

# Internet Marketing Secrets Newsletter

Issue #88 April 06 2006

**In this issue: More on hyphenated domains. A patented search engine for audio. Royalty free music for podcasting. Vista delays... should you buy or wait? The StormPay debacle. And an excellent - but free - downloadable copywriting course.**

**Plus, your second chance to own 400 articles per month. A cat that sends email. A replacement for Mozilla. Dr. Neil Shearing's secrets... All this and a whole lot more in this issue of IMS. Enjoy!**

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## How To Get Easy Content, Links and Traffic

Now you can make a living online, even if you're lazy. Imagine getting 400 articles sent to you every single month. All you need to do is copy and paste them into your blogs, portals or websites. You get...



- keyword research into popular categories
- 18 professional ghost writers doing the work
- 400 keyword rich articles every month
- immediate and long term revenue strategies
- "ban proof" websites with valuable content
- a network of blogs to announce your pages
- incoming links so your pages get found
- tons of video showing how anyone can do it

So what are you waiting for? Now even lazy people can earn a living online without having to do any market research or writing. If you can copy and paste, you can make money with this system. Just upload the articles to your web properties, paste in your affiliate links and Google AdSense code, and start making money. It's as simple as that.

**[Want Easy Content?](http://www.cdzn.com/au)** ==> <http://www.cdzn.com/au>

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## **BREAKING INTERNET MARKETING NEWS**

### **Tabby Trained to Send eMail (Believe It or Not)**

Did you get a mysterious blank email from me two weeks ago? LOL :-)  
Yep... these things happen... even though no one knows why. For some reason, it appears that my autoresponder, after lying dormant for many years, decided to send a mysterious blank email to all of my readers...

Actually it was my friend's cat. I was showing him (my friend... not the cat... even though the cat was watching ;-) the AWeber autoresponder and we got distracted by something outside. When we came back in the house, the laptop was closed, and I never thought to log back into AWeber to check and see if everything was ok.

So believe it or not... you read the world's first ever email... that was sent by a cat. :-) So I must apologize for that, and say sorry about the blank meow mail.

### **Morons... er... I mean "More On" the Hyphen Debate**

There were dozens of replies and comments on the hyphenated domain name story I ran last month. They ranged from from the moronic... "You don't know what you're talking about, my domain has a hyphen and I'm listed top in Google." to the more astute...

""I do vacation rental and real estate sites. There are some hyphenated domains that have consistently hung out on the first page for the past six years. I have a number of hyphenated domains and after reading what said I've begun to wonder if I will start suffering some sort of penalty.

When I realized you were talking about "affiliate categories" a light went on in my head. Yes, I'd imagine Google would target affiliate categories. I don't do affiliate marketing, so I don't watch those results.""

Yep, there's always exceptions to every rule. That's why I kept testing different markets - 18 tries - until I finally found a hyphenated domain in

the top five. But as I wrote in the newsletter, when it comes to "categories that affiliates are known to battle over" hyphenated domains are nowhere to be found.

For anyone in doubt, I'd say go do the same thing I did. Just go and check for yourself. My tests showed that the more competitive a phrase was for "affiliate revenue" the less hyphens there were in the domain names and the entire url. This applied to the top 20 results.

It's almost as if they have a list of the top 500 most competitive affiliate categories. Then run a filter to weed out any domain with more than one hyphen. ie: keyword1-keyword2-keyword3.com.

But that said... every market is different. When it came to city names and local services like window washing, or terms like "Seattle bakeries" there were plenty of hyphenated domains.

As for keywords appearing anywhere in the url... again, same thing. Just go and look for yourself. Go to Google, do 50 or so searches on various phrases for YOUR market. Look at the top 20 results and come to your own conclusions.

Seems silly to me that there's do much debate about hyphens, when all you really need to do is go and look for yourself. So in the end, it doesn't matter what anyone "says" because the proof is in the pudding... er I mean Google's search results pages.

## **Podzinger Lets You Search Audio and Video**

The human eye is great at skimming text looking for headlines and relevant info, but how do you scan an hour of audio in just a few seconds? Well, until now audio and video have been the dark matter of the web, full of content but virtually unsearchable. A patented service called Podzinger.com is about to change all that.

If you encapsulate your podcast in an RSS feed, and you provide free content, Podzinger can scan every single word. It's like a whole new search engine for speech. If you register your podcast RSS URL, they'll send a snippet of HTML code, so your visitors can search all the podcasts on your site.

The service is unique in that it will "listen" to your audio and interpret every single word using sophisticated speech recognition software. It then makes the entire contents of your audio searchable. It even displays a time stamp to show "when" in the podcast the keywords appeared.

(This service is going to be huge. The Podzinger project involves several founders of the internet - from BBN.com - and some of the brightest minds, working on patented technology for over a decade. Now it's finally ready for public use.)

Their vision is "Connecting people in their passions. Connecting people who create the content, with those who want to consume the content."

There are hundreds of search engines for text based documents, but this is the first search engine for speech that's based on word recognition. So if you want to get your podcasts on a brand new engine that's about to take off, visit Podzinger and submit your site.

[Submit Podcasts to Podzinger](http://www.podzinger.com) ==> <http://www.podzinger.com>

## **Microsoft Operating System Postponed... Again**

As you may have heard through other channels, it's reported that the new Microsoft operating system Vista (initially called Longhorn) will be delayed until January 2007.

In addition, early reports say that the file formats will be completely different. This means that, not only will you need a new computer, but you'll need all new software as well. Businesses world wide will need to worry about backward compatibility issues and determine if the upgrade is worth it.

Microsoft is speculated to hold off on the release of Vista, until the Office Suite of tools is ready to go as well. So what's my advice?

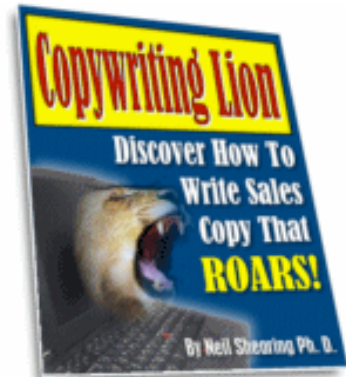
If you were planning on getting a new computer this year - unless it's a Mac running OSX - it's best to wait and not buy anything. Without knowing the hardware requirements to run the new system, any computer you buy today, might not be powerful enough to run Vista.

So if you don't want any "upgrade surprises" when you try to install Vista on an older computer, wait until OEM (original equipment manufacturers) like Dell, Gateway and others begin shipping computers with Vista pre-installed. This will ensure compatibility with all installed software, hardware and drivers for that model computer.

(But if you ask me - now that Apple OSX runs on Intel chips - if Dell and Gateway were smart, they'd cut a deal with Apple and start shipping computers with OSX installed, instead of making consumers wait for Windows. Who knows? It could happen. ;-)

## The Gentle Art of Persuasion

According to the New Oxford American Dictionary, marketing is defined as, "Promoting and selling products or services, including market research and advertising." But it's the "selling" part that's the hardest and scares the heck out of most marketing people.



Although there's been plenty of ebooks published on how to write ad copy, most of them are just tools to get upsells for the author. Another one that comes to mind is over 400 pages long. So what we really need is something straight to the point, with no filler or fluff. A digest or condensed version of how to write copy that sells.

That's where Dr. Neil Shearing's "Copywriting Lion" comes in. Not only is it a perfect introduction to the fundamentals of copy writing, it also discusses the deeper psychology of sales.

So if you're trying to sell a product, especially a digital product from your web site, and you're not getting at least a 5% sell through ratio, then this free report may be just what you need.

[Download Copywriting Lion](http://www.cdzn.com/cl) ==> <http://www.cdzn.com/cl>

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## **New Source for SEO Videos and Directory Listings**

Seems like video is all the rage right now... as well it should be. When it comes to learning, people would rather be shown something and get up to speed quickly.

Now there's a new training source aimed directly at new comers in High Rank Directories Plus. Right now there are 16 videos on SEO (search engine optimization) and 100 directories to announce your sites to.

If you can't make it to a hands-on SEO Workshop, or if night school is out of the question, then High Rank Directories Plus might just make an excellent alternative for you.

[SEO Training for New Comers](http://www.cdzn.com/hrd) ==> <http://www.cdzn.com/hrd>

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## **Goodbye Mozilla... Hello... SeaMonkey?**

As the main focus of the Mozilla group has been on the development of Firefox and Thunderbird... whatever happened to the all-in-one application known as Mozilla? It's now project SeaMonkey. Run a group of dedicated volunteers.

According to the Mozilla site, "SeaMonkey features a state-of-the-art web browser and powerful email client, as well as a WYSIWYG web page composer and a feature-rich IRC chat client. For web developers, mozilla.org's DOM inspector and JavaScript debugger tools are included as well. SeaMonkey is one of the most complete, powerful, and secure internet software packages available today."

So if you want a free html editor, or you just need to blast off a quick web page every now and then, Seamonkey may be just what you need.

[Download Seamonkey](http://www.mozilla.org/projects/seamonkey/) ==> <http://www.mozilla.org/projects/seamonkey/>

It's all your internet needs in one application. It's stable enough for corporate use. And it's free.

## **Search Engine Workshops Coming to Florida**

What if you could attend a Search Engine Workshop with others at your own experience level? Now you can begin, polish or master your SEO skills and grab a tax deductible vacation at the same time. That's right! You can write off 100% of the travel and tuition as a business expense.

SEO Mastery Workshops

April 24 - 28 in Orlando, Florida, USA

Conducted by SEO Experts Robin Nobles and John Alexander

Register for [Search Engine Workshops](http://www.cdzn.com/sew) ==> <http://www.cdzn.com/sew>

If you want your sites at the top of the search engines, you'll need to know how to optimize your web pages and prepare a linking strategy. Once you complete this course, you'll know exactly how to do that.

## **StormPay Bites the Dust?**

If you are using StormPay to accept payments from your website, you'll probably want to remove them right away. As of March 23 2006 StormPay stopped accepting payments for sales made through web sites. At the moment, they only accept payment for items sold through their Auctions feature.

In addition, subscriptions and recurring billing are no longer supported. All current subscriptions have been cancelled. Customers may no longer log into a StormPay account for the purpose of sending money to another online user, or offsite website sale.

They've upset a lot of people by making this sudden change, prompting one customer to send his readership, ""It's crazy to think that they didn't even contact their users to let them know. In fact, the policy text itself is hidden away at the bottom of the page under the very happy-clappy title "What's New...Oh, by the way kind of thing.""

So if you have been using StormPay, you'll probably want to investigate what's going on, or at least check on the status of your funds.

## Royalty Free Music for Podcasters

Here's music to my ears... Please podcast our music! We want you to use our music in your podcasts! Welcome to Magnatune.com

According to the Magnatune.com site, "We are one of the only record labels on the planet whose music you can legally use in your podcast, without paying for a licensing agreement. We specifically grant podcasts a waiver to use our music without paying any fee to a royalty collection agency, such as ASCAP or BMI. Because we work directly with artists, we can legally do this."

So if you're a podcaster, all you need to do is email them and they'll happily give you a special number to "buy" albums from them at no cost. In addition, if you're looking for guests for your podcast, they "Love doing telephone (or Skype) interviews on podcasts." Just contact them to make the arrangements.

[Music for Podcasters](http://www.magnatune.com) ==> <http://www.magnatune.com>

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## The Future of Search Engine Optimization

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 other sites never get anywhere? It's all about trust... Visitor Enhanced Optimization or VEO.

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 hard sell products like an affiliate, you brand the site first and then soft sell the products through articles.



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

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## Your Second Chance to Get 400 Articles per Month

In case you missed it first time around, the Article Underground Traffic System Phase II has officially launched. It took a lot of arm twisting and convincing, but it finally happened. I managed to get Mike Liebner to release a second set of 400 articles.

Just like Phase I, membership will be restricted to just 350 members. Unlike the first set however, Phase II has totally different articles, with no overlap in content what-so-ever.



The only person that really loses out is poor Mike. Now he has double the amount of proof reading and spell checking than before. You and I get to be lazy and just use the articles however we want, on blogs, affiliate sites, autoresponders, or for AdSense revenue sites.

In case your missed it, or if you're one of the few hundred new subscribers since the last issue of this newsletter, the Article Underground literally lets you "ban proof" your web site and make long term money with article marketing.

First they do the keyword research for you. Then they find the most profitable markets. Then they write keyword-rich articles for you.

Members receive a whopping 400 articles per month, written by 18 professional ghost writers. That's like a dozen articles per day that you could be pasting to your various web sites, portals and blogs.

So now you can make a living online, even if you're lazy, and don't know anything. They've done the research and the writing. What more could you ask for? It's the lazy webmaster's dream come true.

All you need to do is upload the articles to your sites. Paste in your Google AdSense code and start making money from people that click on the ads. It's a simple and sustainable business model. You can even do it part time.

The good news is... I'm the first one to know about Phase II and share it with you. The bad news is (depending on how you look at it) to keep the articles fresh and exclusive, the Phase II membership is capped at 350 people, and it's already selling out fast.

So if want to create "ban proof" sites, loaded with keyword rich content, that you can change and edit however you like, the Article Underground Traffic System might just be perfect for you.

[Want to Join the Underground?](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

Oh, I almost forgot to mention. In addition to the 400 articles per month, there's a ton of videos, a helpful forum, and best of all... a network of 15 blogs to announce your pages to for immediate traffic.

## FEATURED PRODUCT REVIEW

### **Insider Rollout Secrets by Dr. Neil Shearing**

*"Secrets for Turning Any Product Launch into a Screaming Success."*

First of all, I was disappointed. After reading the entire course I realized that I didn't learn anything new. I've known all about launching products, front end affiliate sales, back end product sales, etc, since 1997. In fact, I've written similar information in the Clickin' it Rich Action Plan and my free report "Quick and Easy eBooks."

So as I sat there, I started to reminisce about the old days nearly a decade ago, when I first learned about ebooks, product creation and online marketing at a very expensive seminar. Two years after the seminar, I had written my first ebook "Nothing but 'Net" and the JV partners were spreading the word like wildfire, as I cashed in on the back end sales.

In the Rollout Secrets course I was very flattered to read that Neil considers me to be his online mentor. So not only did Neil "learn from me" he implemented my ideas to the max and far exceeded what the master had taught his young apprentice. My student was now a master marketing Jedi.



Suddenly my disappointment turned in excitement. There's gotta be thousands, heck maybe even millions of people that don't know about these techniques. And who better to teach them to the masses than Neil Shearing, a master educator.

In the course we learn how to identify a problem and create a product for an existing market. How to build in an affiliate sales system and contact JV partners for the launch.

We're shown how to capture visitor info, and lead them through the sales process, including upselling and thank you page offers. There's an entire chapter on how to use autoresponders to offer additional products and increase back end sales.

Then something missing from most courses... bloopers and mistakes to avoid. And finally wrapping it all up, is a section on how to handle refunds, perform customer service, and keep the customer happy.

I dove back into my ebooks and looked at what I wrote. Its not nearly as detailed as what Neil is giving us. And there's no denying the proof. Neil made over 250K in just a couple of months with an ebook. That's unheard of. It took me a whole year to make that much.

So if you want to get into electronic publishing, join and even surpass the "gurus" that are raking in the big money, then Insider Rollout Secrets is essential reading. Neil provides all the wisdom you'll need for a successful product launch. I highly recommend it.

**[Want a Successful Product Launch?](http://www.cdzn.com/irs)** ==> <http://www.cdzn.com/irs>

## **Brandable PDF Puts Your Affiliate Links Inside**

Here's something that would make a perfect compliment to Neil Shearing's Insider Rollout Secrets. It's the "Quick and Easy eBooks" report. It will help your customers create an ebook, and Neil's course will show them how to bring it to market.

It's quick and easy. In only 90 seconds, you can have your own branded version that's customized with your Revenge of the Mininet and Clickin' it Rich affiliate links. And you can give it away!

(Giving away a free report has proven to be one of the best ways to get sales. After reading the report, at least 5% of readers go on to buy one or more of my training courses.)

Don't be misled by the price, or lack of it. Even though this report is free, it contains as much or more information than some courses in the \$100 range. That's why it's so powerful in converting readers into sales. It's high quality wisdom, gathered over many years, that you can share however you like.

Here's an idea. You could offer the report in exchange for sign up or sale. It could be a reward for joining a newsletter or private site. You get the visitor's email address in exchange for giving them the report. Then... if they end up buying one of my training courses, by following the links in the report, you get a 50% commission.

Or, here's another idea. How about offering the report to any customer that purchases Neil's Shearing's Insider Rollout Secrets from you. Just get them to send you "proof of purchase" and you could send them Quick and Easy ebooks as a bonus.

[Become a Rollout Secrets Affiliate](http://www.cdzn.com/sfzs) ==> <http://www.cdzn.com/sfzs>

Then, all you need to do, is visit my site, download the branding software to your hard drive and unzip it. Then simply follow the rebranding instructions in the readme.txt file. That's all there is to it.

[Download Q&E eBooks](http://www.cdzn.com/easyebooks.zip) ==> <http://www.cdzn.com/easyebooks.zip>

Happy branding! Good luck with your commissions. And remember that you can give away "Quick and Easy eBooks" however you like. Enjoy!

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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[Revenge of the Mininet](http://www.cdzn.com/rev) ==> <http://www.cdzn.com/rev>  
[Nothing but 'Net](http://www.cdzn.com/nbn) ==> <http://www.cdzn.com/nbn>  
[Internet Marketing Secrets](http://www.cdzn.com/yes) ==> <http://www.cdzn.com/yes>

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**Please forward this newsletter to your friends.**

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