

# Internet Marketing Secrets

Issue #122 - by Michael Campbell - April 19 2007

In this issue: FreeIQ transforms the marketing landscape. There's no hiding from the laws of the universe. 100 AdWords videos direct from Google. And trying your hand at SEO? Here's how to measure your Page Strength for the search engines.

Plus, inspirational advice from Apple's Steve Jobs. The secret to higher conversions. An interview with Google's CEO. And a little known directory, that can give your site a big boost in rankings. All this and a lot more in this jam-packed issue of IMS. Enjoy!

To subscribe free click ==> [Internet Marketing Secrets Newsletter](#)

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## **Mass Marketing is Dead. Long Live the Niche!**

The niche marketing formula is simple. Go for the lowest competition and the highest traffic. Are you ready to discover the easy pickings? The low hanging fruit? The long tail of the search?

Now it comes with affordable and easy to use, Latent Semantic Indexing (LSI) Tools. You'll discover exactly how to "theme up" your website to make it search engine friendly... and you won't need a whole bunch of incoming links.

[Ready to Dominate a Niche?](http://www.cdzn.com/nb2) ==> <http://www.cdzn.com/nb2>

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## **Internet Marketing & Search Engine News**

### **The FreeIQ Beta... You Have to See It to Believe It**



Brad Fallon is the CEO of FreeIQ. It's the new marketplace for ideas and Smart Marketing, which includes a network of wholesale and retail internet businesses." It will transform your approach to business and the internet.

"You can sell almost any type of information product, such as audio and videos, webinars and teleseminars, subscription newsletters, coaching and training programs, registrations for live events, etc. Plus, you can get paid as an affiliate for referring customers, content providers, and other affiliates to FreeIQ."

[Try out the FreeIQ Beta](http://www.cdzn.com/fiq) ==> <http://www.cdzn.com/fiq>

## **100 AdWords Videos by Google**

If you've been thinking about using PPC to drive traffic, the largest PPC network would like to help you get started. Google has an entire library just waiting for you.

"If you're an AdWords advertiser, Google Advertising Professional, or just interested in learning more about AdWords, you can use our training to sharpen your AdWords knowledge. We offer both multimedia and text lessons to match your preferred learning style."

"While lessons are organized to build upon previous ones, you can skip between topics and take them in any way you like. After each lesson, test your knowledge by taking a quiz."

[AdWords Videos by Google](http://www.google.com/adwords/learningcenter/) ==> <http://www.google.com/adwords/learningcenter/>

## **Page Strength SEO Metric**

Wondering how close your page is to breaking into the top 10 search results. Here's a funky tool that may help.

"The tool is designed to satisfy the curiosity of webmasters, surfers and web marketing professionals seeking a better metric to quickly assess a site/page's relative importance and visibility."

"What does this tool tell you? The relative importance and visibility of a web page. The potential strength and ability of a page to rank in the search Engines. Data on popularity, links and mentions of the page across the web."

[Measure Your Page Strength](http://www.seomoz.org/page-strength/) ==> <http://www.seomoz.org/page-strength/>

## **The Definitive Directory Submission List**

Jerry West has just updated his directory list. If you are an SEO Revolution subscriber you already have it on your hard drive.

I'm a big fan of submitting to directories and rely on this list. It's always a good idea, to submit new sites and pay the fee. Especially if the directory passes a healthy dose of PageRank, and it's been around a few years. That way, the Trust is immediately passed to the new site and the Sandbox effect is minimized.

There are nearly 500 directories on the list. Only three directories received an A listing. Nine received a B. All the rests were C+ and lower.

According to Jerry, "Over 68 hours of staff time went into updating and verifying the information. About 200 more hours went into testing the passing of PageRank. We went through each directory individually, and made the top 70 or so part of the PR test."

"Here are some features of the list: PageRank of the home page. PageRank of sub pages. Does the directory pass PageRank. Directory Type. Any fees are listed and the time frames they cover."

"We also gave a grade to the top directories based on factors such as: PageRank pass through, Traffic, Sub Page PageRank, Navigation, Design, Ease of Use, Number of Years the Directory has existed, etc."

Now here's something really useful... The directory known as [Starting Point](http://stpt.com) (stpt.com) was given an A- finishing in the top three. I'm going add submitting to it, to my "to do" list for each new site I create. Others like Jayde barely passed. Bizweb flunked out. Needless to say I won't be wasting time on those anymore.

I've given you one gem, but you'll need to subscribe to Jerry's SEO newsletter to get the full list. It's certainly the most comprehensive and thoroughly tested list that I've ever seen.

[Join the SEO Revolution](http://www.cdzn.com/jwr) ==> <http://www.cdzn.com/jwr>

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### **Want Content, Links and Traffic?**

Here's how to get them fast. You don't need market research or reciprocal links. Every month you get 400 optimized articles. 24 announcement blogs. Instant incoming links. Tons of how-to video. And good solid SEO advice.

You can modify the articles however you like. Use them for both affiliate and AdSense revenue sites. Get instant content and incoming links from up to 24 blogs. Plus you'll get good solid SEO advice, that you can use right away.

[Get Fast Content, Links and Traffic](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

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### **How to Prevent Blog Spam**

Here's another tip direct from Jerry West's SEO Revolution Newsletter.

If you have a Blog you are probably very familiar with Blog Spam. Two of the most popular security options are Captcha and solve the Math Problem. Neither are perfect and spammers can get often around them.

So, if you run a blog, make sure you have the comments set to be moderated before they get posted, so you are protected against Spam, and monitor any spam you get. For abuses, simply put their IP address in your "denial service" in your .htaccess (Apache Servers). The code is below:

```
<limit GET>  
order allow,Deny  
Deny from IPADDRESS  
allow from all  
</Limit>
```

Of course you would enter the IP ADDRESS to deny where it is clearly indicated.

Did you like this tip? Get more just like it when you subscribe to Jerry West's SEO Revolution Newsletter.

[The SEO Revolution is Here](http://www.cdzn.com/jwr) ==> <http://www.cdzn.com/jwr>

### **Google Ads Changing Daily**

One thing Google changed is the way that it displays PPC AdWords ads, that appear above the organic search results. They changed the background color from blue to yellow.

It makes sense, as blue is a cool color and fades more into the white background. Yellow being a warm color is more visible and draws more attention to it, without being over the top.

In addition, to prevent accidental clicks, the user must click on the link in the headline. Until now, you could click anywhere in the box, including blank spaces.

My tests reveal 3% more clicks for the same ad in the top spot. Conversions have remained the same.

So moral of the story, to avoid "click happy" searchers, and maximize your conversions, choose to be somewhere between positions 3 - 5 for your PPC ads. But as always, your market will be different, so test and track your results.

Another change, was to the way some AdSense ad units are displayed. The border around the ads slimmed down to a hairline, and the block that says "Ads by Google" became a narrow tab. Google did this to make them look "less like" ads. My early test results show no increase in clicks.

And last but not least, they started a series about their TOS or terms of service. The AdSense unit really started cracking down on sites with ad units that were positioned in line with graphics.

So be warned... or better yet, stay informed. If you play with either AdSense or AdWords, you really must visit their respective blogs daily. Or better yet subscribe and have the news emailed to you.

[Google AdSense Blog](http://adsense.blogspot.com) ==> <http://adsense.blogspot.com>

[Google AdWords Blog](http://adwords.blogspot.com) ==> <http://adwords.blogspot.com>

### **Still Can't Get Enough Google?**

In case you want more about Google and need to know everything that's going on... Here is THE official Google Blog

[THE Official Google Blog](http://googleblog.blogspot.com/) ==> <http://googleblog.blogspot.com/>

And if that's not enough, here's the Google Operating System. It's the official "Unofficial" source for news and tips about Google.

[Unofficial Google OS](http://googlesystem.blogspot.com/) ==> <http://googlesystem.blogspot.com/>

### **Do What You Love and Never Give Up**

Here is one of the most inspirational texts that I've read this year. It's three very short stories by Apple CEO Steve Jobs, that was delivered at Stanford University's commencement address.

The first story is about connecting the dots. The second story is about love and loss. The third story is about death. His advice is to Stay Hungry and Stay Foolish.

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice."

"And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."

Read the full commencement address here. The motivation message will leave a lasting impression and you'll definitely want to bookmark it.

[Steve Jobs](http://news-service.stanford.edu/news/2005/june15/jobs-061505) ==> <http://news-service.stanford.edu/news/2005/june15/jobs-061505>

### **Interview with Google CEO Eric Schmidt**

Here's another interesting gem, for those of you who like to read history and know how things came to be. It's Fred Vogelstein's Wired News interview with Google CEO Eric Schmidt.

"The interview is a fascinating conversation about how Schmidt along with founder Larry Page and Sergey Brin ran and, based on recent conversations, continue to run the most interesting and profitable company in a generation."

"In it Schmidt talks about what it was like to join Google back in 2001 when it wasn't yet making money, and how the company almost disintegrated amid bickering over how to partner with AOL in 2002"

[Eric Schmidt](http://blog.wired.com/business/2007/04/my_other_interv.html) ==> [http://blog.wired.com/business/2007/04/my\\_other\\_interv.html](http://blog.wired.com/business/2007/04/my_other_interv.html)

### **Convert Voicemail to Text**

Paul Galloway had a good tip about a service that transcribes voicemail and voice messages to text. This is useful when in meetings or seminars, so you don't miss an important call, like your server went down, or plant manager just quit and you gotta leave.

According to the site. "SimulScribe utilizes cutting edge voice recognition technology to convert your voicemail messages into text. We deliver your transcribed voicemail, along with the original audio, to your mobile phone, PDA, and/or email account."

[SimulScribe](http://www.simulscribe.com/) ==> <http://www.simulscribe.com/>

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### **Join the Family of Achievers**

If you are ready for real leadership and guidance from proven mentors... And if you're willing to put in what it takes to achieve your desires... Then we're so confident, all it's going to take is one single dollar.

[Want an Avalanche of Abundance?](http://www.cdzn.com/ka) ==> <http://www.cdzn.com/ka>

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## **Internet Marketing FAQs, Secrets and Strategies**

### **Are You a Personal ATM for the Gurus?**

*Question: ""Hi Michael, this is no BS. I used to be on all the "guru" lists until I realized that I was being used as their personal ATM. The only problem being that it was my money they were withdrawing and not their own.*

*Internet marketing is not what it used to be. It is now replete with scumbags, trying to make as much money as they can with recycled information and clever sales letters.*

*I wouldn't want to be a newbie now. You could lose your savings and your pension overnight, being suckered in by seductive offers from some of these internet marketing charlatans.*

*And one of the things that irritates me the most is when they boast of their new houses they have moved into from their apartments they used to own, the holidays they take, the new Range Rovers they are taking delivery of.....and they saying...." I am not telling you this to brag".*

*Jeez Michael, how many times have you seen that?? Do you honestly believe that?*

*OF COURSE they are telling you this to brag! They are loving every moment of it. DO YOU ever tell us what house you have moved into or what Range Rover you are taking delivery of? NO, you don't.*

*WHY? Because you don't need to try and add credence to your advice by trying to impress with your assets. Instead you impress people with your advice. That deserves respect.*

*Strange isn't it. I read your list of people to whom you would subscribe. (In the Pick 10 Guru Challenge from IMS #121.) The common factor was that they had all been online for many years. There were no latter day Great Pretenders. There is a message there.*

*I believe that "giving back" is one of the most rewarding acts you can do after - or indeed before - you have achieved financial independence. That is where the juice is. One of the most rewarding achievements in life is to show and help people to achieve their goals.*

*I've always had a lot of respect for you Michael. You are one of the very few people online who constantly gives. Thank you for all your advice." ~ Peter*

### **A Super Highway to Success**

*Question: "I really liked the 200 Page Challenge and I hope to get ripping into it soon! Question though, what is the best plan of action when you come across a killer product or service, but vendor / service provider doesn't have an affiliate program? Surely, there must be a better answer than, "Go to the next one that does."*

*I've hunted around on some affiliate newsgroups, but haven't really got a satisfactory answer, from anyone whom I KNOW makes a full-time living via affiliate programs. Any ideas or pointers?"*

Answer: For a quick affiliate program there's always Clickbank but they are for digital products only. There are plenty of others like Ultimate Affiliate Program, 1ShoppingCart and Paul Galloway's Synergyx Series. Any of those are quick and relatively easy to set up these days.

But if they refuse to set up an affiliate program, there's still hope!

What I did in '98 with Cell-West was to offer my services in exchange for a percentage of the gross. They didn't have an affiliate program, and it was too expensive to set one up in those days, just to run a test.

So what I did was offer to be the ONLY affiliate. I would receive 15% of the gross - as a sales commission - on all internet orders for a period of one year. Since I was the only one creating websites for the company, it was easy to implement and track.

The end result? I generated around 780K for them, and a healthy 100K for me, after returns and refunds. So if a company doesn't have an affiliate program, sometimes its worth a phone call just to explore the options.

Then the rest - as they say - is history. I thought hey... if I can do the SEO and online marketing for a client, why not do it for myself. Cell-West was the last SEO client that I ever had.

From then on I started promoting affiliate programs for various products and launched my own series of ebooks. In them I reveal everything I learned along the way, from SEO to PPC. Blazing the trails so you don't have to.

Now there's a super highway, paved to success... which you've already discovered. You can [download the free marketing ebooks right away](#). The 200 Page Challenge is the car. The Keyword Marketing Report is the key. All you need to do is go for the ride. Good luck with your venture!

### **Using an Apple Computer for Fun and Profits**

*Question: "Michael, you are the only Mac guy I know in the "industry". Has it been an issue (using a Mac) for you? Things that don't run on servers run on PCs, not Macs. I'm asking because I am thinking about getting a Mac PowerBook (just for kicks), but if it only runs iTunes I don't see the point."*

Answer: There's lots of us Mac dudes in the marketing industry. In fact, over 90% of all ad agencies and entire print industry is Mac based. They have been since the advent of PageMaker, PostScript and the Apple LaserWriter.

So are most film studios, graphic design houses, desktop publishers and the music business... yep, almost exclusively Mac based. That's why Mac does the whole artsy thing so well. Whereas in most business situations, you'd be lucky if the boss would spring for a sound card for your PC.

It's never been an issue, because I've always had a PC kicking around. The only time I used it, was when people send me Windows based software that they want me to review and possibly promote.

Any time you click on a PC file like a Word Doc, one or more Mac programs can easily translate the file and open it up. You can then edit the file and save it back into several PC formats. But most official business with government agencies, insurance, lawyers and the banking is done using universal documents like PDF files.

Now that I have an Intel based Mac, I run Windows in Parallel with the Mac OS. There is no noticeable performance difference between the two running side by side. Whichever program the mouse is over, gets priority access to the CPU and memory. It's easy to copy n paste between the operating systems.

It's the best of both worlds really. I get to use all the cool and easy to use Mac stuff for movies, podcasting, page layout and graphics. Then I can also use Windows only stuff like [Dr. Andy William's EZSEO Website Builder](#), GoTo meetings and Windows Media Codecs.

By the way, you don't need a Mac for iTunes. It runs equally well on Windows. So if you're going to get a Mac, don't get it for "kicks" but consider it for your main production machine.

### **Yes It's True... The Intel Mac Does Windows**

*Question: ""I didn't realize that Windows could run parallel to Mac on the new Intel chips. I thought it booted into one or the other. That is SERIOUSLY very cool!"*

*Which Mac did you get? Is it choppy running Windows and Mac at the same time? I tried VirtualPC five years ago and it was unbearable. Do the two systems share files? Drag and drop?""*

Answer: Which Mac? Both my wife and I went for the 15" 2.33GHz Intel Core 2 Duo MacBook Pro. It's 15 - 20% faster than the other 15" notebook, with the clock speed, double the vRAM and RAM combined.

As as a bonus... it can do full 1080 HD output the big Apple monitors. I just saw a demo of the Quicktime 1080 download, and it was better than my 42" Sony LCD TV in the living room. :-)

Yes, they can share files. Drag and drop into a folder. The PC drive is set up as a partition on the Mac.

I [use software called Parallels instead of BootCamp](#). It's too much hassle to reboot all the time. This way they run side by side.

Yea, Virtual PC was pretty much a joke. It could run WebPostion Gold s l o w l y but not much else.

Is it choppy? Not at all. My wife runs her Intel Mac watching full screen streaming video on the PC, while the Mac OSX is running Skype, and she's talking VOIP to China. That's tough on any computer!

So there's no discernible lag time with both OS's going at the same time. That's because it's not emulation, they're running in parallel, side by side with each other.

And on top of it all, the Mac comes preloaded with cool apps like GarageBand, which is pretty much a podcaster's dream come true. It's got everything my 8 track recording studio had back in the mid 80's... except it didn't cost over 20 grand to set up... and it's all digital. ;-)

### **All You Really Need to Succeed Is:**

*Question: ""I'm interested in finding someone trustworthy, who is willing to mentor and coach me. I've recently started receiving your newsletter and discovered that you're taking on new students.*

*I'd be interested in speaking with you, to determine if you're the type of person I'm seeking in a mentor. Please have someone from your office contact me if you're interested.""*

Answer: Huh? Have "someone" contact you? There is no team of tutors, or office, or staff here... just me. Working from home, doing what I love to do. Keeping it simple, peaceful, quiet and happy.

What I offer, are simple one-to-one conversations over the phone, offering blunt, real-time, honest advice when you need it, from someone who's been there, done it, and STILL wearing the t-shirt.

You won't be assigned some rah rah "junior league" coach who's reading from a playbook. Nor will I get you to copycat the other guys. We'll discover your core competencies and get you to build a business on skills that you're good at.

More details about the coaching program can be found here:

[Personal Coaching](http://www.internetmarketingsecrets.com/coaching.html) ==> <http://www.internetmarketingsecrets.com/coaching.html>

Just to make it very clear and avoid any kind of confusion, it's not formal consulting with written reports, research and follow-ups. There's no low-cost mentoring per se. There is no "pay one fee and get monthly support" via email, or in a private forum. We just chat on the phone by Skype.

20 minutes is usually all it takes for the first session. Sometimes a simple course correction is all that's needed. Other times I get the student to tear everything down and start from scratch.

In addition, you'll need to turn off your sensitivity meter, because I'm not going to sugarcoat it, kiss your asteroid, or be a yes man. I'm going to tell you exactly how it is... not the way it ought to be. Sometimes it hurts. But it always helps.

If you've just recently subscribed, I suggest that you download and read all the training and courses that I've already provided. That way, we won't need to cover old ground, and you'll be ready to ask the dangerous questions that can make a real difference in your business.

[Free eBook Downloads](http://www.internetmarketingsecrets.com/downloads/) ==> <http://www.internetmarketingsecrets.com/downloads/>

Then... once you've read the materials and you're convinced there's a synergy to work together, please let me know and we'll set up a time. We'll discuss your personal situation and set a course of action for you to follow.

For that's really all you need to succeed... a goal, a platform, a course, and a time frame. Everything else are just tasks.

### **It's All About YOU... or at Least it Should Be**

*Question: ""I'd like to improve the conversion ratio of our site. We've already implemented what you said in Nothing but 'Net. It helped raise it by almost 2%, but I want more. Any quick tips after looking at our site?""*

Answer: If you look at most web sites... including yours... it's all us, I, me, we and about our company. Our mission statement. How long we've been in business, yadda, etc.

Then you pop a brochure in a separate window, so they can "learn even more" about you. Sheesh! To paraphrase the world's best sales trainer, Jeffrey Gitomer... you're puking all over your customer.

Meanwhile the customer's asking, where's the value? What's in it for them?

When a visitor arrives at your site, it should be about one thing... ALL about them. To quote Jonathan Mizel, "Customers are selfish, lazy and they're right. The sooner you learn that, and cater to it, the more successful you'll become."

Now there's an online tool that prevents you from "we we-ing" all over your customers. Although there have been several iterations of this tool, this one by Grokdotcom.com is a little different, in that it takes your company name into account.

According to the site, "Run the tool to check your site; run it to check a variety of competitors' sites. You're likely to have an eye-opening opportunity to see your site through your customer's eyes. This should be part of every audit process in your copywriting. A score between 60% - 70% seems to have the most natural tone."

Just type in your url and company name, and the We We Monitor will do the rest:

[We We Online](http://www.futurenowinc.com/wewe.htm) ==> <http://www.futurenowinc.com/wewe.htm>

Or you can use a text based version of the tool here:

[We We Text](http://www.futurenowinc.com/wewetext.htm) ==> <http://www.futurenowinc.com/wewetext.htm>

It's long been known, the more you talk about "you and your company" instead of "them the customer" the lower your conversions will be.

If you want to increase your conversion rate, simply change the language of your pages, to focus on the language of your customers... make it all about them. If they like what they find, and want to know more about you, they'll dig to find it once they're engaged and interested.

### **No Hiding from The Laws of the Universe**

First off I owe you an apology. Sometimes I get a little selfish. Sometimes I have to remind myself of the fundamental laws of the universe, "You reap what you sow."

The more you plant the more you harvest. Or for the more logical minded, for every action, there is an opposite and equal reaction. These are universal truths.

I've been writing the newsletter now for eight years. It does bring in a good chunk of coin. But mostly, it's a public service to my readership. I spend hours culling through everything that's going on, and try to give a digest version of what will truly effect the way you do business.

In return, you reward me with kind words of gratitude and glowing testimonials. And on occasion, from time to time, you buy things that I recommend.

But any time I get a little quiet online, people start asking if I'm ok. They start to wonder, where's the newsletter, what's going on? Those who know me - on the other hand - know something is going on.

You see, I've been busy working on a new course. And at first, I didn't want you to know about it. That's where I was a little selfish and need to apologize. Rather than accept a complimentary copy and promote the product, I bought it straight away.

I plan on using the information in the course to add an additional 120K in profit, working only part-time on the project. Notice that I didn't say that just owning the course would bring me the extra funds.

The course will bring me additional success, because the info inside, is a sound strategy. I plan to implement the wisdom as a goal.

Witness here in writing that I'm committed to acting on it. Five hours per week to learn the course, then take the necessary actions to make it work. Now that I have a goal, there is no choice, except to succeed.

In 1957, Earl Nightingale popularized the words of Napoleon Hill, "You become what you think about." If you set a goal and think about it. You WILL move towards it, both consciously and unconsciously.

[Strangest Secret](http://www.markvictorhansen.com/strangest_secret.php) ==> [http://www.markvictorhansen.com/strangest\\_secret.php](http://www.markvictorhansen.com/strangest_secret.php)

Think about this for a second. Imagine your goal to be like a ship. You choose a destination, set a course, an arrival time, and set sail at a determined speed. You'll probably arrive on schedule or close to it.

Imagine a second ship, with no destination in mind, doesn't matter about the course and speed, because they'll probably never go anywhere. Without goals, we just float about and never leave port.

But as the universe would have it, it's law foiled my attempt to purchase the course. When the creator of the course saw my name on the order, he refunded the full purchase price, and sent me the course with his compliments.

Curses... even if I thought I could "pull one over" on the laws of the universe, it would have no part of it. The creator of the course asked me to tell you about the course, IF I liked it...

What? Are you surprised at the fact I still do courses? I've never stopped. I'm always working on something new. In 1986, I decided to become a student of marketing. A humble student. Even though I've been in the game over 20 years, I'm still learning.

And when you learn, you keep your mind challenged and young. With every new thing you learn, bits that didn't quite fit, seem to connect, as the dots emerge into a big picture.

This course arrived at my door, and I put down everything else to start working on it. It's a physical product so I didn't have to print out the hundreds of pages. I started with workbook one and didn't eat or drink anything, seemed like I didn't even breathe for hours.

Usually I have a highlighter pen to emphasize the important bits. But this time I needed a second color pen and a regular pen, to highlight and underline the really important tips. Then for the first time ever, a third highlight color for absolute new information, things that I never knew before. And that's just the first workbook. Actually, it looks more like a kids coloring book, than a course. It's so full of colored highlights, there's barely any white space left.

So I'm going to have to tell you about it sooner or later, so here goes. This course shows how to be successful in PPC (pay per click) to CPA (cost per action) marketing. Which - all mumbo jumbo aside - really means this...

You take out a PPC ad on a service like Google or Yahoo, and you send the clicks to a web page. Once the visitor arrives, you try and convince them to give a little info about themselves. It could be as simple as their zip or postal code. You just made a buck fifty. That's all there is to it.

What just happened is... you get a commission for the visitor taking that action. That's why it's called CPA or cost per action marketing. Sometimes you'll make a buck just for a postal code. Sometimes you'll make 20 dollars if the person leaves their phone number and address.

Now... I used to do this years ago. I had several insurance sites. Back in 2001 I used to get three dollars for every time someone requested an online quote. I didn't do the work. All I did was bring the searcher and merchant together. I was a traffic broker.

It's very similar to affiliate programs. But unlike affiliate programs, CPA programs do not require the visitor to buy anything, in order for you to get paid.

Usually, the visitor has anywhere from one to five fields of info to fill out. The more info they give, the larger the payout for you.

So when I heard about this course, I was naturally skeptical. After all, I never heard of the dude that created the course, and I had always used organic search for CPA offers. Now I'm supposed to believe that some dude I never heard of can make over 100K a month - yes a month, that's not a typo - using PPC traffic and CPA offers???

Then it became true. My [long time friend Neil Shearing](#) told me, it's the real deal.

Because Neil considers me a mentor, I trust him completely. So when he said it's the real deal, I knew in an instant, this course could not fail me once it arrived in my hands. And that's when I bought it... but unfortunately or fortunately, however you look at it, my reputation preceded me. I was foiled!

Gauher Chaudhry - the creator of the course - knew about me for a long time. He refunded my purchase immediately. There was no way the powers of the universe were going to let me withhold this course from you.

You see... Gauher has already made enough to retire... several times over. Now that he's been blessed with abundance, he has decided to share his wisdom with the rest of us.

But rather than release his course to the masses, through direct marketers with breathless hype, snake-oil and flashy gimmicks, he invites only his customers, those whom have worked through the course, to become spokespeople or evangelists for his brand.

So I didn't want to tell you about it. I really didn't. I just wanted to buy it, stay quiet and keep it all to myself... but here goes...

What makes this course so good, is that Gauher, doesn't hide anything. Everything is spelled out on the pages. You see actual web pages. Actual offers. His exact wording. All his test results from years of perfecting.

You see the entire sequence of events from click, to landing page, and presentation of the offer. It's like the curtain being lifted and seeing the machine that makes the profits possible.

Gauher takes it even further, showing in the "Workhorse" method, how to build the PPC to CPA, into a sustainable and scalable business model. We're taken though subscription forms, thank you pages and the entire autoresponder sequence. And that's just the first workbook.

We're also shown things that don't work... at least not when they're pitched at marketers. But the world outside internet marketing is a very different place. A world of innocence where things like pop-ups, meta redirects and autoresponder sequences still work the magical wonders, and people eat it up. But that's just the first workbook.

There are six workbooks in all. Once for each major PPC search engine. One that covers the rest. And one for building keyword empires. Plus there's six CD tutorials and two DVDs. Nothing is left out. It's tough not having an excuse.

That said, there are a few things you'll need to be aware of..

One, this course is expensive. Good! It will keep out the riff raff and the chumps who like to "pump and dump" each new thing, only to abandon it, when they don't get an abundant harvest overnight.

Two, you are paying for the PPC ads. There will be a lag time between that output, and the CPA network paying you. So you will need a bankcard of sorts with a decent limit.

(If however, you have a reward card that pays Air Miles, you'll soon be flying first class on the house. Just be sure to pay off the card completely before the end of the month.)

Three, it takes hard work. As the saying goes, all luck and success are the result of hard work. Or to quote something from the universal truths, you reap what you sow. But notice that you have to sow FIRST, in order to reap.

Four, you don't need THIS course. But you do need A course. In fact, I'd prefer that you don't buy it, so there's less competition for me. ;-)

(Remember, if you're on a tight budget, everything you need to know about becoming successful online are in the Keyword Marketing Report, The 200 Page Challenge and Clickin' it Rich. You can get all of them right now, from my downloads page. They'll give you a solid foundation on which to build a business with affiliate programs.)

[Free Marketing eBooks](http://www.InternetMarketingSecrets.com/downloads/) ==> <http://www.InternetMarketingSecrets.com/downloads/>

So now... if you'll please excuse me. I've done my fiduciary Karmic duty. I've told you about the course, even though I'm a little ashamed to admit that I didn't want to.

[Get the Per Per Click Formula](http://www.cdzn.com/ppc) ==> <http://www.cdzn.com/ppc>

And yes I may get quiet at times. The blog posting gets rather sparse and the newsletters get a little further apart, but that's only because I'm hard at work on my goal.

My destination, my goal, an extra 120K in profit working part-time. The course, Gauher Chaudhry's Per Per Click Formula. Cruising speed, one year.

Remember, you become what you think about, and I've already set sail. My only question to you is..... when are you planning to leave port?

That's it for another 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.

*"People with goals succeed because they know where they are going. It's as simple as that." - Earl Nightingale*

You can get even more FAQs, important news and helpful articles on the [Internet Marketing Secrets \(IMS\) Blog](#).

IMS Blog ==> <http://homepage.mac.com/dmcorp/index.html>

And finally... Did you like this newsletter? Why not forward it to your friends, coworkers, classmates and anyone else that you think might like it. Thank you for your continued support.

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