering questions.

**While quantity is important, so is quality!**

**Tip #8:** Since you are answering questions across a variety of categories and niche markets, be sure that you know enough about the subject to provide a helpful response.

If you answer a question incorrectly, your credibility will wear down.

It is important that you focus on answering questions relating to topics that you are familiar with.

If you are unsure about a question take a few minutes to research the correct answer before posting. It is not possible to edit your answers once they are published!

There have been times where I was unsure of the correct answer to a question but I was slowly getting involved in the niche and wanted to direct people to a landing page where I was showcasing a product via an affiliate link.

I took a few minutes to search out the answer and posted it, only after I was certain it was correct. It resulted in my answer being selected as the "Best Answer" and a nice comment from the original poster:

**Asker's Rating: \*\*\*\*\***

thanks for the advice! i really needed it! that was a great answer!

And one word of caution; Once you begin to receive positive ratings and feedback you'll find Yahoo Answers quite addictive! ;)

**Tip #9:** Don't underestimate the power of custom landing pages.

Instead of directing people to the main page of your website, creating **specific pages** where you can lead people to find out more information, while sticking to the topic or subject that you are answering.

This way you will avoid confusing your visitors who are simply looking for additional information about specific topics.

**Tip#10:** Points & More Points

You will receive points for answering questions (2 points per answer), 10 points for being selected as the best answer and an additional point for every answer you vote on.

When you are building your levels it is important to collect as many points as you can so by voting on answers submitted by other people you are able to generate more points quickly, however you must be a LEVEL 2 to be able to vote on answers, so do your best to get to that level as soon as possible.

As you begin to earn points and answer more questions, you will become a top contributor and a badge will appear near your avatar picture.

Once you are a top contributor you will be selected more often as the "best answer" and more people will view your answers, profile and your websites.



## **Powering Your Websites**

As a Yahoo Answers contributor you will begin to see a pattern emerge where the same types of questions are being asked over and over again.

This is a great way to learn about the current topics that people are interested in and if you are clever enough to see the value in this, you can utilize these topics to create interesting blog posts that will capture attention and receive comments.

You can take it a step further and write articles based on the questions that you review.

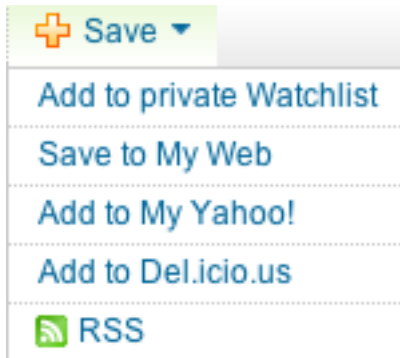
Submit these articles to EzineArticles.com and other directories to generate even more traffic.

It's an easy way to research various niche markets and see just what people are interested in or needing help with!

To make things easier, you can choose to keep track of specific questions that you plan to address by clicking on the "SAVE" option under each question. You can save

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it to your RSS feeder or to your private watch-list.



### **Be The First, Every Time**

One quick technique that will help you answer more questions before others is to subscribe to the RSS feed available through Yahoo!.

You will receive a listing of recently asked questions that are still open and available to be answered, and best of all, these questions will be related to your chosen niche markets!

### **Here's how to set this up:**

Go to the "Advanced Search" page as discussed earlier.

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Search for your specific keywords (primary ones that best describe your niche) and view the results page from your search.

At the very bottom of the page in the left hand corner, you will see the option to add that search query in your RSS reader, as shown below:

Add your Answers search for "wordpress" to My Yahoo!:



Once you have added this feed to your RSS reader, you will receive updates of new questions relating to your niche market (based on the keywords you just entered).

This makes it easy to be the first to answer new questions!

Repeat this process selecting keywords for each niche market that you are involved in and wish to receive notifications of.

### **Daily Tasks:**

Every day, log into your Yahoo Answers account and view the open questions from the different categories or use

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the advanced tool to search for more specific questions based on keywords.

Answer the questions that are posted via the feeds.

Build landing pages that you can include in the source box with every question that you answer.

Once you have designed a landing page for each niche market, you will always have a place to refer people to based on the subject of the question you are answering.

You should also take the time to create multiple pages for each niche so that if you answer a lot of questions in the same category you can direct your traffic to various places on your website.

Writing articles relating to the niches that you are involved in is the best way to generate traffic and continue to address different topics on your website.

One easy way to categorize your articles or create new topics on your website for different questions you answer is by installing a WordPress blog and organizing topics into groups.

This way whenever you answer a new question or you find that certain questions are continuously asked, you can create a category on your blog for these specific topics in the event that your blog covers a wide variety of topics.

Tip: Purchase a domain that is generic, so that you can create a multi-topic blog. This will make it easier to direct people to the same website without having to create multiple blogs or purchasing multiple domain names.

### **Create A Yahoo Swipe File**

By creating a swipe file of previously answered questions you will be able to cut and paste your answers and cover more ground. **Be sure to modify your answers** whenever required so that the person posting the question believes you have answered it exclusively for them.

While this is a time-saver and a method used by a lot of Yahoo Answers marketers, be careful not to simply paste the same answer repeatedly.

Every question is different and you need to ensure that you modify to your answer or change it up a bit from time to time, depending on the nature of the question.

## Niche Marketing Domination

If you are involved in multiple niche markets, you might benefit from creating multiple Yahoo Answer accounts.

This will also help you answer more questions each day under different accounts while building up levels on all of them.

By creating multiple Yahoo Answer accounts you can also create different characters, (men/woman, parents, single men, divorced, etc) which will lend credibility when you are answering questions in different categories.

Yahoo Answers allows multiple accounts so you don't have to worry about breaking any rules, however voting for your own answers or point gaming **is not allowed**.

To make sure that you are familiar with the rules, you should read the **Community Guidelines** overview:

[http://answers.yahoo.com/info/community\\_guidelines.php](http://answers.yahoo.com/info/community_guidelines.php)

In the meantime, have fun with Yahoo Answers. It can be a very enjoyable and rewarding experience and an easy way to generate targeted traffic to your website.

Just be sure to log in every day and build up your levels.

The quicker you reach a level where you are able to answer an unlimited number of questions the more exposure you will receive.

**Additional Resources:**

If Yahoo Answers isn't enough for you, here are a few other communities that you may enjoy:

Answer Bag: <http://www.answerbag.com>

Yedda: <http://www.Yedda.com>



## **Facebook Traffic Swarm**

For the most part, headlines can be classified into a few different categories

Facebook took the Internet by storm, and quickly grew to become the most popular social community on the Internet, used by both college kids, and adults alike.

It's one of the easiest ways to meet new friends, re-connect with old ones or network with like-minded individuals.

With this ever-growing network of friends, business professionals and social groups comes a powerful and effective advertising and promotional tool.

With its outreach consisting of over 60+ million users, with an average of *250,000 new registrations each and every day*, it's easy to see just how feasible it is to target Facebook within your next advertising campaign.

There is one thing you need to remember, however, when using Facebook to promote your products, services or brand.

Social communities like Facebook are designed to foster human interaction, not to advertise websites or products. Therefore you must take a unique approach when promoting within communities like this.

With this guide you will learn how to effectively utilize the tools that are already in place at Facebook to generate traffic to your websites, create (and grow) your brand and establish a new social network online.

Let's get started!

## **Facebook In Five Easy Steps**

### **Step One:**

The first step is to register for a Facebook account. This takes only a few minutes.

Everyone can use Facebook — 

Visit <http://www.Facebook.com> and click on the "Sign Up" button to start the registration process.

## Sign Up and Start Using Facebook

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Join Facebook to **connect with your friends, share photos, and create your own profile**. Fill out the form below to get started (all fields are required to sign up).

**Note:** This is for personal profiles. You may also [create a page for a business or band](#).

Full Name:

I am:   
at a company  
in high school  
none of the above

Email:

Create Password:  ?  
Password strength

Date of Birth:

Fill in your details and click on the **Sign Up Now!** Tab. Your account will be created and a confirmation email sent to your email address.

### Step Two: Develop And Polish Your Profile

Once you have created a Facebook account you can login and edit your Facebook profile.

Your profile page is a landing page that people are taken to when they click on your name to view more information. This where you will talk about yourself, your interests, and hobbies as well as your job, career

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or the different niche markets that you are involved in.

This is also where you will feature your website or blog link.



Be specific about who you are and what you are interested in. Creating a **polished profile** is one of the most important things you can do, so don't overlook this step!

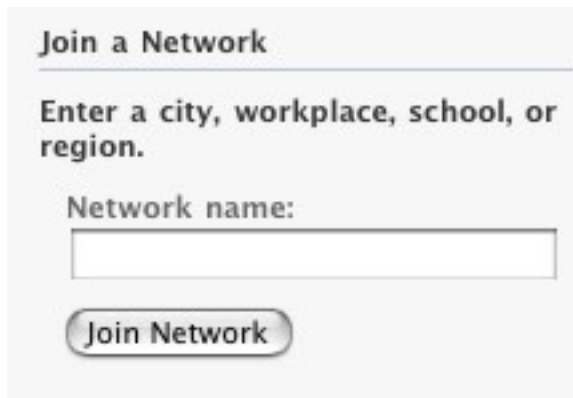
Within your profile you can also link to your mybloglog page, Myspace profile page, Squidoo lens, or other websites and communities that you are a member of, if you wish.

Remember, you can edit your profile at any time so if you forget to include something when you first develop your profile, you can easily return to this page and modify entries or add new ones.

**Side Note:** Facebook allows you to edit most of the areas that are visible to you, with the exception of the mini-feed.

### **Step Three: Join A Network**

If you choose to indicate your location when initially creating your profile, you will instantly be a part of that specific network. You can modify the network that you belong to at any time should you wish to target other locations.



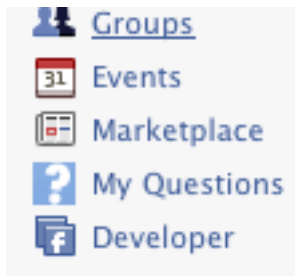
The image shows a screenshot of a Facebook interface for joining a network. At the top, it says "Join a Network" with a horizontal line underneath. Below that, it prompts the user to "Enter a city, workplace, school, or region." There is a text input field labeled "Network name:" with a rectangular box for text entry. At the bottom of the form is a rounded rectangular button labeled "Join Network".

### **Step Four: Join Groups**

One easy way to connect with other Facebook members in particular areas (or those interested in particular subjects) is to search and join groups and communities.

Facebook allows you to **join up to 200 groups**, so you have plenty of room to move around and connect with people in a variety of niche markets without being limited to only a few.

To begin searching groups, click on the GROUPS link in your left hand navigation bar.



Here you can search for existing groups that may be of interest to you.

 **Groups**

 Search for Groups

 Create a New Group

All of the groups that you become a member of will appear in your **left side column** so others can see the groups you participate in and join as well.

▼ **Groups**

11 groups.

[See All](#)

[Social Networks](#) ▪ [I.M. Giveaways Notifier](#) ▪ [Google AdSense](#) ▪ [The Next Internet Millionaire Reality Show](#) ▪ [Four Hour Work Week](#) ▪ [HomeSchool 101 – BC](#) ▪ [Beginners Guide to Mastering Web Basics](#) ▪ [Internet Marketers](#) ▪ [WordPress](#) ▪ [Duct Tape Marketers](#) ▪ [Web 2.0 \(Entrepreneurs\)](#)

You can also leave a group at any time by visiting the group's main page and selecting "Leave Group".

### **Step Five: Participate In Discussions**

The more active you are within your chosen groups and communities, the more you will get noticed. Contribute useful and informative information, introduce yourself, add fellow group members to your contact list and offer something relevant to the community.

To participate in a group discussion, simply visit the main group's page and click on "View Discussion Board".

[View Discussion Board](#)

[Invite People to Join](#)

[Leave Group](#)

You can invite other users to join the group with you as well by clicking on the "Invite People to Join" link.

Once you click on the discussion board link you will see all of the current topics that are open for discussion. You can also create new threads if the group permits such activity.

A good way to begin networking and finding new contacts is by posting within related group discussions.

Each time you post a new thread or respond to an existing one, a link to your profile page will appear on the discussion board's main page along with the title of your post.

You should also post frequently on the public wall of those members on your contact list. Be sure to include your name and website URL within your posts but be careful not to look like you are spamming.

Simply post a note and sign it with your name and website URL underneath, in your closing statement, like this:

I wanted to drop by and wish you a very happy and

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healthy new year, Jeff. I hope we can get together on Skype sometime soon.

## **Facebook Group Marketing**

Once you are familiar with Facebook you should consider creating your very own group.

This way you have full control over the content and discussions that take place and can quickly grow your contact list while promoting your websites and services.

Remember that people will not join a group if they feel they are only being advertised to.

Keep the topics hot and allow free communication, general discussion and get to know your community members. Socializing on Facebook is essential to your marketing success.

Creating a Facebook group to showcase your company, products or services will allow you to create new conversations with existing (and potential) customers.

Better yet, by starting a group, you can send direct emails to your entire community that appears in their Facebook inbox. You can send news and updates to your group as often as you like. In addition, you can create as many groups as you can manage, no limits.

Groups are simply one of the easiest ways to conduct viral marketing within the Facebook community.

Once someone has joined your group they can then in turn, invite their friends to join as well using the build-in invitation feature.

If your group is focused on a hot topic, you can expect your member base to grow quickly (some marketers have groups that consist of 500,000 members or more!).

Another viral aspect of creating your own group is that your group's link will appear in the side-bar profile of every single member who has joined.

Since profile pages are visited frequently, this is a great way to generate a lot of click-throughs to your group and entice new members to join.

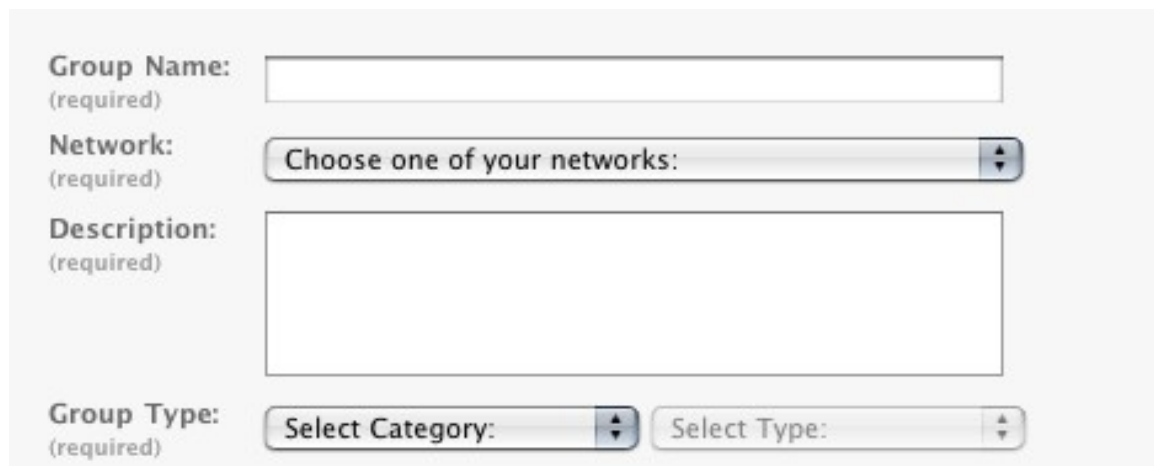
One note of caution however; as your Facebook group

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grows in size you will need to spend more time deleting spam posts that appear on the groups wall.

This can be very time consuming but it is required if you want to keep your group activity clean and user-friendly.

Log into your Facebook account and click on the "Groups" link, then click on "Create A Group".



The image shows a screenshot of the Facebook 'Create A Group' form. It includes the following fields and options:

- Group Name:** (required) - A text input field.
- Network:** (required) - A dropdown menu with the text "Choose one of your networks:" and a downward arrow.
- Description:** (required) - A large text area for entering the group's description.
- Group Type:** (required) - Two dropdown menus: "Select Category:" and "Select Type:", both with downward arrows.

Enter in a Group Name, Network and Description. You will also have the option to set privileges, such as allowing only administrators to post content or allow all of your members to post freely.

You can also choose to make the group visible only to the networks you belong to, or allow global access.

## **Build A List With Facebook**

Take your conversations off of Facebook by inviting your contact list to add you to Skype, messenger or joining your newsletter list.

The more options you give them of keeping in touch with you, the easier it will become to grow your network on and off Facebook.

Developing long-term relationships with your contact list (and network) will be incredibly rewarding but have patience, successfully building a network from scratch via Facebook is effective but it takes time.

### **Search & Search Again**

Choose your target audience carefully by looking for specific keywords in their profiles, browsing their political views, relationship status or perhaps even their education, depending on the niche markets that you target.

Search within **My Networks & Friends** ▾

**Basic Info:**

Name	<input type="text"/>	Interested In	<input type="text"/>
Sex	<input type="text"/>	Relationship Status	<input type="text"/>
Home Town	<input type="text"/>	Looking For	<input type="text"/>
Home State	<input type="text"/>	Political Views	<input type="text"/>
Home Country	<input type="text"/>	Religious Views	<input type="text"/>

### **View The Friends Of Your Friends**

First, log into your Facebook account and view the current events from those currently on your list. Remember, you can view the "Friends" of your existing contacts and add them to your Facebook contact list as well.

It's an easy way to grow your list.

If you are looking for people interested in specific things, you can browse available groups and join the ones that focus on your market. Here you will be able to find and add friends who are interested in the same topics that you are.

## **Develop Advertising Pages For Advertisers**

With Facebook being such a large community, it should be no surprise that people are willing (and eager) to pay for good exposure on the Facebook website.

Considering this, an easy way to make money with Facebook is by creating a page built exclusively around a current event or hot topic.

This way, you can generate traffic from Facebook by showcasing this page throughout your profile or by sending it to your contact list.

If you are able to generate a lot of interest (and traffic) to this page you can begin to offer advertising spots to those who would like to feature their product or service on your "Made for Facebook Landing Page".

To determine what kind of page to create, look at what is currently being discussed or build your page around recent events, celebrity gossip or other topics that appeal to your contact list.

Once you have built your page, you can easily create

advertising sponsor boxes throughout your page by installing the "My Stuff" application.

<http://apps.facebook.com/wildfire>

This application enables users of Facebook to install any code within your Facebook profile page (or other facebook pages).

After you have installed the application, use a graphic editor program to create an "Advertising Box" (or graphic that simply says "Advertise Here!". )

Once this is completed, you can begin promoting your new Facebook page.

This is easier to do than you might think. If you are active within forums or external communities, publishing a link to this page or including it within your forum signature may give it a jump-start, or take it a step further and feature the link within blog articles, comment boxes on other publisher pages, etc.

Once you have found an interested advertiser, remember to change the code in your advertising box to feature their website URL, to direct your facebook page visitors there.

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Charging a monthly fee for advertising on your page is an instant way to generate passive income on the side!

Remember, you can also choose to advertise on Facebook yourself using the "Facebook Flyers", the advertising boxes featured throughout the Facebook website.

This is the easiest way to start advertising on a wider scale, with the benefit being that the sponsored listings are designed to look like news feed items, which add to their effectiveness.

### **Facebook Marketplace**

The Facebook Marketplace is a classified ad service available to Facebook members. You can post a "wanted" ad, "For Sale" listing or other type of advertisement at absolutely no cost.

The only time you must pay a fee is if you wish to feature you're ad across multiple networks (\$1.00 per network feature).

<http://hs.facebook.com/marketplace/?hns>



The Marketplace will, by default, only show you listings from your current network. To see other listings you will need to change your primary network.

Toronto, ON **Other...**

For Sale (34727)	Item Wanted (1881)	<a href="#">+ Add a new listing</a>	
Housing (2953)	Housing Wanted (138)		<a href="#">+ List what you want</a>
Jobs (4418)	Looking for Work (237)		
Other (3353)	Other Wanted (177)		
Free Stuff (1276)			
	<a href="#">show all</a>		

You can choose to list what you are looking for, or list what you have to sell/trade. This is a great way to promote your services, or you can use a different strategy and browse the "Wanted" ads to determine if you can locate and sell items to people who are searching for specific things.

One marketer I know scours the "Wanted" section each day and then checks out sites like eBay to see whether the items in demand are available. He purchases them at a lower price and resells them on the Facebook Marketplace.

While this is definitely nowhere near as lucrative as

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classified sites such as CraigsList, you can definitely make a bit of money within the Facebook Marketplace as it continues to expand and grow larger in size and popularity.

In the meantime, offering design services, selling domains or flipping websites or offering other 'digital" based services and products may yield you a few extra bucks.

Every time you place a listing on the Facebook Marketplace, it appears within your profile section, so people visiting your page can see what you are selling or looking for.

## **Developing Facebook Applications**

This is an easy way to brand yourself and generate a lot of traffic to your website.

Best of all, you don't have to learn programming to create an application.

Browsing freelance sites like Scriptlance.com or Rentacoder.com will open up a lot of options for you,

as there are many Facebook application developers interested in being hired to create apps based on your specifications.

You can also choose to sponsor an existing application if you wish. However you choose to do it, facebook applications are very popular and extremely viral.

Building an application that works well with your current website model should be relatively easy and the monetary investment should yield worthwhile returns in no time at all.

### **Turn Your Website Into A Facebook Application!**

To save money, you can use the free service (App Maker Lite) available at [Dapper.net](http://Dapper.net). This website enables users to turn any website into a Facebook application with no programming experience required!

They also provide a video tutorial for those who would like to learn how to use the Dapper website to turn websites into interactive Facebook applications quickly and easily.



Visit: <http://www.dapper.net/facebook-appmaker> for details and to get started.

Video Tutorial: <http://www.dapper.net/dapperDemo/>

**Facebook Application Resources:**

Buy and Sell Facebook Applications:

<http://appmrkt.com/>

Facebook Developers Center:

<http://developers.facebook.com/>

Facebook Application Basics:

<http://www.keebler.net/blog/2007/06/02/facebook-application-basics/>

The Best Of Facebook Applications:

<http://www.bestfacebookapplications.com/>

**Freelance Sites (to find a coder)**

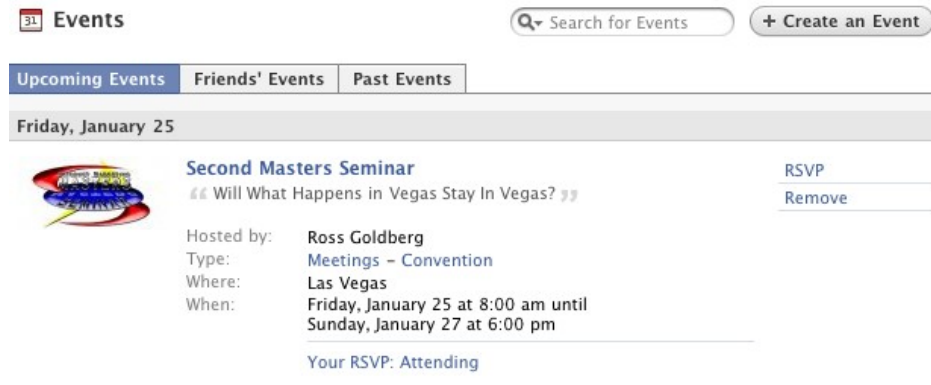
---

<http://www.Scriptlance.com>

<http://www.Rentacoder.com>

## Facebook Events

If you have a website, feature an event that will capture attention. Perhaps run a contest to boost your website activity, or create a webinar or teleseminar and feature it as an upcoming event!



The screenshot shows the Facebook Events interface. At the top, there is a search bar labeled "Search for Events" and a button labeled "+ Create an Event". Below this are three tabs: "Upcoming Events", "Friends' Events", and "Past Events". The "Upcoming Events" tab is selected, and the date "Friday, January 25" is displayed. The main event listed is "Second Masters Seminar" with a colorful logo. The event description includes "Will What Happens in Vegas Stay In Vegas?". The event is hosted by Ross Goldberg, is a "Meetings - Convention" type, and is located in "Las Vegas". The dates and times are "Friday, January 25 at 8:00 am until Sunday, January 27 at 6:00 pm". The user's RSVP status is "Attending".

To create an Event, click on the "Event" tab from the left hand menu of your Facebook profile.

When you create an Event, it receives its own individual feature page, similar to a group that comes with a wall, discussion area, photo and video uploader tool, and links.

You can invite members of your contact list and enable "third party invitations" if you would like your friends to be able to invite people from their lists as well. A great, viral way to promote an upcoming launch, or website event.

## Create an Event

**Step 1: Event Info** Step 2: Picture Step 3: Guest List

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Enter in your event details including your Event Name, tagline (eg; Limited Spots Available, etc), your Event type and Description. You are also required to enter in a Start and End time.

### **Facebook Polls**

One powerful aspect of Facebook is the data it offers on a variety of demographics.

If you are in need of information for research or development purposes, creating a Facebook poll is a low cost, effective strategy that will generate honest feedback that can be used to improve your products or services.

### **Facebook Notes**

"Notes" is a built-in application developed by Facebook. It allows you to share updates, links to websites and events, or upload a photo. Successful marketers have used the Notes application much like a blog, publishing articles, comments, reviews of products and promoting affiliate products.

### **Flexible Advertising Options**

Facebook has expanded to offer a ton of advertising options, including "Social Ads", where you can set up targeted campaigns with related actions from users' friends.



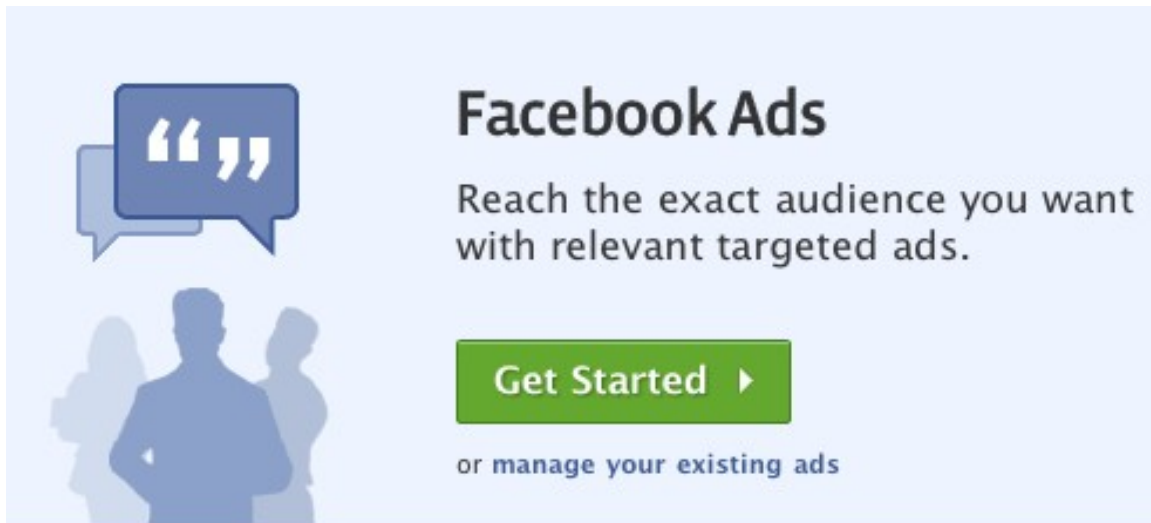
## Social Ads

Pair your targeted ad with related actions from a user's friends.



You can use advanced targeting to reach users by age, gender, location, and interests and with flexible pricing including CPC (purchasing clicks) or CPM (purchasing impressions) it is now easier than ever to advertise your website throughout the facebook platform.

To explore these advertising options, click the image below to be directed to the Facebook Advertising Center. You must log into your Facebook account to view all of the options or to set up a new campaign.

A graphic for Facebook Ads. On the left, there is a blue speech bubble containing white quotation marks, positioned above three faint blue silhouettes of people. To the right of the silhouettes, the text "Facebook Ads" is written in a large, bold, black font. Below this, the text "Reach the exact audience you want with relevant targeted ads." is written in a smaller black font. At the bottom right, there is a green rectangular button with the white text "Get Started" followed by a white right-pointing triangle. Below the button, the text "or manage your existing ads" is written in a smaller blue font.

**Facebook Ads**

Reach the exact audience you want with relevant targeted ads.

[Get Started ▶](#)

or manage your existing ads

### **Free Marketing With Facebook Pages**

The ability to create a Facebook page is a feature that was first introduced in November of 2007 and quickly become one of the more popular additions of the year.

Creating Facebook Pages is a great way to advertise on Facebook, and best of all, this option is entirely free. Simply use the tools offered in the "Facebook Page Creator" section and develop an instant presence on Facebook and then check out the promotional tools that are available to advertise your page throughout your network.

And don't worry! Facebook pages are easy to customize, and can include rich media including photos, discussion boards, adding notes and events.

To get the most out of your marketing efforts on Facebook, creating a Facebook page is **highly recommended**.

**Let's get started!**

## Facebook Pages

Represent your business, band, product and more by creating a distinct and customized profile.



Click on the ["Create Facebook Page"](#) tab to begin.  
**You must log into your account to access this area**

## Create New Facebook Page

Category:

Local

Brand or Product:

Other Brand or Product

Artist, Band, or Public Figure

Name of Brand or Product:

Making Money Blind-Folded

Note: Facebook Pages may only be used to represent real entities. Fake Pages will be reported and disabled. If you create a fake Page or violate our Terms in any way, your Facebook account may be disabled.

Create Page

Back

First, choose the category of your page. In this example, I have selected "Brand or Product" since I will be creating a page to showcase an upcoming e-Book.

Enter in the name of your brand or product and click "Create Page" to continue.

The next section will feature your blank page with

different tabs available for editing with all blocks visible to you.

You can now upload a picture of your e-book by clicking on the "Upload a Picture" link as shown below:

**Your page has been created.**  
To start, **add information** or **upload a picture**.

Now, click on the "Choose File" tab to locate the image you wish to upload and then click the check box to certify that you have permission to distribute this image.

Once you click the "Upload Picture" tab your photo will begin to upload to your page.

**Upload Picture**

You can upload a JPG, GIF or PNG file.

no file selected

I certify that I have the right to distribute this picture and that it does not violate the [Terms of Use](#).

File size limit 4 MB. If your upload does not work, try a smaller picture.

After your image has been uploaded successfully, it will appear on the left side as "Current Picture".

Check to ensure it looks okay, and click on the link to the top right, "Back to editing page".

Now you can edit other page areas including your main profile picture (be careful, as changing this will change the main profile photo on your facebook account), edit basic information about your product or website as well as detailed information such as your company overview, additional products or network sites.

**Information**

 **Profile Picture** (Edit)  
Change the main picture that represents you on Facebook.


 **Basic Info** (Edit)  
Set founded.

 **Detailed Info** (Edit)  
Edit website, company overview, mission, and products.

You will also see a list of useful applications that you can easily install on your page. These include a discussion board, an event calendar, notes, videos and even photos.

Spend some time modifying the different areas of this page and design it to look similar to a web-page featuring important information about your products.

If you want to remove certain sections that you do not plan to use, click on the X within each box to remove it permanently.

 **Events** (Edit) 

Facebook Pages allow for each page to have its own wall, which makes it easy to keep things organized and well managed. You can create as many pages as you like, showcasing different products, services or niche markets that you are involved in.

You should begin to see the potential in your ability to develop facebook these custom, interactive pages.



## **Must Have Applications**

Sure, there are plenty of applications developed to make Facebook a fun and interactive community.

You can chase and kill zombies, show off your travel destinations and even choose your top friends. But what about applications designed for marketers?

Here is a list of "must have" applications for those who are utilizing Facebook to advertise their websites.

### **Mailing Lists:**

Developed by New Media Properties LLC, the Mailing List application allows your friends to opt-in to a mailing list that lets you update them easily.

Log into your Facebook account and add the application to set up your own opt-in form:

<http://apps.facebook.com/mailing/>

### **My Questions:**

This application will let you ask a question and your contact list can provide answers. This is a great way

to poll your list members, get feedback on your website as well as answer questions that others have posted on their pages!



<http://apps.facebook.com/myquestions>

Once you are at the application page, simply click on the "Install" button to add this application to your Facebook account. You can then set up your first question or view questions from others instantly.

**Deal Dot Com:**

If you are interested in showcasing a special Internet Marketing "Deal of the Day" this application, released by Jason Satzenback, will display one new special offer each and every day.

You can choose to add this application to your main Facebook profile or to a specific Facebook page that you created.

Be sure to add your affiliate link to the application so you earn commissions from every product that is purchased from someone clicking through your link!

You must sign up for an affiliate account at <http://www.DealDotcom.com> before adding the application.

<http://apps.facebook.com/dealdotcom/>

### **Blog Friends:**

Allows you to add your own blogs as well as blogs that you frequent. This is a great way to advertise your blog posts easily. You can choose to display a specific number of your blog posts in your profile (up to 10).

<http://apps.facebook.com/blogfriends/>

Once you submit a blog, it will be marked as "Pending" until it has been indexed.

**My Blog(s)** | Pending indexing [?]  
edit delete

It typically does not take too long to have your blog approved. In the meantime you can check the status of your blog from your "Blog Friends" settings page.

**My Box Application:**

Released by Chris Lamping and Chris Ridenour, their motto for this application and why it was developed indicates:

You should have the ability to add **what you want, where you want**, on your Facebook profile.

With the new WYSIWYG editor in place, you can customize to your hearts content regardless of your HTML and Facebook knowledge! If you happen to be an expert in both, even better. We place no limitations on what you can add.

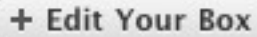
In truth, this application is a very useful tool for marketers. You can add a mini-squeeze page and opt-in form within your box, and even add YouTube videos!

<http://apps.facebook.com/htmlbox>

Once you have installed the application click on the

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"Edit Your Box" link to begin customizing your box:

+ Edit Your Box

There are a few restrictions when using "My Box". It does not allow Javascript, counters, iFrames and flash will not auto-play (meaning that if you feature a Youtube video, the visitor will have to click "Play" to start the clip).

#### **Stumble Upon:**

Released by Matt Paul, Eric Goldberg and George Liang, the Stumble Upon application will let you share your favorite websites right on your Facebook profile.

You can also stumble your friends' favorites by checking out your "What's New?" tab.

Add this application and stumble your websites and blogs =)

<http://www.facebook.com/apps/stumbleupon>



This application cannot be added to individual Facebook pages at this time.

**Quick Tip:** You can link your Stumble Upon account to the Stumble Upon Facebook application!

#### **Developer Description:**

Add StumbleUpon to your page and share your favorite websites and videos on your profile. You can also see what great websites and videos your friends are finding by checking out "What's New". Easily share everything with your friends!

To view additional applications, visit the App Center at:

<http://www.facebook.com/apps/>

## **Sending Mass Messages**

The very first thing we're going to do is go to your Events section. Click on the "Create Event" link on the top. Add a catchy title for your message and keep the Network marked as: "Global" for maximum exposure.

Enter in the event type and your description/message.

Choose a date a month ahead of time so that the event will not pass by too quickly and show up for some time ahead.

Make sure that you keep the rest of the default settings to ensure maximum exposure.

**Click on "Create Event" to continue.**

The next step is to upload a photo (something that will capture your users attention) but something that goes along with the theme of your message.

After uploading your photo, ask all of your contacts to join the event by clicking on all of their names (in the pre-created menu) and they will automatically be added to your mailing list. After your list is ready, click on the "Send Invitation" button.

Now, go back to your Events page and click on the event that you just created. You will see all of the information you just entered. Now, click on the "Message All Guests" link that is located under the photo that you just uploaded.

Make sure that the "Attendees" section is set to all.

You can now message the entire list, by clicking on the "Send Message" link. It will show you a preview of the message that you just sent to your entire list, upon completion.

When your friends arrive in their Facebook inbox they will see a preview of your message with the photo that you've uploaded.

This technique is a powerful one!

## **Last Minute Traffic Tips**

### **Tip #1: Install the ETHER Application.**

This application allows you to make money by giving advice to people over the phone.



If you are an expert in a specific niche market, you can charge people for consultations or assistance. You simply set the rates and Ether provides a phone number that your customers call. The call is privately forwarded to your home telephone number without revealing this information to the caller.

[Install The Ether Application!](#)

**Tip #2: Install Chatterbox**, an application that allows voice over protocol on Facebook. This will allow you to talk online using your microphone, at no cost (saves money on long distance and allows you to network with friends and business partners.)

<http://apps.f8.facebook.com/chatterbox/>

**Tip #3: Use the "Sponsor Me" Application.**

The Sponsor Me application can be used to collect money for charity events, community projects, birthday presents, or just a "tip" box. You can create a Campaign easily and let people send you money with just one click.

<http://apps.facebook.com/sponsor-me/>

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***Similar to: Tip Jar Application |***

<http://apps.facebook.com/mytipjar//jar.php>

**Tip #4: Lemonade Stand**

The Lemonade Stand Application makes it fun and easy for you to make money with Facebook. Simply create your Lemonade Stand, recommend things that you like and make money with affiliate commissions!

<http://apps.facebook.com/lemonade/>

<sup>1</sup> Applications are free-ware and should never cost you anything to implement or use.

I hope you have enjoyed the Facebook Traffic Guide and that you enjoy your journey into the world of social community marketing.

It's a fun and effective way to create new networks or continuing to expand existing ones.

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<sup>1</sup> Applications Available At: <http://www.Facebook.com/apps>

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## **Twitter Marketing Strategies**

If you have been involved

## **Stumble Upon Domination**

StumbleUpon is a popular social bookmarking community, owned by eBay that is used by thousands of people all over the world.

As a member of StumbleUpon, you are able to rate websites, video clips, articles, photos and more.

Members within the community are known as 'stumblers', and they highlight websites that they have frequented by clicking on the "Stumble!" button that is located in the toolbar of their browser.

The more 'stumbles" a website receives, the more popular it becomes throughout the StumbleUpon community, and in turn, the more traffic it will experience from the constant exposure of new Stumbles.

In essence, StumbleUpon is a recommendation-based system powered by the members who visit websites and decide which ones are worthy of a notable stumble.

There is also a one-click blogging ability built in as well. Users can rate, or choose not to rate, any webpage with thumbs up or thumbs down options.

Clicking the Stumble button resembles "channel-surfing" the web with a series of websites in a system rotation of sorts. In addition, there are tool-bars available for those who wish to simplify their "stumbling" by implementing an existing toolbar into their browser. Then, with just a single click they can rate the websites they visit.

They can also provide a personal review on your website and categorize it based on the subject matter, all within a few seconds of visiting a site.

To get started, you will have to create a Stumble Upon account:

**Create Your StumbleUpon account at:**

[http://www.stumbleupon.com/sign\\_up.php](http://www.stumbleupon.com/sign_up.php)

Currently, there are tool-bars available for Firefox, and Internet Explorer.

As soon as you have created your StumbleUpon account, you will be given the option to download the toolbar. I suggest doing so.

Once you have it installed, you will see a button that will allow you to stumble (highlight for others to

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view), sites based on your selected preferences and options as indicated in your StumbleUpon account profile.

Just visit your website and click on the "I Like It!" button (with the Thumbs Up icon) that appears in your browser toolbar. This will open a pop-up window that allows you to rate it, and categorize your site, with a short description and tag with specific keywords.



Once you do this, your site will be entered into StumbleUpon's database instantly, and will appear when other users with similar interests (as the tags you use) use their StumbleUpon toolbar to surf the Internet.

### **Not Seeing The Pop Up Rating Box?**

When you, yourself Stumble Upon a new site that hasn't been found or rated before, and you click on the "I Like It!" button, the pop up window will appear.

If you rate a site that already exists in the Stumble Upon database, this window will not appear although you can still rate the site and you can also see what other

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Stumblers have found and rate it as well.

 **You've Discovered a New Site!**

Please let us know about this site...

URL

Title

Review

Topic  arts  bizarre  blogs  books  business  computers  design  food  games  health  history  
 home  humor  internet  linux  living  mac  movies  music  photos  politics  science  
 shopping  society  sports  technology  windows

Adult?  no  yes - contains nudity or adult content

Language

### How Can StumbleUpon Benefit Me?

If you are looking to send a surge of traffic to a new website or blog, StumbleUpon's advertising options may be a lucrative and easy way to achieve instant results.

StumbleUpon Ads allows webmasters to submit a page on their sites or blogs that is shown to StumbleUpon users as they stumble through a series of websites.

It has quickly become a popular choice for bloggers who wish to advertise their new blogs, as the traffic received is purely organic, the best type of traffic you can get.

The cost is also quite reasonable at just 5 cents per impression, meaning, for as little as \$5.00 in advertising credit, you can receive 100 Stumble Upon users visit and review your website.

It's also an easy advertising vehicle, in fact, it doesn't even require you to manually create advertisements, but instead, you simply select a website URL that you would like the traffic directed to.

Advertising with StumbleUpon is also quite flexible. You can target your pages to be seen throughout specific categories, or base it on demographics. This enables you to really target who sees specific pages .

As for price setting, you can choose your maximum daily spending limit, to ensure that you stay within your

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intended budget, and best of all, you can pay using either a credit card or via Paypal, if you choose.

Note: If you are particularly careful when creating your ad campaigns and target your visitors as best as you can, expect to receive a lot more traffic than you actually paid for.

The more people who like your website when they visit (and therefore "Stumble! - it") the more traffic you will continue to get, at no extra cost. Therefore, be careful when targeting specific categories, groups or demographics.

As an advertiser, you will be given full stats including a visible chart on how many visitors actually viewed your website, how many gave you a "Thumbs Up!" (or down) and so on.

This helps you test the effectiveness of your ad-copy and modify if needed.

It's truly a great source of traffic. In fact, traffic is quite long term. I am still receiving traffic for web pages that I stumbled weeks ago.

### **How Popular Is StumbleUpon?**

StumbleUpon is growing at a rapid pace (currently over 3,000,000 members), and considering eBay and Google were in a bidding war to obtain the site, you might say it's rather popular.

However, the potential for targeted, organic and steady traffic with StumbleUpon is quite under-estimated, especially by newer bloggers who aren't aware of just how feasible social networks like StumbleUpon really is.

Don't make the same mistake. An ad campaign doesn't have to have loads of activity to become a popular choice by Stumblers. All you need are a handful of "Thumbs Up" to reach hundreds of visitors.

The key is to focus on designing your website so that it attracts your Stumbler visitors within the first few seconds of their landing on your page. Sometimes, that's all the time you have to make an impression and encourage them to vote for you, or to return to your site.

Here are some tips that will help you capture their

attention:

**Tip #1: Clearly Define Your Blogs Subject Matter**

You need to be clear about the subject matter of your blog. If your blog looks cluttered, or has too many categories, it could confuse the visitor and end up costing you a vote.

Be exceptionally clear about what your blog is about. If your visitor can see exactly what your blog is about within the first few minutes of visiting, they are more likely to stay and look around, not to mention return to your site.

**Tip #2: Eye Candy**

Every aspect of your blog is important, especially the header. That is one of the first things your visitors see. Make sure it is crisp and attractive.

If you are unable to create a customized header yourself, hire a graphic designer to do it for you - it's THAT important.

This also goes with your blog's theme template. You

want one that actually represents the subject of your blog but is also attractive and professional.

Don't use the theme that comes by default with your blog, take the time to scout out an alternative replacement so that your blog appears to be unique.

**Tip #3: Content Is King**

Don't start advertising your blog until you have enough content to justify a visit. You want your visitor to spend as much time on your site as possible, so be sure to include at least a few categories and at least two weeks worth of content, to start.

**Tip #4: Pretend You Have A Captive Audience**

Be sure to put your best effort into your blog.

Even while you might feel as though you are talking to yourself when you first create your blog (and most likely you are), remember that every article, every bit of content that you publish must be interesting to those in your niche.

Do not skip this by plugging in saturated PLR articles that you purchased somewhere. Take the time to write your own stuff, people WILL notice the difference.

If you follow these tips you WILL increase your chances of having a successful advertising campaign with StumbleUpon.

Taking the time to create the best blog possible will indicate to your Stumbler-Visitors that your blog is a useful resource that is both informative and unique. If they feel they can get the same information elsewhere, why would they stay at your site?

**Tip #5: Copy From Those That "Do"**

Check out what types of headlines the most popular sites in your niche market are using and simply design your headline to use a similar style.

**Don't Just Pay For Traffic - Earn It**

You don't want to continuously purchase traffic via StumbleUpon that should never be your ultimate goal.

Instead, you should utilize the advertising services there to jumpstart your blog traffic with the goal

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being to encourage Stumblers to vote for you, which will in turn, push other visitors to your site, for free.

Some bloggers fail to do this and end up paying for traffic longer than they would need to, if they just focused on creating a useful blog.

Even though the advertising costs are lower than typical PPC campaigns, you can save a ton of cash if you make your blog worthy of a stumble.

Set your blog in motion and watch the traffic continue to pour in, day after day!

### **Catch Them Before The Next Stumble**

Since stumblers are similar to television channel surfers, you might not be able to hold their attention for long, no matter how compelling or interesting your content may be.

To get the most out of their visit, offer a subscription form on your site where you offer a free report, eCourse, something - **Anything** - to encourage them to leave their information.

That way, you can work on growing your list as well as growing your site.

Your subscription box should be placed in a highly visible area of your blog. You should also utilize graphics, or compelling headlines to make sure it's noticed.

### **Take Baby Steps**

Don't spend a ton of cash on your first StumbleUpon ad campaign, instead, test your ad copy with just a small spend. Once you see it working, you can increase your daily budget.

Be sure to pay attention to the available stats to determine how many people voted for your site and continuously tweak it for the best performance you can get out of it.

Testing isn't fun but it's important because you want to get the most votes you can.

Once you are consistently receiving votes, you will start receiving a flood of organic traffic and when

that happens, be prepared to pause your campaign before you purchase traffic for nothing.



## Things To Avoid

Some bloggers believe that sending Stumblers to the very front page of their blog is the best choice, when advertising with StumbleUpon.

I would suggest that instead; create a landing page specifically for each campaign. If Stumblers have to seek out solid content, they'll be gone before you know it, assuming it's a paid advertisement or sales pitch.

### **Solution:**

Choose a thread or page that carefully relates to your specific group of visitors (using categories and demographics), and choose a post that you feel is absolutely compelling.

Make it spicy, entertaining, controversial, whatever you have to do to make that page stick and become 'viral'.

**Also remember to add your sites to StumbleUpon by creating an 'alias' account and Stumbling onto your own pages, after first checking to see if they have already been Stumbled.**

You can check by visiting:

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<http://reviews.stumbleupon.com/>



### **No Ads**

Do not fill your landing page with banner ads, text ads or any ads whatsoever other than perhaps AdSense, but be careful with that as well.

As a Stumbler myself, if I come across a website that looks like AdSense is their primary content provider, I will not stay there and might even consider giving it a "Thumbs Down".

### **Inappropriate Categories**

Make sure if you "Stumble" your own websites that you choose the appropriate categories to put them under.

Remember when people stumble onto sites and rate them, they are given the option to categorize them based on the subject matter.

If you incorrectly categorize your website, it will get poor reviews from visitors feeling cheated or misdirected.

### **You're A Stumbler, Not A Salesmen**

Make sure that your writing is personable and friendly.

Do not come across as a salesmen, Stumblers aren't out looking for things to buy, you need to earn that by first capturing their attention and drawing them in deeper. This is why I suggest writing articles instead of directing them to your front page.

You need to GIVE them something, make them feel that they are benefiting by rating your site and returning to it.

### **How can I convert a Stumbler into a regular visitor?**

One thing you will need to understand right from the start, is that you lose the majority of "Stumbler visitors" once they have reviewed your front page.

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That being said, StumbleUpon can send you SO much traffic that even if a small percentage are converted into subscribers or regular visitors, it more than makes up for it.

Here is how you can increase your chances of obtaining new regular visitors and opt-in subscribers using Stumble Upon.

**Tip #1)** Make certain you have an RSS button AND an opt-in email subscription box visible on your landing page.

Don't clutter it into some side-bar that is difficult to see, make sure it's upfront and center, surrounded around good, solid content.

Also, because a lot of visitors will be scrollers, make sure to have a link to your opt-in box towards the bottom of your landing page as well.

**Tip #2)** Implore a Call For Action

Either direct them to a product or service using a cloaked affiliate link, send them through a CPA offer, send them to another one of your websites, articles, or blogs - just be sure to prompt them to take action.

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Don't leave them wondering what to do next.

**Tip #3)** If possible, and you have created a customized landing page for your StumbleUpon advertising, personalize it by mentioning StumbleUpon on your page. For example:

**"Stumbled Across Any Decent Sites Today?"**

They'll love it, and feel you are part of the community and not just some advertiser. This will increase your conversion rate significantly.

**Recommended Free Resource:**

I would also strongly suggest, that if you use WordPress you consider installing the plugin, "What Would Seth Godein Do?". It's a plug-in that encourages all new website visitors to subscribe to your feed.

[You can get it here](#)

**Tip #4) Everyone Loves Contests**

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Create a contest on your landing page. Who doesn't love the chance to win a free digital product, cash, service, etc? Have them opt-into your subscription box to be entered into your draw.

This is an easy way to convert one-time traffic into repeat visitors who want to find out more about the contest or receive updates.

## **Surefire Traffic Strategies**

### **SureFire Method #1**

#### **Multiple Accounts For Multiple Niches**

You should always have one account for each niche market that you intend to target (example, one account for fitness, one account for health, etc).

There are also categories that you can pre-select using StumbleUpon and this is critical for the type of niches that you would like to obtain traffic from. You will need a unique username (which is an email address) for each StumbleUpon account that you create.

#### **IMPORTANT NOTE:**

If you are logged into one StumbleUpon account and you

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attempt to create another, you will receive a warning advising you that you may lose your original account by creating multiple accounts, so be sure to log out of one account before creating a new one.

### **Sure-Fire Method #2**

#### **Copy Already Successful Stumbled Sites**

If you look on a person's favorite website list you can see what people have recommended in the past.

Use that to your advantage! You won't see a lot of squeeze pages or one page sales letters. Check it out for yourself and see the types of landing pages that are popular and are highly recommended by other members.

Then, create your landing page with the same style or layout.

### **Sure-Fire Method #3**

This is a great way to build your list quickly and people are already doing this on places like YouTube with great results.

To start, create a short video teaser clip and call it **Part One**, with a link that indicates in order to see Part Two, they need to enter their name and email address into your opt-in form.

Try it out and see how fast you build your list =)

#### **Sure-Fire Method #4**

StumbleUpon allows you to join groups and choose friends with similar interests. Be certain to only add friends who are interested in your niche market!

For instance, if you are promoting a Health related blog, you should only add friends who have similar interests listed, since you are able to recommend they visit the sites you stumble (and of course, you are going to Stumble your own =)

Joining a few groups relating to your subject matter is a great way to obtain instant traffic to your blog. Look for the larger, more popular groups.

Remember, the more friends you have, the more traffic your website will receive, since the more people will view your recommendations and visit your listed sites, but if you want **TARGETED** traffic (and you should)

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choosing only those within your niche categories is the only thing that makes sense.

**Warning: Be Careful With The Friends You Add!**

StumbleUpon restricts the number of friends each of your accounts can have, currently it is a 250 maximum limit, therefore be sure to only add friends from categories that serve your niche market.

**Make Money With StumbleUpon:**

You can make easy money with StumbleUpon and CPA offers. You can also build your list quickly this way.

Locate good solid CPA offers, and then write interesting articles about the product, prompting them to take action by clicking on your CPA link.

I have found that building articles that are focused on "How To" guides, or "Lists (example: Five Sure-fire Ways To Get Traffic, Ten Super-Charged Methods Of Building Profitable Blogs, etc) work best.

Also, limit the number of links on your article page so that the only links visible are ones that will lead them to an offer where you get paid.

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**What To Expect:**

How many visitors you get will depend on the way you have created your landing page, but on average, expect to receive between 100-8000 daily unique visitors.

**STUMBLE EXCHANGES**

There are StumbleUpon related exchange programs available where you can create a free account and exchange 'stumbles' with other members (you stumble their site, they stumble yours).

<http://www.stumbleexchange.com>

<http://www.linkyme.com/faststumbles/>

<http://www.avuw.com/index.asp?page=register>

Other free ways to get your site stumbled without having it tied to your account (so people don't see you are stumbling your own site) is to exchange stumbles with other people. You can find free-stumble offers at:

NamePros: <http://www.NamePros.com>

Digital Point Forum: <http://www.digitalpoint.com>

Site Point: <http://www.SitePoint.com>

Remember, this will not be targeted traffic but it's a great way to jump-start your stumble campaigns!

I hope you have enjoyed the information contained with the Stumble Upon Traffic Guide.

Being both an advertiser and stumbler of the Stumble Upon community can be an enjoyable and rewarding way to browse interesting websites while promoting your own.

Squidoo first launched in 2005, and is a network platform that allows individual users to create single web pages on topics they are passionate about, interested in or have much knowledge about.

The best way to embrace a new technology is to explore it carefully. Your first assignment then, is to visit Squidoo.com to find out more about what this site is all about.

By the sites own admission, Squidoo is, "The World's Most Popular Site" for people interested in building pages reflecting their passions, interests, books, videos or any other material for that matter.

People can use the site to promote their organization, their charity, their favorite book, a book they wrote, promote a cause or more. Sounds pretty neat, huh?

Users call their pages, "**Lenses**," which are single page sites on a topic a user is passionate about. Some of the reasons individuals may want to build a page as a lens are:

- ❖ **To increase knowledge about a given subject.** Users that are passionate about a subject can set up a lens page and send targeted traffic to content

sites or information sites with information on that topic.

- ❖ **To get to know other people interested in the same subject.** One of the primary reasons for the advent of Web 2.0 is users increasing interest in forming online communities rather than sites controlled by single webmasters.
  
- ❖ **To increase one's web presence, and to gain credibility as a master of a certain subject or information.** Each day it becomes increasingly difficult to promote one's website on the Web. More and more savvy professionals are turning to new forums and platforms to boost traffic and gain credibility in their subject matter.
  
- ❖ **To help boost traffic to their home pages, as each web page a user builds can point to the users other web pages or blogs.** Most of the web pages built on Squidoo.com are easily picked up by Google search engines and other popular engines, so Squidoo.com provides an excellent platform for building targeted traffic.
  
- ❖ **Users can use their "lens" page to earn royalty, for their company or for charity.** Squidoo.com

offers a built-in system allowing compensation payment made directly to owners of lens pages or to charities designated by owners.

- ❖ **There is no cost to set up a page with Squidoo.com**, one of the reason's this new technology is so popular. Anything that is "free" on the Web is likely to earn significant interest quickly and steadily.

## **Creating Your Lens**

Setting up a page on Squidoo.com is easy. The site provides an automated wizard that novice users can use to create a simple web page.

For more advanced users, the site allows you to create your own page using nothing more than a simple framework or template. Most people are able to set up an information page in about five to ten minutes.

You don't have to create all the content for your page at once either. Squidoo.com makes it easy for you to save your information or basic site, then add more information as you learn more about your subject or have time to expand your web page.

The entire goal of the site was to create a simple and easy-to-use platform for everyday Internet users. Despite its ease of use, Squidoo.com provides some brilliant technology that is powerful for many web-based applications.

### **More Reasons To Use Squidoo.com**

Here are a few extra reasons you may find using Squidoo.com beneficial:

1. **If you have a Web site built, you can use your Squidoo.com "Lens" page to attract more visitors and increase your PageRank in Google.** Many people find increasing their PageRank one of the most challenging aspects of the business. Squidoo.com helps many people overcome this barrier. As Squidoo.com becomes more popular, so too will your site.

2. **You can use Squidoo.com to highlight your favorite blog posts,** commenting on them and providing more information about services or other information you offer on your blog.

3. You can use your Squidoo.com page to help promote or earn money for your favorite charity or other nonprofit group.

4. Squidoo.com allows users to post details about their upcoming podcasts and point links to transcripts of podcasts the user has available online.

5. For those people that are avid "fans" of people, places, or things, Squidoo.com provides an ideal platform for sharing personal insights on the object of your affections.

6. Authors can use Squidoo.com to promote their books, providing links to all of their works on Amazon.com.

7. Entrepreneurs can make a few extra bucks by affiliate income when they invest in Squidoo.com.



8. **It's fun, it's easy and it is a great way to get your feet "wet"** when trying a new technology on the Web.

9. **You can easily research other people's passions** and interests to get an idea of what is "hot" on the Web.

10. **Squidoo.com allows users to share many different ideas often on the same subject**, so you have the opportunity to get an unbiased view by collecting, gathering and sorting the information provided from other users.

As a Squidoo.com user, you have the ability to monitor and control all the content that goes on your Web page. This is perhaps one of the biggest benefits of Squidoo.com.

While many people have used personal blogs to promote their material, passions and interests, they find using Squidoo.com beneficial because it is such a well-known platform.

Squidoo.com instantly draws more traffic to popular and unpopular websites, so you have a better chance of getting your "voice" heard, seen and visited on the Web.

Squidoo.com is an excellent platform for Web users interested in promoting their passions and interests on the Web.

**Now that you know a little bit more about what Squidoo.com is, it's time to learn more about "how" the site works, and how you go about creating dynamic lens pages.**

## Understanding Squidoo

There are many Web 2.0 sites encouraging users to place their full content on the site and share it with others. To understand how Squidoo.com works, you first must understand it is different from most traditional sites.

Squidoo.com allows users to create lenses, web pages with the intent of pointing users to information on the Web.

What this means is users create portfolios that contain information or links to tools, links, feedback or other information on the Web.

Users can earn money while doing so, all while sharing information about a topic with others so people can spend less time searching for the information they need on the Web.

**Here are some examples of lens content available on Squidoo.com:**

- ❖ Lists containing tips for increasing traffic to your site.

- ❖ Module tricks, or information about creating modules on the Web.
- ❖ Ebook lenses.

**Consider Squidoo a shortcut to getting your website or other information on the Web noticed quickly by search engine crawlers.** It is also another tool providing an excellent platform for increasing your credibility and professionalism on the Web.

**Here is how simple it is to start a lens on Squidoo:**

1. Register for an account. It's free, anyone can do it.
2. Follow the step-by-step instructions for creating your lens page.
3. Add relevant content to your page to increase your visits and your page ranking.

When building your lens, you DO want to provide visitors with relevant content and information about the subject you are promoting.

While Squidoo is an excellent tool for self-promotion, if you just log in and create an "advertisement" lens with no relevant content or information to share with

visitors, your page is not likely to attract many visits.

This contrasts a bit with what we stated earlier. We said Squidoo is not a "content" oriented site.

Understand that it is not a "just" a content-based site in the sense that you will not create pages and pages of information about a topic you are passionate about.

What you will do is provide basic and interesting information, and links to relevant and helpful content for users.

### **What We've Learned**

You can and should provide relevant and original material on your lens page, content users will eagerly seek out. You can provide content in many ways. For example, some users feed their blog posts into their lens page using an RSS feed.

This provides frequent and updated content to your lens page without much effort.

You can also post articles to your lens on a rotating basis. Many times, savvy users will post the

introduction to articles on their lens page, then link to the full article located somewhere else, like on their website or on their blog.

Key to understanding Squidoo's utility is the fact that Squidoo prides itself on being an Internet community.

It is a gathering place where visitors travel to so they can build relationships using their lenses.

## Making Money With Squidoo

Critical to most users is their ability to make money using Squidoo.com. You can do this many ways. Here are a few common ways users make money-using Squidoo:

- You can use Squidoo.com to **gain backlinks** to your website.
- You can **increase your search engine rankings** and send more traffic and hence gain more customers using Squidoo.
- You can use Squidoo.com to **build a list** you can send promotions to.
- You can **promote your affiliate programs** using Squidoo.com.
- You can **promote your own products** and services using Squidoo.
- You can use **AdSense** and other programs to **make money** through a simple lens page at Squidoo.

So how do you DO this? It's easy.

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## Squidoo Marketing 101

The key to making money and using Squidoo.com to promote your sites is simply setting it up properly.

500,000+ users currently use Squidoo, and this number grows every day.

The simple act of creating a powerful lens on Squidoo can **increase your page rank** so that your site is ranked in the top 100 on Google and other major search engines.

Squidoo is easy to use because you can use content and advertisements you already have to create a simple and effective lens.

Now remember, your lens is nothing more than an informational webpage. Most lens pages provide expertise on the subject they promote.

You can use lens pages to promote, create top lists of your favorite items or sites if you affiliate market and more. You can review other sites on your lens page and drive traffic to them.



When you create pages on Squidoo you become an official "lensmaster" instead of a "webmaster."

Many people view lensmasters as credible experts in their field.

While some other promotional sites ding people for trying to promote their products or affiliate products on their pages, Squidoo does just the opposite; in fact, it encourages users to promote quality products, including their own (or those they affiliate market).

Of course, you cannot simply set up a lens on any topic and hope for the best page rankings.

As with anything you will need to do some research to make sure you are using popular keywords and marketing in a niche category that is of interest to people.

There are many reasons people do not get sales; their product may not be very popular for example, or their advertising may be poor. They may not have enough traffic to promote enough sales.

So, before setting up a lens page to promote your products, make sure you have a hot niche, one that people are interested in finding more information

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about, and one people may have an interest in paying for. (Meaning, they will pay for content provided in this niche area).

Some of the best niches to promote include:

- **Internet marketing**, including anything involving niche marketing, building lists or selling information products on the Web.
- **Electronics**, including information on MP3 players or other popular music and audio electronic products.
- **Diet and fitness**, as people are constantly searching for information about losing weight and maintaining a healthy diet.
- **Baby or parenting**, as many women and moms-to-be actively comprise some of the largest communities on the Web.

If you want ideas about topics that are popular, simply take some time to view the top 100 lenses on Squidoo to find out what people are looking for.

After you do this, and select which of your products or websites are most likely to do well, you have to make sure you have great keywords to use on your lens page, keywords that will draw people to your site and link them to your other websites and affiliate sites.

### **Create Your Lens**

Now, when you are confident you have a great niche market to promote, its time you used Squidoo to create a money pulling lens page.

Most people can set up a good lens page in just 10 minutes or less. Setting up a lens is easy; we've already covered many of the basic steps.

Here is a recap of the key steps required for building a great lens page:

1. First, **register and sign up** for your membership.
2. Next, use the site wizard to **create a lens page**.
3. When taken to this page, select the **do your own thing** option. This option allows you to put in any information you want using a pre-configured lens layout, making your job easy.

4. You will need to **select a title** for your page. Make sure your title is keyword rich.
  
5. **Select the URL you want your Squidoo.com page to point to;** this URL should also contain some of your keywords if possible.
  
6. Next, you can **create keyword rich tags** for your lens page that will help visitors find your lens page faster. You can add additional tags later, for now just put in your top three or four.
  
7. You will then be taken to a page that asks you how you want to get paid. This page **sets up your account to pay you** for any income you receive from clicks through AdSense, eBay, Amazon or other commissions you may make if you incorporate these commission based programs into your lens page. Keep in mind you can also use any income coming in from these programs to donate to Squidoo or a charity you select. You can also split the money so you earn half the cash and donate the rest.
  
8. **Reconfirm your content, your contact information and your email and screen name.** Then you are finished! Simply complete your registration.

Now that you have the basics laid out for your webpage, it is time to design your personal lens.

## **Quick Lens Creation Tips**

The way you layout your lens page will ultimately influence how well your lens pages rank and how many visitors you send to the sites you promote. When you log into your lens page, you can edit your lens layout in any way you like.

Some important information to include in your lens include your biography. People like to learn about the person selling information to them or providing them with "expert" advice, so don't skimp on your bio.

Many times, users simply put a backlink into the bio section that links back to their Blog bio or other personal page, like an "about us" page on a website.

Add a picture if you can, because this simple tactic also creates greater legitimacy in the minds of those viewing your lens page.

If you aren't sure what to put, take some time to look at other people's Squidoo pages to get an idea of what

information and the types of pictures they put in their pages.

Once you create your bio, you will have the choice of making your bio your "default" bio. Unless you want all your lens pages to share the same bio, you should not check this box. You may want a different bio especially if you plan to promote blogs or affiliate pages marketing different types of products.

You want to highlight your skills and expertise in each unique area.

**Tip**

**Want to be seen as an expert but lack the "credentials" to do so?** Most people build their credentials by learning as much as they can on a subject and writing frequently and often on it.

One way you can promote your knowledge is by labeling yourself as a "critic" or "fan." As a critic, you can spend time reviewing subjects and providing subjective opinion on them. You can link your opinions to factual data, supporting your knowledge of a subject.

You can also limit your liability by proclaiming your status as a "devotee" rather than an expert.

One thing you do not want to do is Spam the site.

To avoid an accusation of Spam, most Squidoo.com experts recommend you limit the accounts you have on a subject to 10, and offer more than one product for each account.

The more products you offer, the more you look like an expert, and the less you look like a self-promoting bully out to promote just one product or site.

Remember, most "experts" are also linked with multiple sites and products, so you want to offer a good portfolio of information so people perceive you have a wide knowledge base in several different areas.

**Tip 2**

**One way to lose credibility fast is to promote too many things through your Squidoo.com lens pages.** Think about it. If you are the "expert" or "devotee" of a certain product or service,

then you should promote one or a handful of products in that field. You are likely to lose credibility if you claim you are an expert in many different topics, like real estate, Internet marketing and book promotions for example.

So limit your core areas to one or two subjects. This will help you gain the credibility you need to excel on Squidoo.

### **Tags and Traffic**

For every item you add to Squidoo.com you can create 20 tags for your lens.

A tag is for all intents, a Meta tag. Tags are similar to site descriptions, so you want to create tags that or "labels" for your lens that are filled with keyword rich terms or phrases to promote your site and improve your page rank.

You should always use research to identify the best keywords to use as tags for your lens. For example, use the keyword selector tool at Overture.com to identify popular keywords or keyword phrases you can use as tags for your site.



### **Content and Copy**

Just like the content on your sales page is important for the success of your Website, so too is the copy you write for your lens page.

Your introduction and the body of your lens page should include strong and compelling copy that will encourage visitors to click through the links you have on your page.

The introduction or first paragraph of your page will be most important, because this is the first part of your page that will attract the visitor's attention.

If you do not have a dynamic headline and do not provide interesting and compelling information, visitors will skip on to another page.

Here are some tips for creating great copy for your intro paragraphs and page:

- ❖ Keep your information short and concise.
- ❖ Provided targeted and helpful information.
- ❖ Explain clearly what benefits you plan to provide your visitors.

Some people find the easiest way to keep people interested in simply writing a review of the site or products they promote as their introductory paragraph. If you have a succinct and enticing description, you will attract more click-throughs.

If you can, also include an image of your product so people are more likely to click-through and get more information about what it is you offer.

**Focus on your credibility and the benefits your product or service provides to others..**

Remember, people do not want to see blatant sales copy, even though your copy must be strong. They want to read between the lines, and confirm you are an expert in the subject you talk about.

#### **What About Modules?**

Squidoo.com also uses modules to promote lens pages.

Modules are nothing more than information boxes with content in them you add to your lens page. Typically you include modules after your introduction.

There are many customized modules you can add, including those offered by Amazon and eBay, promoting products listed on these pages.

You can use one of these customized modules to promote your book or other products on Amazon or eBay for example.

Remember, your lens and your modules should be a subtle advertisement, not a walking classified ad. You want to keep the copy on your page relevant and valuable.

Provide information your visitors may not find elsewhere, to entice them to click through to your sites and products.

Most people recommend you use between three to five modules containing relevant and hard-to-find information on your lens page. This will help improve your ranking and entice people to click through the links you put on your lens page.

Now, keep in mind you will not earn a lot of money from your modules alone.

If for example, you select Adsense, Amazon and eBay modules as your primary source of income from Squidoo,

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you will probably make \$100 extra dollars a month or around there.

Where you make your real money is by increasing traffic to your WebPages and selling people on the products and services you offer or affiliate market there.

You can also use pre-made "write" modules on Squidoo.com that will allow you to link to your opt-in lists, a terrific way to help boost the amount of people you have signing up for your lists.

Another way to use a "write" module is to provide an intro to an articles page you may have on ezinearticles.com or another popular article-hosting directory.

Once someone clicks through to your article, they will find your resource box to your webpage at the bottom of your article.

### **Promoting Your Lens Pages**

Once you have your lens pages set up you'll want to promote them using external links as well. One of the easiest ways to achieve this is by using Digg.com. This is a good site for promoting lens pages and ordinary web pages.

Key here is promoting quality content. Digg.com is a site that is very anti-Spam, so if your lens page isn't providing any useful content, or appears to be too self-promoting, Digg is likely to delete your information and account.

As long as you provide meaningful content related to your subject matter, you won't have to worry about this. To list your lens pages on dig, all you have to do is:

- **Log onto your lens page.** It will have an address like this: <http://www.squidoo.com/yourpagenamehere>
- Next, you will see a button to the right side of your personal lens page that offers you the choice of "digging" your page. **Click the "digg" button.**
- **Make sure your tags have keywords related to your topic.** If your topic is information marketing, you can have tags like, "information marketing beginner guide" or other hot keyword phrases.
- You will see a prompt where you can add a couple of sentences summarizing the content of your lens. **Make sure your sentences are concise and keyword**

**rich.** To avoid Digg from labeling your material as Spam, make sure you do not submit too many lenses with the same subject or keyword tags to Digg. Try just a couple to start. You can also avoid trouble by adding your lenses to Digg on different days, so they do not show up at once, increasing suspicion that you may be spamming the site.

- Make sure you **promote many lenses using different strategies**, so if Digg does delete one or two, you still have other lenses you can promote through your Digg account.

### **Other Promotional Strategies**

Naturally, there are a dozen other ways you can get your lens pages listed well to increase your traffic to them, and subsequently to your sites.

**One way to do this is to have your lens pages pinged.**

Simply go to the following web address:

<http://www.pingoat.com/>

This site will let you ping your lens site, and distribute your site to multiple ping servers. This allows web crawlers to pick up your lens site much faster than they would otherwise.

When you log into this site, just enter your site name and the URL of your site. It's that easy. You can then check off the boxes you want your site pinged to.

Some examples include many popular social networking sites, including sites like technorati.com and my.yahoo.com.

By using Pingoat you can submit your lens site to multiple directories with the click of a single button. Just as with Digg, you will not want to Ping all of your lens sites the same day. Make sure you space everything out so you aren't flagged as a spammer.

You can also ping your sites manually, by visiting various social networking sites including del.icio.us.

### **What We Learned**

There are many ways to use Squidoo.com to promote your sites, products and services. You can establish yourself as an expert in your industry by following a few simple steps.

Most people will find it takes between five and fifteen minutes to set up their first lens page.

Go ahead, follow the tips in this section and find out just how helpful a lens page can be for you.

Now that you know what to do, let's take some time to review some of the more commonly asked questions about Squidoo.com.

## **SEO And Squidoo**

So we've been told and told some more about the miracles of a Squidoo lens.

Now comes the little glitch. Your Squidoo lens is not the only one out there.

It's *the* marketing tool these days so you can't expect others to sit still, right?

They're all there, creating lens after lens after lens, trying to drive more traffic to their website.

However, there are several ways to make your lens rise above the clutter. Heard that line before? OK, let me tell you more so that you believe me.

**The secret code to high ranking lenses...**



...does not exist. Secret codes make for good stories but this is business. If you want your lens to rank high, you have to think and work smart.

It's not very difficult but requires you to be agile. Let's begin with a few simple tips.

### **Choose the right keywords**

If you have a lens on music, come up with as many keywords as you can. Make a list of all the words that a visitor may use to find information pertaining to music.

Once you think you have enough, start eliminating the unnecessary ones. If you get stuck in the process, look for a popular keyword research tools and dig out popular keywords. Remember, going for the most popular keywords is not always the solution.

### **Different but not obscure**

So, popular keywords don't always work. When you go for a very common keyword, say 'music', your lens will be relegated right to the bottom of a pile, with only a few hundred thousand entries lying above you. A better

option would be to go for something more specific like 'Chicago Underground'.

### **The-title-is-the-key**

Whatever your keyword, it should be in your lens title. Next, add it to your URL. The search engines will love you for that. Before you rush, think about it. Once you've named your URL, you won't be able to edit it.

### **Don't just sit there**

Creating a lens is just one part. Once you're done with that, move around and join a few groups. When I say join, I don't mean "barge in". Much as you hate it, you won't be welcome everywhere you go. Every group has its own rules and regulations and before joining, read through them. If you walk into a teens group with a Clark Gable lens, you may be shooed away.

Do also make your rounds of SquidU. Participate in the various forum discussions and interact with people. Having your lens in your signature line could leave a trail for the visitors.

### **Lensroll**

Bloggers may be aware of a blogroll. A lensroll is similar. You can use it to link your lenses with each other.

This means more links and a better chance of ranking high. Do not forget to click on the 'del.icio.us' and 'digg this' links on your page. This will also contribute to better traffic and search engine rankings.

### **Spot them coming**

Squidoo offers you a tool to find out where your visitors come from. Use it to your advantage.

If most of your customers follow a particular keyword or method, you can use that to optimize your lens and discard the ones, which are ineffective.

### **How to Get Your Lenses Ranked in a Group on Squidoo**

That was about wooing the search engines. Now let me tell you how to make your presence felt in the various Squidoo groups.

### **Make sense**

I know that sounds lame but it's important. Make your lens informative and interesting.

The most difficult part is to ensure that a user's first visit does not end up being the last.

The brighter side is that if your lens impresses the visitor, you earn yourself a spokesperson. Your visitor may refer your lens to another visitor and so on. Make your content easy-to-read, highlight important content and make your page lively.

### **Spread the word**

That's easy. You're on Squidoo, you have a lens and now all you need to do is start talking about it. Email your friends and let them know about your lens, promote it on the forum, other lenses and blogs. By promoting, I mean leaving your lens link in your signature or leaving a polite invite with your comment.

### **Get out of Squidoo**

Starting a blog or a webpage outside of Squidoo could be a great way to boost traffic to your lens.

If you fancy yourself as a blogger, try and link it up with your lens and encourage your blog visitors to check out your lens as well. You don't always have to be the one who blogs about your lens. Get your friends to blog about it, get reciprocal links and use your lensroll to get as many links for your lens as possible.

### **Get into the group**

Squidoo isn't exactly an upscale social hangout, but being spotted at the right place helps. Join as many groups as you can and leave an impression. Here is a little tip - join as many top 100 groups as possible. Look at the others when you're done with the top 100.

### **About angels and masters**

Lastly, you can always do with a little divine intervention. If you can't have it, choose for the second-best alternative. Enter Squid Angels. Invite SquidAngels to drop by your lens and take a look. A word of caution though - invite them only when you are completely confident of your content. While a SquidAngel's blessings can work wonders for your ratings, if you fail to impress them, you may fall from grace in their eyes.

Another way is to approach other lensmasters. Not everyone will be kind to you but what's the harm in trying? Approach them with good content and request them to exchange lens rankings. They need you just as much as you need them so hope for the best.

Squidoo.com is an excellent resource for any web entrepreneur or marketer interested in promoting their products and services. Remember, it only takes a few minutes to set up your lens page on Squidoo. Most people find they do best when they have between 25-50 lens pages.

Here is a quick recap of ways you can make your lens pages stand out from the crowd.

- Make sure you provide **relevant, factual and helpful material**.
- **Do not simply self-promote**; provide visitors with useful information. Link to quality articles that contain a resource link to your main web pages.
- Be sure you **use keywords in your lens title** and when creating tags for your site, so visitors can

more easily find your lens pages.

- **Add fresh content as often as you can**, by changing your intro paragraphs or through RSS feeds.
- Promote your lens sites on Digg, Technorati, by Pinging your site and by **proving your trustworthiness to your prospects** by presenting the image you are an expert in your field.

Remember, your copy should be short, informative and helpful. It should tell your visitors what benefits you have for them, and why they should click through your links.

If you follow these simple steps, you can join the ranks of the thousands of savvy entrepreneurs using Squidoo.com and other Web 2.0 sites to market their products and services.

**Lost Chapter: Secret Opt-in Strategy**

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If you are interested in adding an opt-in form to your Squidoo lens, you'll find that there are very few resources out there that will tell you how to do it, and those that are available are charging just for this mini-tutorial.

To save you time and money, here is exactly how to incorporate an opt-in box into your Squidoo lens pages.

First, log into your autoresponder account and generate the opt-in code for the campaign you are going to use. (You need to create your campaign within GetResponse, Aweber, or whatever autoresponder provider you are currently using).

Then, log into the admin panel of your Squidoo account and go to the lens that you want to add an opt-in form to.

In order to add an opt-in form into your Squidoo lens, we have to take a different approach than we would by simply injecting the code into a squeeze page template. Squidoo doesn't handle HTML in the same way, so to work through it, we need to create a widget and insert that into our lens, in order for our opt-in form to appear.

We can do this absolutely free by first creating an

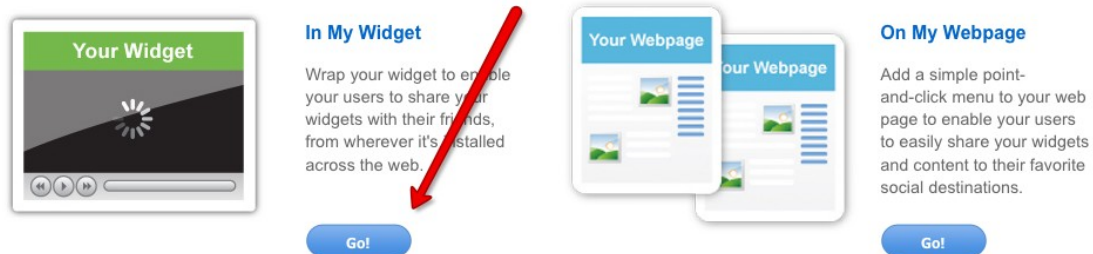
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account at <http://www.ClearSpring.com>

(You can also use <http://www.springwidgets.com/> as well)

With ClearSpring, create your account and then once logged in, click on 'In My Widget", as shown below:



Next, you need to select your widget type. Click on 'Image" to begin.

Since you have to enter in an image of some kind, and we really don't need one when creating out opt-in form, you simply need to upload a tiny, invisible image, such as a dot that won't be noticed when you incorporate your widget into your Squidoo lens.

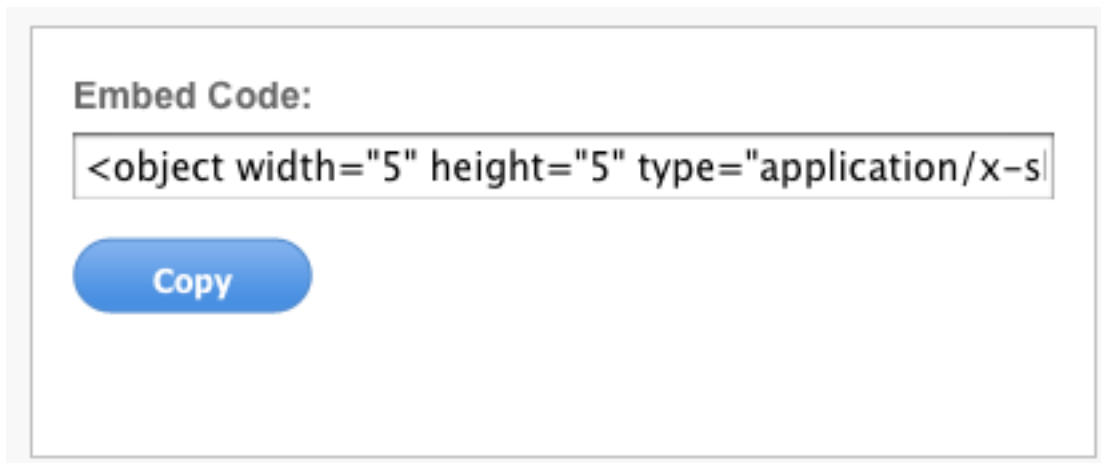
(You need to add an image to your widget, so make sure that you create a 1x1 clear pixel when creating your

---

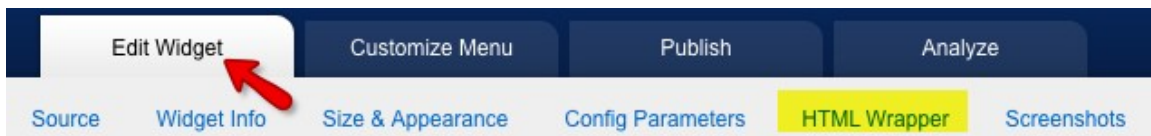
widget).

Choose the category for your widget (any category will do)

Click "Save Widget" to save your work. Your widget will now be created.

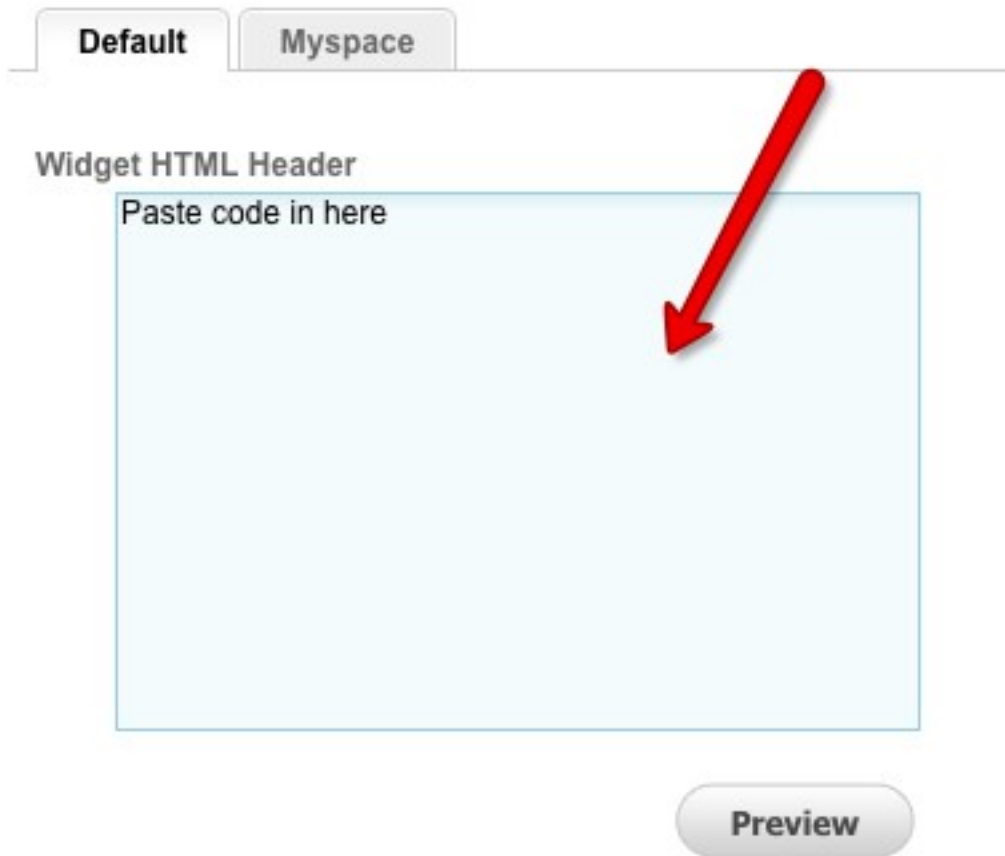


Next, click on "Edit Widget" from the navigation menu above and choose "HTML Wrapper".



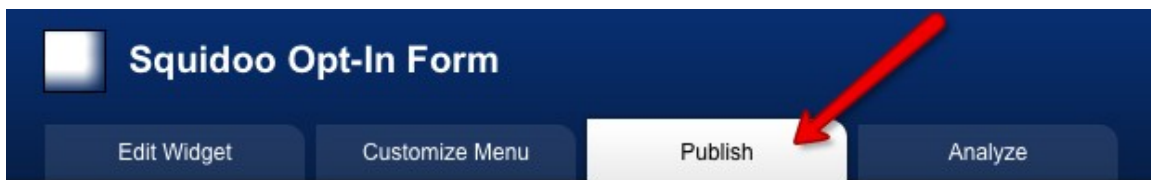
Within the Widget HTML header box, paste your opt-in code that you generated from your autoresponder provider.

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You can add this widget into as many Squidoo lenses as you wish, so you only have to create it once for each autoresponder campaign that you intend to use.

Click "Publish" from the top navigation menu:



Next, click on "Widget Home Page Settings" to view your widget. You will see the link to your Widget embed page:

## Widget Home Page Settings

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Control your web page for this widget.

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Link: <http://www.clearspring.com/widgets/4a749fa11f562fcf>

Status:  Enabled  
 Disabled

Turn this on when you are ready for people to see this widget.

Comments:  Enabled  
 Disabled

Ratings:  Enabled  
 Disabled

Save

---

Set the following permissions:

**Status: Enabled**

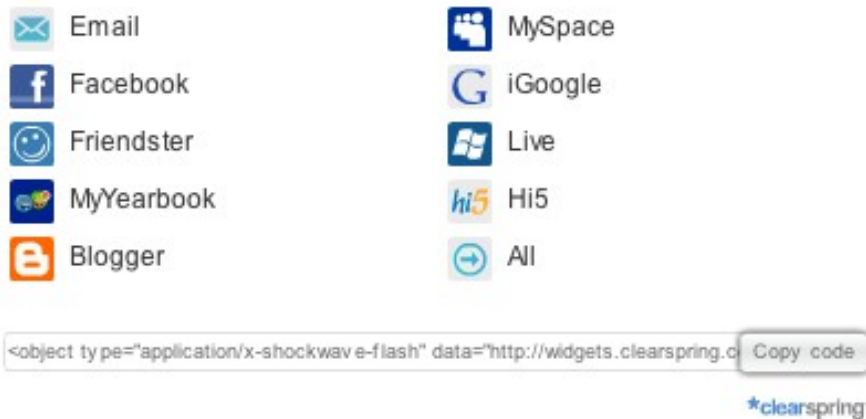
**Comments: Disabled**

**Ratings: Disabled**

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Click "Save", then click on your actual widget link.

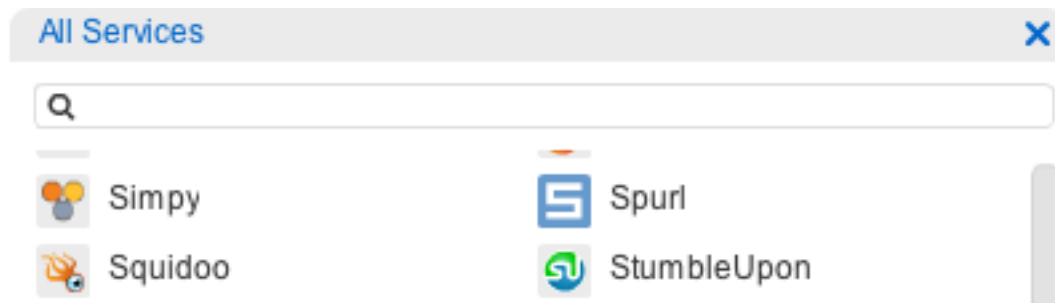
Once you have clicked on your widget's URL, you will see a page that allows you to choose social communities and bookmarking sites. Click the blue arrow next to "ALL".



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**Author:** N/A  
**Author Link:** <http://www.clearspring.com/widgets/4a749fa11f562fcf>  
**Added:** August 01, 2009  
**Description:** N/A

Scroll down until you see "Squidoo"



Now, we are going to incorporate the opt-in widget into our Squidoo lens. Open up your Squidoo lens, and click on the "EDIT" link so you can integrate your new opt-in widget.

Back in your Clearspring account, double click on the Squidoo icon and it will load up your Squidoo account. Simply choose the lens that you want to add the opt-in widget to from the drop down menu, include a title and sub title and click 'Continue'.

You now have a fully functional opt-in box on your Squidoo lens and can begin collecting leads!

Test it out and repeat the process for each new lens that you create.

**Note:** You are unable to add an opt-in form into Hubpages, however, you can include a high quality article and attach a resource box that directs readers to your squeeze page.

