

Internet Marketing Secrets

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How to Produce Video that Rocks

What do your videos look like? Shaky camera, poor lighting, scrolling messages like a used car dealer? Sorry people but this isn't 2004. That kind of video online just doesn't cut it any more.

You must keep the audience engaged, motivate and persuade them to take action. An effective video - that matches your content - will do that.

Spend only a couple of minutes on this website and you'll see what I mean. You CAN produce this level of quality, and it won't take a two years at a broadcasting academy, or bust the bank.

(Enrollment for September courses on now.)

[Create Video that Rocks](http://www.cdzn.com/wvu): <http://www.cdzn.com/wvu>

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Update on the Dynamic Media Podcasts

Writing this issue reminds me of the saying, "If a tree falls in the forest will anyone hear it?" Or when applied to a newsletter in August, will anyone read it?

I spent the last three weeks testing membership software for private sites. Then came content management systems, affiliate program software, recurring subscription models, delivery systems... sheesh!

Not to mention poking at the CGI scripts and customizing them for my purposes. The whole process left me feeling a little exhausted.

If you're following me on Twitter, you'll know that I planned on concluding my research in the newsletter. Well, not this one. Maybe the next issue.

There's so much to sort out and write about, it could easily fill 50 pages. So I'll have to go back through all my notes to summarize it. And that could take a while.

The good news is, I'm recording a series of podcasts much like the popular "Traffic Generation" ones that I did earlier this year. I'm going down the list of your requests, compiled from the annual survey. 68% of you wanted to know more about Traffic Generation. That series available here:

[Traffic Generation Podcasts](http://www.InternetMarketingSecrets.com/podcasts/): <http://www.InternetMarketingSecrets.com/podcasts/>

Next at over 62% is Affiliate Revenue Strategies. We'll also be covering Social Media Tactics and Linking Strategies in podcasts to come. But I won't reveal the list of topics here, as I don't want to give the competition insight into my market research. ;-)

Just like the Traffic Generation series I'll bring you specialists on each topic, like Jerry West, Dr. Andy Williams, Ginette Degner, Jim Morris, Mike Liebner, Dave Tropeano, Colin McDougall and Dr. Neil Shearing to name a few. Even the legendary and very exclusive Phil Wiley has agreed to take part.

The Affiliate Marketing series is more than half way complete and should be ready in a couple of weeks. You just can't get this level of quality anywhere else. So stay tuned, I'll keep you posted on the progress of this project here in the newsletter, on the blog and through Twitter.

[Get the blog feed](http://www.InternetMarketingSecrets.com/blog): <http://www.InternetMarketingSecrets.com/blog>

[Or follow me on Twitter](http://twitter.com/dmcorp): <http://twitter.com/dmcorp>

Proof that Themed Sites Perform Better

Dr. Andy Williams has created a report which proves that - with all things being equal - a themed site will outperform a non-themed site in the search engine results every time. Andy told me, "This report provides the clearest evidence yet that themeing is important in search engine rankings."

I ran similar tests and got similar results. I also tested high end proprietary software, costing hundreds of dollars per month, and it came to the same conclusion as Andy.

The "Ranking Case Study" is 15 pages long, but most of it is screen shots, that provide evidence for Dr. Andy's theories. The real kicker comes on page 8, but I won't spill the beans here. You'll need to download the report and see the proof for yourself.

[Case Study](http://cdzn.com/ranking-case-study.pdf): <http://cdzn.com/ranking-case-study.pdf>

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Let Video Salesletters Do the Work

I'll show you how to use Wordpress and video templates to create salesletters. It's perfect for direct response pages where you want the visitor to take some kind of immediate action.

It's non technical and I show you how to set everything up. So if you're interested in creating mini sites that convert well, this Wordpress video salesletter system may be all that you need.

[Sell More with Video](http://cdzn.com/vs): <http://cdzn.com/vs>

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Create 3D eBook Covers & Software Boxes

One of the most expensive things you can do, is hire a graphic designer to make your ebook and CD covers. I've tracked down their secret weapon. Now I can make my covers in mere minutes.

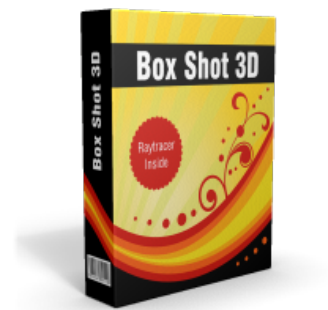
It's easy enough to create artwork for a cover. Open any graphics program, type in your headline, throw on a drop shadow, paste in a stock photo and you're done. The only problem is, you're left with a lifeless, flat, 2D image that doesn't convey excitement.

Oh sure, you could get out that dusty old Photoshop book. You could read up on extruding 3D shapes, free transforms and anti aliasing. But in the time it takes to find the book and blow off the dust, your work could be done.

This 3D software is easy to learn. You can master it in under five minutes. Best of all, it uses ray tracing to create stunningly beautiful covers that look totally realistic.

And if you are a graphic designer, you could use this software to create all sorts of covers for your clients. It makes making covers a breeze on both Macs and PCs.

[Make Realistic Looking 3D Covers](http://cdzn.com/3d): <http://cdzn.com/3d>



How to Stop Wasting Your Marketing Dollars

Right now I'm reading Dr. Robert Cialdini's book called, "Yes! 50 Scientifically Proven Ways to Be Persuasive." I'm about half way through this one and it's going to be a reference for years to come.

It's filled with 50 short lessons. Each one is a simple stand-alone tip that you can apply right away. The book is narrow at only 5 inches wide. It has large type and large margins, making it a pleasure to read and easy to understand.

Think of this as an offensive book (not offending but the opposite of defensive). It's how you can be ethical while capitalizing on proven scientific persuasion principals.

If you don't read it, you'll be throwing away your marketing dollars. Yes, I'm dead serious. You must read this book if you sell anything online or off.

Dr. Cialdini's other work called, "Influence Science and Practice" is now in its fifth edition. Unlike his other book, the type is tiny, the line lengths are long and its tiring to read because of that.

It's worth getting through it though, as it's an excellent defensive course, teaching you how to be aware of the weapons of persuasion - as Dr. Cialdini calls them - and deflect them with tactics of your own.

If you are a salesperson, or involved in negotiations of any kind, you can benefit from this book. So can those who routinely buy products from direct marketing sales pitches. It teaches you how to say no.

You don't need to read Dr. Cialdini's "Influence" book in order to get results from his "Yes!" book. But it is recommended to have an awareness of the fundamental persuasion principles. Luckily you can get them from iTunes.

Go to the iTunes store and search for Robert Cialdini. For less than five bucks you can get the 33 minute Executive Briefing. If you download that audio into your brain a few times, you'll have the "Influence" basics and be ready to get maximum results from the principals in the "Yes!" book.

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Jumpstart Your Website and Blog

Now you can get instant content for all your websites and blogs. It's the deal of the decade. Get 10,000 PLR articles for one low price. Then slice 'em, dice 'em, edit and use 'em however you want.

[Get Instant Content Now](http://cdzn.com/10k): <http://cdzn.com/10k>

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How to Build Websites that Search Engines Love

Everyone needs a site builder. I use a combination of Rapidweaver for my static pages and Wordpress for my blogs. Unfortunately Rapidweaver is Mac only and my PC cousins could only weep at my amazing ninja-like production skills... until now.

XSite Pro was a fantastic product. But version two is like anything that's been cooking for a couple of years. It has matured in flavor and features, and it's still way easier to use than Dreamweaver, or hand coding with HTML or CSS.

You get hundreds of templates and graphics for an original design. You can add audio and video with just a few clicks. You get a mobile phone friendly version of your site. Live news feeds. Easy to insert PPC and Amazon ads. And hundreds of new features to keep your visitors happy.

So if you want to build great looking sites that are search engine friendly, include ads and the ability to grow on auto-pilot over time, XSite Pro may be just the site builder you've been waiting for.

[Build Great Sites Fast](http://cdzn.com/xsp): <http://cdzn.com/xsp>

Click to watch the short video. You'll discover how XSite Pro 2.0 takes away the pain and drudgery of site building and makes it a pleasure to do.



Sneaking to the Top of Google Search Results

According to "Ask A Ninja" here are some internet video facts, "In March 2008, 11.5 billion videos were viewed online. There's 10 minutes of video uploaded every second. In a single week, more Americans watch videos on YouTube than the top 10 network television shows."

[Future of Video](http://www.askaninja.com/futureofvideo): <http://www.askaninja.com/futureofvideo>

You better get those screencasts, or slideshows with voiceovers prepared and uploaded. The evidence is clear, short "how-to" videos, or "what's in the box" videos are proving to be very popular and drive the most traffic.

This is especially true if Google is allowing Universal Search Results in your market. Go do a search and find out. If videos are appearing in the search results, that may be your fastest way into a competitive market.

If you have PowerPoint on the PC, or Keynote on the Mac you're all set. All it takes is a short slide show with a voiceover. But if you've never done a slideshow before, pick up a copy of Garr Reynolds' "Presentation Zen" at any bookstore, and prepare to dazzle your viewers.

If you prefer to use a screen recorder for show and tell, turn to CamStudio or Camtasia on the PC, ScreenFlow on the Mac, to create a short 3 minute "how-to" clip, on something that you figured out how to do. It could be a software tip, how to use a social bookmarking site, how to FTP a file to a server, just about anything.

Once you have your video file, you can visit YouTube, MetaCafe, Clippo, Howcast, 5min and upload your files. Or if you prefer to upload your files once, and have a professional service do all the submitting, you might want to employ Traffic Geyser to do your heavy lifting.

[Syndicate Your Videos with Traffic Geyser](http://cdzn.com/tg): <http://cdzn.com/tg>

Either way, slidecasts and screencasts are great ways to make video fast. And like I said, if Google is showing video mixed with search results in your competitive market, that's your fastest route to the top.

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Exclusive SEO Secrets



If organic search traffic is important to your online business, then you cannot afford to be misinformed. Forget the hype, rumors and speculation. One organization truly knows what's going on. And it's a Revolution.

First attend all the major search engine conferences. Then combine that inside information with a large private testing facility, with an exceptional staff, cranking out test pages day after day, measuring the results, and what would you have? The world's leading SEO authority.

[Are You Ready for an SEO Revolution?](http://www.cdzn.com/jwr) ==> <http://www.cdzn.com/jwr>

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Traffic + Conversion = Revenue

Want to get good at affiliate marketing? Want a website review? Need actionable advice? Sustainable revenue? A clear path? Better conversions? Help with your marketing, sales or advertising? Give me a call.

My coaching rate is \$300 an hour for newsletter subscribers. Phone me any time you need help. Even if it's just a couple of questions. **You can reach me any time at my home office by phoning 604-322-5400.** The initial phone call is free.

Why phone me? I won't pretend to be your buddy and give you warm fuzzy affirmations, but I will give you a tough critique based on 30 years experience in sales, advertising and marketing. Plus, over the last 10 years, I've answered over 7,000 email questions and performed over 500 coaching sessions. I know what makes successful people tick.

That's it for this edition 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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