



EWCF Quick-Start Marketing Guide

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Introduction

Hello and welcome to the world of online marketing. This short marketing guide is going to give you some direction and specific instructions that will allow you to get your new business off to a fast start and on the way to earning money in less than 24 hours.

This Guide is being written for the buyers of the EffortlessWeb-CashFormula, but you will find these techniques will work just as well on any other website or business you may want to promote.

The ideas and methods presented here are all used daily in my own marketing and I know they work but there will still be some effort on your part to put them into play – just reading about them is not going to be enough – you have to actually use them if you expect to earn any money.

No Secret or Magic

There is no secret to what makes a successful online marketing business. You find something people want, make sure they know that you have that something, price it correctly and make the sale.

We are selling a method and tools to make extra money from home which is one of the “most wanted” things in the world so we definitely are OK on the first point.

Now comes the tricky part – letting people know that we have what they are looking for. The “Making Money” or “Home Based Business” markets are extremely competitive so our marketing efforts must be designed to be both affordable and effective so that we can stand out from the crowd.

Also, and very important for this Guide is that the methods we use must be simple and easy to do as the project is designed specifically for the new or beginner online marketer.

That means we are NOT going to cover things like SEO (Search Engine Optimization), Article Marketing, Creating back Links, or any of those other advanced marketing techniques which are outside the scope of this beginner's guide.

For us, it's all about doing things that are quick, easy, uncomplicated and effective enough to get sales coming into your account within hours.

Your most important objective is to get your website exposed to as many other people as possible. It is the most critical step, because without people visiting your website, you can't make sales. This means we have to do some kind of advertising.

It's really easy --- 1) they can't buy from you if they aren't exposed to your website and free ebook and 2) they can't visit your website if they don't know it exists.

Every business must advertise and promote and your business is no different. All such efforts can be divided into two categories; Free and Paid. I use free advertising almost exclusively and sometimes low-budget advertising tossed in and that is what we're going to focus on in

this guide.

Very Important First Point

You may hear me repeat a gazillion times that it is of the utmost importance to always remember what your primary goal is at every level of the marketing cycle. This may sound real obvious but 90% either forget this or don't know it.

Our first level of marketing will be “exposure” – this could be an ad, a comment in a forum, links on your social networking websites like Twitter and Facebook, or something else (don't worry, we'll discuss the what's later – just stick with me for a moment).

OUR GOAL AT THIS FIRST LEVEL is always to get them to our website --- that's it! We are not trying to convince them our program is great, we are the smartest or our kids are the cutest – none of that – we just want them to click through to our website – PERIOD!

I know from years of experience that one of the fastest and easiest ways to get that to happen is through our choice of domain names. I don't care what the exposure medium may be – ad, forum, social network...whatever, if one ends with GetRichQuick.com and the other with BlueHairedMonkey.com --- which do you think has the better chance of getting clicked on to the website?

The first sounds like everybody else's boring website while the curiosity caused by the second is almost impossible to resist.

So, although it is not “required”, I VERY STRONGLY recommend you get a crazy domain name to use in your marketing instead of just going with a typical domain name.

In the past, you could have purchased a .info name for less than \$5/yr., but thanks to the many spammers online now, these cheap domains have developed a bad reputation. Therefore I'm now suggesting that you get a standard .com domain name which will cost you about \$10/yr.

These domains can be purchased from many different sources of course. But because I will be setting up your website for FREE and making it live, it is **required** that you purchase your domain name through www.GoDaddy.com.

Please do this as I have run many tests using the same ad and headline and have proven that if one ends with www.EasyMoney.com and the other ends with a domain name something like www.GorillaWith-a-HockeyStick.com that the results will be at least 400% better for the Gorilla With a Hockey Stick domain.

The curiosity factor just makes it almost impossible not to click on it to see what the heck it is all about.

Go for a name that has a lot of VISUAL IMAGE to it – like you want to “SEE” it. Examples of domains that I have seen are:

BlueMonkeyFeet.com | FlyingOrangeZebras.com | SpottedGreenMonster.com

StarSpangledMonkey.com

You get the point. I have seen ads run with domains like those that got good traffic without ever really saying anything like:

Too Weird but seeing is believing - www.RedStrippedBanana.com

Another important point – notice how I have capitalized the first letter of every word in the domain names above? Web browsers and Domain Name Servers are not case sensitive so it makes no difference if you capitalize all or some or none – they will all still go to the same web page. However, human eyes are case sensitive and BlueMonkeyFeet.com is easier to read vs. bluemonkeyfeet.com so always capitalize the first letter of each word when you are writing your domain name.

After you have purchased your Crazy Domain, you will include that in the form on the members area web page along with the other required information.

I continue to see ads that are way too wordy so I'll repeat – YOU ARE NOT TRYING TO SELL THEM IN THE AD --- JUST GET THE CLICK TO YOUR PAGE

Short and interesting works better than trying to tell “the complete story”

Next Step

We need to put our domain name and information out there to get some traffic and visitors to our web page. The first place should be Free Classified Ads.

There are a million free classified ad sites but I have found only a few that I think are even worth your time and bring in any decent traffic.

Be sure to post ads on Craigslist and Backpage – and also be sure to use our [USFreeads.com ad posting software](#) to post 100's of targeted ads a week.

Here are some exact ads that I have used and they have worked very well – obviously this is only a starting point – use your imagination and experiment. Like I said earlier, there will need to be some effort on your part.

Easy Money - Instant Pay! Making money just does not get any easier than this
See for yourself - Click Link below www.BlueMonkeyFeet.com

Easy Money - Instant Cash Get cash in your account in hours Crazy System - Free Manual
www.BlueMonkeyFeet.com

Cash Today - Crazy System Make money in hours - NOT days See for yourself - Click Link below www.BlueMonkeyFeet.com

Start making money in 4-6 hours \$200 a Day -- Starting Today Instant Pay - No Waiting
www.BlueMonkeyFeet.com

Here is how you make your website link “live” or “clickable”. Just type http:// before your domain name. The http:// identifies it as an Internet link and makes it so someone can just click on it to go to your site. Such as <http://www.YourDomain.com>

IF YOU ARE USING CRAIGSLIST AND BACKPAGE – you must be careful not to have your ads deleted for abusing the system. Both have rules as to how often and where you can post. I personally don't follow those rules but I don't go crazy either.

I only post 2 or 3 ads a day, always with different headlines and different text in the body of the ad. I also use a few different email accounts.

I have never had a problem or had one of my ads deleted. However, I see almost everyday where a new person goes wild and posts 15 ads, all the same and all with the same email and then wonders why their ads were all deleted – Better to work on writing better ads than to work on over-posting to have all your ads flagged! Just want you to be very clear on this.

Moving Along

As I have said, there is no doubt in my mind that you can make a very nice income with your 2-3 sales a day, or more, just by using classified advertising sites if you learn how to use it properly. However we don't need to stop there as many other avenues are open to us.

Traffic Exchanges

The Quick and Free way to get a Swarm of Visitors to your New website, Traffic Exchanges Are A Great Form Of Free & Paid Advertising.

A Traffic Exchange or Hit Exchange as they are also known is a real Traffic Alternative. Basically you receive exposure for your own web site, banner ads, and even text links by viewing the sites and ads of other people.

Traffic Exchanges are member based, so you must open an account with each exchange you intend to use. This is a simple task that can be completed in just a couple of minutes, and for FREE exchanges it costs nothing to join.

Traffic Exchanges operate on a credit system. Members earn credits by participating in a variety of ways, and then "spend" these credits on website visitors to their own pages, banner ad impressions, text links, and in some cases, even email advert's.

By maintaining active memberships in a few good exchanges, you can generate a tremendous flow of traffic for any web site you wish to advertise. When used properly, these resources are an excellent way to promote just about anything.

My Personal Favorite Exchange by Far is:



TRAFFICswarm

YES! I Want Free Traffic

- ✓ Earn Free Traffic!
- ✓ Free to Join!
- ✓ Boost Your Website Ranking

The Quick and Free Way to Get a SWARM of Visitors to Your Website!

[Click Here to Go to Traffic Swarm](#)

There are of course, other traffic exchanges and doing a simple Google Search should be enough to get you pointed in the right direction.

Forum Posting

The conventional wisdom is that a person can go to forums that are related to the product they are offering and by posting in those forums will get good exposure to people that might be buyers.

This is not bad advice but I have found we don't need to be that limited. Sure, you can go to "Make Money" type forums and get your exposure but those are typically very crowded with other promoters doing the same thing which can lead to lots of competition.

You can stand out from the crowd with your Crazy Domain Name but we can also think outside the box a little here.

One of the very good things about working in the "Make Money" market is that almost everyone in the world is a prospect! Not true if you were selling information on Dog Training (I for one do not own a dog) or Organic Gardening (not even sure what it is). Those types of niche markets have limited groups of people that are actually interested. However, I think you would be hard pressed to find anybody that would not be interested in an easy, simple way to make more money these days.

This means that you can almost go to any forum – stay with areas that personally interest you (heck – it might be Dog Training or Organic Gardening) and you can still find buyers for your product.

This is best done – especially if it is NOT a make money forum by use of a "signature". Most forums allow you to create or have what is called a Signature Block with your name and a link in it and this block will appear below any and every post you make. I suggest you also

think of a short teaser line to put above your link to get a signature block like:

Your Forum Name

Where will this end?

www.BlueMonkeyFeet.com

So, if you were posting in a Dog Training forum you might end up with something like:

I'm not sure what whisper training is and would like to find some information about it...blah, blah, blah

Sally Dog lover – Where will this all end? www.BlueMonkeyFeet.com

We are, of course, working on the same philosophy that people will see that and almost be forced to click on it to see what it's about. They may or may not be interested in your offer but it didn't cost you a cent to find out.

Forums and also Yahoo Answers can provide a lot of free traffic to your website.

To find other forums in other areas of interest you can go to Google and type in your keywords plus forum like Dog Training Forum but you may do best by sticking with any forums that you really have an interest in and perhaps already belong to.

Forum Posting can be one of your very best sources of traffic if done correctly. You must be careful not to SPAM the forum by posting obvious ads as they will probably be deleted and certainly create more enemies than friends.

I make a lot of money every month just by participating in forums that I enjoy and having an interesting signature block that people want to click on to see more about what I'm about – Like this:

My Forum Name – such easy money www.BlueMonkeyFeet.com

Don't Forget Your Emails

A signature block like discussed above can also be created for your emails. This is very easy to do with Gmail and most other email programs so that all of your emails will have a very low key – curiosity item at the bottom – just a teaser line and your domain – don't do a sales pitch.

Quick Review:

1) Get a Crazy Domain name **(this is optional)** that people will almost be forced to click on to see what the heck it's about – don't blend in with the crowd with a boring same-o name like WorkingFromHome.com (and don't forget to capitalize first letters).

2) Create a nice little Signature Block with a teaser line and your Crazy Domain name to use on all of your regular emails and forum posts. The curiosity factor will have people checking out your web page every day.

3) Post classified ads online. Checkout out our [USFreeads.com ad posting software](http://USFreeads.com).

4) Use social media like Facebook and Twitter, as well as Traffic Exchanges and Safelists

5) Do forum posting

Finally – If you have any questions or need help with anything, PLEASE do not contact the person you purchased from as the chances are very good that they are a newbie just like you may be.

I am here to help you 6 days a week and will almost always respond to your questions within a few hours.

To your success,

Lauryn Herbert

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