

Internet Marketing Secrets Newsletter

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In this issue: An instant revenue stream. Google arrives in China and brings over 100 new customers in less than five days.... just by flipping a switch.

Plus... Video blogging. How to pay less tax. Protecting your online privacy. Creating infomercials. The ultimate podcasting system. The future of SEO... All this and a whole lot more in this issue of IMS. Enjoy!

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Unlimited Content for Your Website

If you want to build high-quality websites in a hurry. Have them grow automatically. Start getting AdSense revenue without scraper sites or black hat tactics, and never have to worry about getting banned from the search engines, the solution is here. You get...

- 135,000 ready to use articles
- 200 how-to training videos
- Over 10,000 support posts
- 400 like minded colleagues
- Unlimited free hosting
- Professional website builder
- 100% search engine friendly
- 100% AdSense ad friendly
- Plus it's proven to work



Membership for this exclusive program is capped at exactly 400 people. The only way to get in, is if someone leaves... which is rare. Right now there a couple of openings. Hopefully you'll get one before they're gone.

[Want Unlimited Content?](http://www.cdzn.com/cd) ==> <http://www.cdzn.com/cd>

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BREAKING INTERNET MARKETING NEWS

Ahh So... Google Goes to China



Google is now open for business in China, but it could cause a serious backlash. At least one US congressman doesn't like the idea of censored search. Chris Smith from New Jersey stated that, "It is astounding that Google, whose corporate philosophy is 'don't be evil' would enable evil by cooperating with China's censorship policies just to make a buck."

Sheesh... that said, it could be good for your business. I say "could be" because English is taught as the official second language in many parts of China. The only problem is the Chinese banking infrastructure is about 20 years behind the times.

So you can put up great sites and get found... but can they buy it? Certain areas will be fine like most of Canton, Beijing, Hong Kong, Shanghai, Taiwan and Singapore, but mainland China still might not be able to order online.

So you if you're going after the biggest market in the world, you might want to create a Chinese language version of your site. Or at the very least, have one Chinese speaking (Mandarin & Cantonese) customer service person to take the orders and help out the customers.

By including China, your goods and services will be exposed to tens of millions of people. I'm not kidding. It's the second largest online market with over 110 million internet users.

The average middle class Chinese family has a condo, two jobs, a computer, internet access, a car, and pretty much everything else as you and me. It's just that when you're trying to manage 1.5 billion people, change... even free speech I'm told... has to be gradual.

So now the door is open and you have a chance to get in. So long as what you're selling is not on the censored list, you could have millions of prospects waiting for you. I should know... I attracted over 100 new customers in less than five days, and it was easy as flipping a switch.

How? Just log into your Google AdWords account and add China, Singapore and Taiwan to the "Countries and Territories" where you want your ads to appear.

Make a few custom landing pages like I show you in Clickin' it Rich, and who knows... you might just double or triple your profits this year. Helloooooo China... or should I say... Nee How. Gung Hay Fat Choi. Homa?

- - Adv - -

Essential Study for Every Serious Student of Marketing

To free you from ineffective and mediocre advertising, you'll need to learn how to advertise. And when it comes to PPC advertising, Perry Marshall is the undisputed champion.

His research - thanks to the feedback from a large client base - is extensive. Simply put, if you want to write effective PPC ads, that get very high clickthrough ratios, get Perry's Definitive Guide to Google Advertising and savor every drop of knowledge.

[Perry's AdWords Guide](http://www.cdzn.com/pmg) ==> <http://www.cdzn.com/pmg>

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Tools for Video Blogging, Vlogging & Vidcasting

Lights... camera... action! Video blogging can be fun and easy if you have the right tools. These software packages can make you look as good as broadcast TV. Just remember to brush, floss and comb your hair ;-)

Visual Communicator 2 by Serious Magic can have you creating professional looking videos in 20 minutes or less. It works with any video camera or web cam. You can produce distance learning, how-to video, corporate communications, real estate listings and product demos, just to name a few.

It includes a teleprompter, graphic templates, and visual effects to make your production look like broadcast TV. You even get a green screen to sit in front of, so special effects and video can go on in the background, just like professional newscasters.



If video blogging is your thing, the people at Serious Magic will soon be releasing a new product call Vlog It, which promises fast and easy blogging. There's only three steps to getting your video prepared. And best of all it works with most popular blogging software.

Go to the site and watch the demo. See for yourself how easy it is to use. Pretty soon everyone will have a "newsroom" in their own home.

[Vlog It!](http://www.seriousmagic.com) ==> <http://www.seriousmagic.com>

Long the King of screen capture video is Techsmith's Camtasia. Screen capture video is different from regular video, in that you don't need a video camera. Camtasia simply captures what's happening on your computer monitor, including mouse clicks and drop down menus, making it ideal for teaching computer skills.

It's also great for showing people how to use software, blogging tools, how to podcast, create tech support videos and generate professional looking presentations.

You don't need any multimedia skills. Camtasia makes it easy to capture and share your expertise into video (including Flash), then upload them to the web or put them on CDs.

[Camtasia](http://www.techsmith.com) ==> <http://www.techsmith.com>

For those on a tight budget, there's QuickTime Pro by Apple. And yes it works just as well on Windows as it does on a Mac.

Producing video with QuickTime couldn't be easier. You simply choose "New Video Recording" and start talking. When you're done recording, save your file and then choose "Export Movie to iPod." It does all the compression settings and file formats for you. You can then post the video to your blog and announce it to iTunes.

[QuickTime](http://www.apple.com) ==> <http://www.apple.com>



And finally, something for Mac users only, there's the new iLife suite of applications. Both Garageband and iMovie have professional podcasting studios built into them, along with royalty free sound effects, ambience tracks and jingles.

Once you finish recording, it's just one click to export your masterpiece into iWeb, where it's easy to make pretty web pages containing your podcasts. From there, it's only one more mouse click to send your podcast to your iMac account, and have it instantly available to millions of iTunes users.

[iLife](http://www.apple.com/ilife) ==> <http://www.apple.com/ilife>

So if you use a Windows machine, you have your choice of Vlog It, Camtasia or QuickTime Pro. For Mac users there's the iLife suite of apps.

Regardless of which path you choose, there's never been a better time to get your video online. Those who do will be seen as the true pioneers, the gurus and market leaders, of self-directed entertainment and learning... and that my friends is a big, profitable, part of what the internet is about to become.

Pay Less Taxes without Gaming the System

Good tax advice can save you a lot of money. Over the years it really adds up.

A good accountant can show you how to reduce the taxes you're paying. Pay yourself dividends instead of income. How to write off big chunks of your mortgage and living expenses. How take "business" vacations and write them off. Even how to pay your spouse, while keeping the money for yourself. Cool huh?

And you know what? It's all legitimate. The government basically gives you a rule book. All you need to do is "play by it" and you can deduct all sorts of things you never even imagined.

So why is everyone paying 20 - 30% more tax than they need to? Truth is... few average people can read the rule book. It takes someone really good at numbers.



Now there's someone to explain the mystery in a way we can understand. Someone with 30 years of tax and business experience. Someone certified by the US Treasury Department. Someone with an MBA in international business.

I'm talking about Eva Rosenberg and her Small Businesses Success Bootcamp. You'll learn creative tax deductions. How to prevent an audit.

Take control of your business records. Keep more of your hard earned profits. Plan your financial future. And a whole lot more.

There's 12 hours of live instruction, where you can ask all the questions you want. Then there's a one hour personal consultation to help you plan your tax strategy.

So if you made a little cash last year, Eva can help you become even more successful and keep more profits. You'll find out all sorts of tax deductions, credits and creative solutions, to keep your income up, and your tax bracket down.

[Want to Pay Less Taxes?](http://www.cdzn.com/tax) ==> <http://www.cdzn.com/tax>

Eva even goes so far as to guarantee tax savings enough to cover the cost of the course, if your business earned more than 10K last year. So you really have nothing to lose... except tax... and who doesn't want to pay less of that?

- - Adv - -

A Simple Way to Automate Your Online Business

Imagine the ultimate shopping cart. An all-in-one system that's easy to use. A total solution with order taking, recurring and residual billing, ad-tracking, follow-up autoresponders, affiliate program, broadcasting, surveys... And it's modular so you'll never out-grow it.

If you're tired of individual components and trying to kludge them together, why not automate the entire process? It's so simple that a 12 year old could use it. Yet sophisticated enough for a fortune 500 company.

[Want to Automate Your Business?](http://www.cdzn.com/ims)

Click to ==> <http://www.cdzn.com/ims>

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Google's New Slogan ;-)... We Do Know Evil?

As you may have heard in the news lately, the US government wanted a week's worth of search results from every major search engine. They say it's to protect kids, but in reality, who knows?

All the major search services complied except Google. So is it a matter of protecting their users, or are they hiding something?

According to This Week in Tech, Google does keep a record of everything you do. Every newsgroup post, every search, every ad you place, every click, and if you use Gmail, yep... that too. And if you were ever investigated, and Google handed a court order, everything about you would be revealed.

(Smart people spread everything around. They use private email services. They search using various engines. And browse behind firewalls. They don't just hand over a complete life history to one company.)

There's a lot of talk lately about how this intelligence is going to be used. The search engines say its to build a user profile. To make the search experience easier based on your past searching habits. To provide the end user more relevant results.

Personally, I do a lot of searches for clients. It's just part of doing research into their markets. I certainly wouldn't want that information falling into the hands of the authorities and have them make assumptions based on my search patterns.

If it's all true, I'd like to know exactly what info Google is keeping and how they plan to use it. I'd also like a copy of it and have the ability to edit it for accuracy.

I'd like to be able to "switch off" the data gathering, understanding that I won't have a "helpful" profile made of my searches. Or better yet, a "clear cache" button just like my browser has, so my search history remains totally anonymous.

Regardless of how this "sharing of information" with US intelligence agencies makes you feel, it's better to be safe than sorry. Protect your information by using several search engines, bookmark your favorites, use a firewall, and don't use "public" email services for sensitive data.

And if you're on a Mac, use SSL for your email and turn on Stealth Mode. Go to System Preferences, Sharing, Firewall, Advanced and click on Stealth. Now your computer won't even acknowledge that it exists.

Like it or not, big brother IS watching you. And they have the power to come after you, if they don't like what you've been searching for. Heaven forbid that information should ever fall into enemy hands... So stay safe and use more than one service for clients, especially when it comes to email and search engines.

XSite Pro Adds 80 Minutes of "How-To" Video

If you're frustrated with FrontPage. Grated by GoLive. Distressed with Dreamweaver. Mad at Mozilla. Then here's a breath of fresh air. A web site builder that won't frustrate you or make you pull your hair out.

XSite Pro was already one of the best web site builders, but it just got a whole lot better. They've just added 11 Lessons lasting over 80 minutes. But instead of charging registered users an additional fee, Paul Smithson has decided to give them to us.



Rather than cover in-detail what's in all 11 videos, I set up a special page for you containing the email that Paul sent to me.

[More about XSite's 80 Minutes of Video](http://www.cdzn.com/xsv) ==> <http://www.cdzn.com/xsv>

So if you're fed up with the way you've been building sites, or you're just starting out, here's a quick and easy way to build search engine friendly websites. Just take a few minutes to read about the 11 videos that come bundled with XSite Pro. I'm sure you'll be impressed.

In addition, all currently registered users get access to the videos at no cost. On behalf of all my readers, I want to thank Paul Smithson for eliminating the learning curve and showing everyone just how easy it is to use XSite Pro.

[Get XSite Pro Now](http://www.cdzn.com/xsp) ==> <http://www.cdzn.com/xsp>

- - Adv - -

Want Top Listings on Google?

Then you need Rock Solid SEO Advice. Forget about rumors, forums and gossip. Only proven scientific testing and tracking methodologies can provide the definitive answers.

[Want the Best in SEO?](http://www.cdzn.com/jwn) ==> <http://www.cdzn.com/jwn>

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How to Produce Your Own Infomercials

Have you ever bought anything from one of those late night infomercials? How about one of those prime time ones by fitness gurus or personal coaches? How many times have you been tempted?

The reason why they keep running them is because they work. And now, more and more infomercials are starting to show up on the internet.

If you learn how to make infomercials correctly, they almost guarantee your product will be a success. In fact, video outperforms every other form of direct marketing by five times! The infomercial industry has over 100 billion dollars in sales. Is it any wonder they keep making them?

Now there's a complete course on how to make them. It's not a wimpy ebook written by some wanna be. It's made by professionals that have been in the business a long time.



There are five tutorial DVDs, which include interviews with infomercial experts. You'll learn how to write scripts that produce results. And how to act like a professional presenter.

There's tips on professional production like lighting, staging, shooting, camera angles and setting up the audio. Everything you need to produce your own infomercial in less than a day. (And it won't cost 100 grand like hiring a production company to do it for you.)

On top of that, the course comes with 16 bonuses. Audio CDs and ebooks covering everything from how to be comfortable on camera, to posting and hosting your video.

Never before has there been such a comprehensive course offered online. These DVDs and CDs will help you master the art of persuasion. How knows, maybe your infomercial will outperform your current sales message by 500%... but you'll never know unless you try.

[Want More Sales with Infomercials?](http://www.cdzn.com/inf) ==> <http://www.cdzn.com/inf>

Is VEO the SEO of the Future?

Does Google trust you? Are you on the list of trusted sites? Do you ever wonder why some sites get the green light and rise to the top of the SERPs (search engine results pages) and why others never seem to get anywhere? It's all about trust.

Do people spend a long time on your site before returning to the search engine? Have you heard of temporal duration and data caching? They are important components to keeping your site high in the SERPs.

Also, it's no secret that Google and Yahoo have large human workforces to supplement their search engine algos. They know about the spammy site you put up last summer. Truth is... once you're on "the list" of evildoers, it's nearly impossible to get out.

So why am I telling all this? Because my friend Colin McDougall had a long conversation with Matt Cutts, a leading Google engineer.



(For those of you who don't know Colin, he is the leading affiliate for just about everything he puts his hand to. A once upon a time Martell student, Colin went out on his own and discovered an entirely new way to optimize web sites... [Visitor Enhanced Optimization](#) or VEO for short.)

In VEO you don't play against the search engine algorithm, you ignore it completely. You don't focus on keyword densities, you aim for a happy visitor. You don't sell products like an affiliate, you brand the site and soft sell the products through articles.

According to Colin's information, a major Google algo change and update is due in the next few weeks. Domain names with several dashes in them are doomed. Stronger duplicate content filters are coming. Authorship will be verified. Articles will become more important. Traditional sitemaps will become less important.

Colin goes so far as to call his work, "The unSEO Guide." He quickly points out that the search engines hate affiliates that game the system and play the algos. They (the search engines) are out to get all the black hatters and cheaters.

Colin suggests that you have a passion for your topic matter. That you become an expert in your field. Learn it inside out and write about it, putting that content on your site. Advertise the site and build it into a strong brand while soft selling products in the background.

If all this sounds backwards and crazy, remember that Colin's inspiration and motivation, came from that long conversation with Google. It's as close as you'll ever get to them giving an endorsement.

So if you're about to build a new site, then you'll definitely want to follow this advice. Make sure that Google trusts you and gives your site the green light.

[Want the future of SEO?](http://www.cdzn.com/veo) ==> <http://www.cdzn.com/veo>

And if you have a site that's fallen in the SERPs and your sales are down, you might just need a good dose of Colin McDougall's VEO... before it's too late.

- - Adv - -

Take the Guess Work Out of Keyword Research

Yes, these guys really do make over \$20,000 U.S. per month. But the real value - in my opinion - is the private forum showing exactly how they do it. You don't have to guess or face a learning curve. Just follow their step-by-step guide to setting up portals.



[Imagine \\$20,000 per Month?](http://www.cdzn.com/kar) ==> <http://www.cdzn.com/kar>

(Please note: Be sure to visit the site and get on the waiting list. Membership is seriously capped at 500.)

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FEATURE ARTICLE

The Ultimate Podcasting System

Podcasting is a lot of fun. If you can be passionate and enthusiastic about something for 20 minutes, and you have a computer and microphone, you have almost everything it takes to be heard around the world.

The quality of your show will depend on how prepared you are. Start by writing an intro and outro for the show that you'll use for every episode. Then right after the intro ends, introduce the content for the show.

When it comes to the content, usually bulleted points are all that's required to start talking off the top of your head. You'll want to avoid typing the whole thing out and sound like you're reading a script. Just write down your main topics and subjects.

Then start talking as if you were talking to a friend. Don't try to change your voice to what you think it "should" sound like. Just be yourself and let your enthusiasm come shining through.



The quality of your recording will depend on the quality of your gear. Since the recording goes directly to your hard drive, you don't have to worry about tape quality or recording speeds like in the old days of audio.

If you record using QuickTime Pro software, you don't even need to worry about digital sampling rates. They've done all the work for you, making it simple as possible. Just "export as podcast" when you're done recording.

(Export as Podcast from QuickTime 7 will automatically create an .m4v file containing AAC audio, but you can also choose .mp4 .mov or a dozen other formats.)

For making a podcast, the microphone is the most important piece. So try to get the best mic you can afford. You don't want a dynamic microphone as they are best for loud environments like singing on stage.

A battery operated condenser mic would be a better choice. They are far more sensitive at picking up quieter sounds and are excellent for recording the human voice.

Samson Audio makes what could be considered the ultimate podcasting mic. It's a \$100 studio quality condenser microphone called the C01U, that can be plugged directly into any computer with just a USB cable. No mic input, external power supplies, pre-amps, cards or mixing boards are required. Just plug and record.

My personal favorite is a tube microphone with a large diameter diaphragm. Tubes give the voice a warm, rich broadcast quality. But for most people, especially when getting started, a less expensive condenser mic will be just fine.

But regardless of what type of mic that you get, the miking technique can be just as important. Close miking or keeping the mic close to your mouth will reduce background noise. In addition, the closer your mouth is to the mic, the more bass or boominess that it will pick up.

Moving the mic on different angles will also greatly change the quality and tone of the sound. So in the end, it's a personal preference, depending on how you like your voice to sound. The key is to experiment and find out what works best for you.

So what would be the ultimate podcasting solution? A laptop computer with built-in wireless and the Samson USB mic. Then you could podcast from anywhere in the world. Even from the beach or local coffee shop. You could do on-location interviews and all sorts of fun stuff.

All you need is wifi access, and you could have a mobile podcasting studio. You'll never have to miss producing an episode, no matter where you travel... now that's the ultimate podcasting system.

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That's it for this issue my friend. Thank you for reading. We'll chat again soon. Until then, here's wishing you all the best for online success.

Michael Campbell

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P.S.

Please forward this newsletter to your friends :-)

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