

INDEX

- Abandoned shopping carts, 17, 18, 175, 176
“About” page, 51
Accomplishments, 48, 49
AdWords. *See* Google
AdWordsInsideSecrets.com, 48, 107
Affiliate marketing, 8, 16, 20, 21, 65, 100,
101, 121, 129–131, 133, 134, 174, 184,
187–190
All-In-One SEO Pack, 67
Amazon.com, 12, 28, 57, 58, 75, 129, 140,
174, 197
Article marketing, 16, 109–112, 125
ArticleMarketer.com, 112
Autoresponders, 131, 166, 167, 171, 176,
190

Back-end profits, 9, 183–185
Backlinks, 39, 112, 119, 127
Beal, Tom, 130
Blogroll, 68
Blogs, 8, 56, 63–68, 84, 96, 147, 160
Bonuses, 100, 142, 148, 160, 164. *See also*
Free downloads; Giveaways
Bounce rate, 153, 154, 159
Brunson, Russell, 135
BuddyPress, 89
Bullet points, 45, 126, 156, 162, 163
Butterfly Marketing Manuscript
(BMManuscript.com), 15, 55
Buzz, creating
and blogs, 63–65, 84
overview, 55–58
podcasting, 69–72
product launches, 145–148. *See also*
Product launches
satire, comedy, and publicity stunts, 65,
81–84
social networks, 85–89
Twitter, use of. *See* Twitter
vodcasting, 73–76

Camcorders, 74, 75
Certifications, 48–51, 61, 162
Chargebacks, 20, 166
ClickBank.com, 188
Coaching, 143, 157, 184, 191, 192, 194
*Cold Calling Is a Waste of Time: Sales
Success in the Information Age*, 197
Comedy, use of in creating buzz, 81–84
CommentLuv, 67
Consulting, 26, 61, 142, 143, 184, 191, 193,
194
Contests, 8, 121–123, 131, 135, 141–143,
148
Continuing education, 48
Continuity products, 8, 185
Conversion rates, 8, 95, 160, 172, 173,
177–179
Converting prospects, 93
Cookies, 18, 173–175
Copywriting, 8, 151, 152, 157, 159–164
Cost-per-action marketing, 9
Craigslist, 117–119
Credentials, 36, 39, 42, 43, 45, 48, 157, 193

INDEX

- Credibility, 8, 32, 34, 35, 38, 39, 41–45,
47–49, 51, 64, 86, 111, 115, 153, 154,
156, 157, 160, 191
- Cross-selling, 8, 173, 174, 178, 184
- Customer lists, 155
- Customer support, 20
- Direct marketing, 189
- Down-selling, 8, 19, 174, 178
- EasyNewsCoverage.com, 38
- E-mail follow-ups, 20, 165–170
- E-mail list, 97–101, 134–136, 146–148, 155,
189, 190, 196. *See also* Opt-ins
- Embedded commands, 163
- Expert Author status, obtaining, 32–34, 47,
109
- EzineArticles.com, 33, 34, 111
- Facebook, 13, 66, 85–87, 105, 128
- FAQs, 20
- Fax broadcast press release services, 39, 44
- Ferriss, Timothy, 58
- Filsaime, Mike, 15, 55, 56, 130, 135, 174
- Filters, 152, 154, 155, 168, 169, 176
- First mover bonuses, 142, 148
- Follow-up e-mails, 20, 165–170
- Fortin, Michael, 160
- 4-Hour Work Week, The*, 58
- Free downloads, 19, 56, 58, 76, 98, 107,
114, 156, 164, 169
- Free help and advice, 114, 115
- Free methods of generating traffic, 104, 105
- Gitomer, Jeffrey, 153
- Giveaways, 121–123. *See also* Contests; Free
downloads
- Goals of Internet marketing, 7–10
- Google
- AdWords, 12, 48, 50, 51, 60, 61, 89,
104–107, 125, 145, 179, 196
 - algorithms, 96
 - Analytics, 178, 179
 - certification as AdWords professional,
48, 50, 51, 61
 - Conversion Tracking, 106, 107, 179
 - duplicate content rule, 112
 - and EzineArticles.com, 33, 34
 - Friend Connect, 89
 - Gmail, 12
 - Googlebot, 118
 - News, 36, 38, 43
 - rankings, 94–96, 112, 119, 125
 - searches and keywords, 127
 - XML Sitemaps, 67
 - YouTube. *See* YouTube
- Graphics, 160, 162
- Green screen techniques, 75, 76
- Hartunian, Paul, 38
- Hashtags, 79
- Headlines, 160, 161
- Home page (landing page), 152, 153, 159,
165, 178, 196
- Hosted e-mail services, 162–170
- Hotmail, 137, 138
- HTML e-mails, 167, 168
- Hyperlinks, 39, 167, 168
- Hypnotic marketing, 161, 162, 164
- Intangible services, 184
- Integration marketing, 199–201
- Internet forums, 113–116
- IP address, 18, 119, 168, 169, 173, 174
- iPhone, 12, 56, 57, 78
- ISP host, 173, 174
- iTunes, 13, 69–72, 117, 126, 167
- Joint ventures (JVs), 8, 16, 133–136, 188
- Joyner, Mark, 199
- Kiyosaki, Robert, 28, 188
- Landing page (home page), 152, 153, 159,
165, 178, 196
- Law of Compensation, 114
- Lead capture, 8, 97–99, 165
- Licenses, 49, 50
- Limited-time offers (LTOs), 174
- LinkedIn, 85
- Loyalty, 16, 18, 189
- Marketing funnel, 15–21
- Marketing strategies, 8, 9
- Media coverage, 16, 35–39, 41–45, 47, 65,
81–84, 196

- Media kit, 43, 44
Membership sites, 8, 185
Menus, 155, 157
Metrics. *See* Testing and tracking
Microsoft, 138
Misconceptions about Internet marketing, 3–5
Moderators, 116
MSN AdCenter, 105
Multilevel marketing, 189
Multivariate testing, 178, 179
MySpace, 85, 86
- National Speakers Association (NSA), 49
Neurolinguistic programming (NLP), 163
Never Cold Call Again, 57
NeverColdCallBook.com, 71, 76, 79, 89, 101, 107, 112, 115, 119, 126, 131, 136, 143, 146, 148, 152, 154, 155, 157, 164, 166, 167, 170, 173, 174, 176, 178, 179, 190, 194, 197
NeverColdCallCart.com, 131
NeverColdCall.com, 17, 37, 60, 72, 73, 75, 88, 94, 98, 104, 110, 111, 129, 134, 138, 160, 178
Newsletters, 16, 99, 100, 156, 166, 167, 190.
See also E-mail list; Subscribers
NewsQueryWire.com, 44
Ning.com, 89, 115
- One-click technology, 172
One-time offers (OTOs), 171–174, 192
Online classified ads, 117–119
Online persona, 59–62, 65
Online video. *See* Video, online
Open rates, 167
Opt-in rates, 95, 154, 155, 159
Opt-ins, 143, 152, 156, 166, 168, 169, 175, 196
Outsourcing, 116, 192
- PayDotCom.com, 188
Pay-per-click (PPC) marketing, 9, 16, 95, 96, 103–107, 177
PHP Contact Form, 67
PHP script, 173
PHPbb, 115
Platform, building, 25–29
- Platform selling (pitching), 194
Plug-ins, 66–68, 115
Podcasts, 8, 69–72, 95, 139, 147, 167. *See also* Vodcasting
Post-sale marketing, 184
Press releases, 35–39, 41, 43–44, 47, 95, 96
Product launches, 8, 26–28, 55–58, 78, 83, 142, 145–148, 166, 171, 174, 196–197
ProfNet, 44, 45
PRWeb.com, 37, 38
Public relations (PR), 16
Public speaking, 42, 43, 49, 184, 191, 193
Publicity stunts, 65, 81–84
- Question-and-answer e-mail, 99, 167
- RecessionCrusher.com, 12, 87–89, 114
Refund rate, 163, 166
Resource box, 109, 111
Re-tweets, 79
Reveal IDs for Wordpress Admin, 67
Robbins, Anthony, 153
- Sales page, 16, 17, 157, 159–164, 178
Sales pitches, 100
Satire, use of in creating buzz, 65, 81–84
Search engine optimization (SEO), 16, 94–96
Search engines, 93–96, 118, 119. *See also* Google
Secure and Accessible PHP Contact Form, 67
Security verification seals, 50
Servers, 18, 20, 50, 66, 148, 168–170, 173, 174
ShareThis, 66
Shopping cart, 17, 18, 131, 172, 175, 176
Smart YouTube, 67
Social networks, 8, 16, 85–89. *See also* Facebook; MySpace
- Software
blogs, 56, 65–66
and Craigslist algorithms, 119
e-mail, 147, 170, 189
Internet forums, 115
PHP script, 173
podcasting, 13, 70–71
shopping cart, 17

INDEX

- Software (*Continued*)
 testing and tracking, 17, 160, 178, 179
 Twitter followers, 78
 video production, 12, 74
 viral marketing, 16
Sony Vegas, 74
Spam, 78, 100, 101, 116, 156, 168–170
Split-testing, 48, 73, 157, 179
Squeeze page, 152–155
Subheadlines (subheads), 160, 161, 164
Subscribers. *See also* E-mail list
 blogs, 147
 contests for, 123, 142
 list of compared to customer list, 155
 membership sites, 185
 newsletters, 11, 77, 99, 135, 142, 156, 168
 and squeeze page, 152–156
 trust and loyalty, 189
 unsubscribing, 20, 97, 100, 101, 130,
 147, 167, 169, 170, 189
 web site, 159
Sugarman, Joe, 159
Sullivan, Vickie, 43
System for online success, 15–21

Taguchi testing, 178, 179
Teleseminars, 185, 193
Tell-a-friend, 16, 19, 38, 66, 88, 123,
 137–139, 142, 148, 157, 159
Testimonials, 48, 98–100, 154, 156, 160,
 162, 167
Testing and tracking, 9, 17, 157, 160, 172,
 173, 177–179
Thank-you page, 19, 20, 106, 184, 199, 200
There's a Customer Born Every Minute, 83
Third-party certification, 162

Titles for articles, 110
Topix, 38, 39
Trends in Internet marketing, 11–14
Trust, 32, 50, 86, 98, 111, 115, 162, 188, 189
TubeMogul.com, 126, 127
Twitter, 8, 9, 12, 13, 34, 71, 77–79, 138, 160

Up-selling, 8, 18, 19, 171–174, 178, 192

VeriSign, 50
Video, online, 8, 12, 74, 125–127, 147, 156.
 See also Vodcasting; YouTube
Video podcasting, 73–76
Video testimonials, 156
Viral copulation rate, 16
Viral exponent, 138
Viral marketing, 8, 16, 19, 20, 38, 66, 88,
 123, 137–139, 142, 143, 157, 159, 160
ViralMaximizer.com, 16, 19, 123, 142
Virtual assistants, 116
Vitale, Joe, 83, 84, 159, 161
Vodcasting, 73–76, 95, 126, 139

Walker, Jeff, 99, 146, 147
Web site structure, 8, 151–157
Webinars, 185, 193
WebWire.com, 38
Widgets, 89
Wordpress, 65, 66, 89, 115
WordPress.com Stats, 67
Written word, power of, 31, 32, 64

Yahoo! News, 35, 36, 38, 39, 43, 139
Yahoo Search Marketing, 105
YouTube, 67, 95, 96, 117, 125–128, 139,
 148, 167